

Life of a Daymaker

I am writing this on my way back from the E0 learning conference in Buenos Aires, Argentina, where I participated with all my colleagues and friends to see a great conference come together. I want to focus on two speakers that were really inspirational and knocked it out of the park. The first was Rick Kash of The Cambridge Group, whom I've written about before, but seeing him in person was super special and why I am proud that I invited him to speak to us. The other was David Wagner, whose story was extraordinarily inspiring.



Key Parts to a Great Strategic Plan



As I head to Buenos Aires for the E0 Argentina University, I am excited to see how it all unfolds. Unlike other university events I have been to, I was on the committee that put this University together. So in a sense, like your own business, you get to see a

creation come together that you had a hand in making happen. I look forward to seeing all my friends and experiencing a great conference together.

Embrace the Collective

When I was at the E0 Nerve conference in Charlotte last April, I met Captain David Marquet, who spoke to us about his perspective on Leading. He discussed his experience leading a nuclear submarine and how as a leader, he felt he was expected to have all the answers. And ultimately, he realized that was not a realistic expectation. David learned this lesson the hard way when he was commanded to change from his original submarine he'd spent one year on, to a new vessel.



Joining the 1%



When you watch this short video, titled [“Less Than 1% Get Funded,”](#) you will see a key issue in the mindset of a lot of businesses. Businesses will come up with an idea and then go out, get a bunch of money, and it will GO BIG.

This mindset leads to 99% of people not getting funded. It takes a lot of grassroots to get you to where funding is the appropriate next step.

Delivering Happiness to Employees and Customers



Last week I went to the E0 Insignia/Quantum Leap Campus Conference in Las Vegas and met up with about 140 E0 members that are in regional forums around North America. It was a great opportunity to hang out with incredible entrepreneurs, share experiences, learn, and

grow together. I was fortunate to meet E0 Member, Mario Stadtlander, who lives in Vegas. We discussed the opportunity he had to take his forum to tour the new Zappos headquarters. After our conversation, he offered to set up a tour for us during our stay.

Ask Key Questions for Change



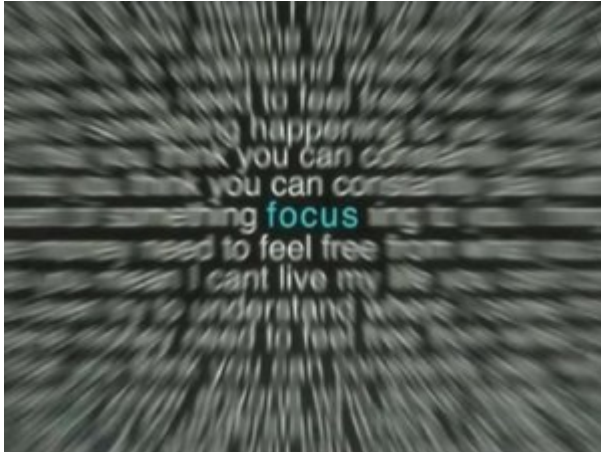
Looking at your company from a different perspective is sometimes what is needed to make important changes that lead to moving forward. The problem with this is, it is hard to do. How can you put yourself in a perspective that will make decisions that will change everything? Rasmus Ankerson, who we are bringing to speak at the E0 Argentina University in November, has an answer for that.

Make a Change – Make a Difference

One of the things about being an entrepreneur is the ability to affect change. Change the way it is done, change the way something looks, change the way everyone thinks about something, change the way we can be healed, change the way we live our lives, and more change, change, change! This is very empowering, and when you have it in your life, you feel how rewarding and motivating it can be.



Best in Class



One of the things that I've previously discussed is the importance of focused direction. It is paramount, from the standpoint of what your business is doing, but also tremendously important to the clients that you are pursuing. Once your focus is defined, one must

recognize the need for specialization. The more laser-like effect that you have when you are providing a service or product to someone, the greater the chance for success. This recognition comes only from vast experience in the business world.

What Is Your Job to be Done?

When trying to find opportunities to grow during times you may have hit a lull, or even when you are starting a new company, there is a process that can help get you there. That is what I found when I started to read the book Seizing the White Space: Business Model Innovation for Transformative Growth and Renewal, by Mark Johnson.



Bitter Sweet for Brock Candy



A few weeks back, I wrote a [blog](#) on the experience I had going to the Volkswagen plant in Chattanooga, TN, with my [E0 Forum](#). Along the way of doing the tour, my forum mate, BJ Miller, met a gentlemen by the name of [Frank Brock](#). Frank happens to be of the Brock Candy Family of Chattanooga, which was founded in 1909.