

# Do You Get Naked with Your Clients?

I spent the past week in St. Thomas for my annual timeshare week. It is always a great getaway, and this one came and went with a lot of time at great beaches, meeting new people and doing some reading. I got to spend the night at Jost Van Dyke, which is something that I've always wanted to do. The time around Soggy Dollar Bar goes fast and you get dragged away, if you are there on a tour boat or take a ferry, just when things seem to be the most fun. Staying the night was a great way to relax and enjoy the new friends and amazing beach, and contemplate the opportunities the [new vertical](#) has for us at Efficiency.

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# Do You Have Happy Non-Performers?



I was excited to get confirmation recently that Rasmus Ankersen will be speaking at the E0 Argentina University in November. I saw him speak at the E0 India Conference a few years ago and his discussion stuck out in my head. Matt Stewart and I, as Learning Co-

chairs, along with Joy Hayes and Leslie Baum at E0 Global, discussed how he would be a good fit for our theme for the University of "Tango with the Unexpected."

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# Want Big Bucks? Think Elegant Organization

What is it about Facebook, LinkedIn, and Amazon that we can't stay away from them? What makes them so valuable? Well the answer is elegant organization. Let me give you a little background to explain what this means.



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## The Conference Effect



Coming back from an E0 event will usually light a fire under you bottom to get focused, look at new opportunities, fix or add a process, or just be plain fired up about your business. When you mix it up with 450 entrepreneurs from mainly the east coast and hear from great speakers, you feel the surge of entrepreneur juices flowing through you.

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# Is Geo-Fencing on Your Map?

As we continue to build mobile apps for clients, the advantages resulting from these apps are appearing limitless. I have been in Charlotte this week for the E0 Nerve Conference. When I called for a taxi, they said that I can download an app that will send a taxi to me. Not only that, but I can follow the taxi's location as it comes to pick me up.



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## Beware of the “Dark Side” of Entrepreneurism

As someone with lots of entrepreneurial DNA in my blood, what gets me excited are the opportunities that rise to their potential with lots of upside. We are working on a project right now that has lots of potential, and I feel situations like this help to bring a team together to work on something that could have an upside beyond existing expectations.



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# Are We All Salespeople?

Over the past few months, I have been contemplating and researching speakers that would be a good fit for the E0 Argentina University in November in Buenos Aries. Our theme for the university is “Tango with the Unexpected.” As co-chair of learning, I am working to bring in people that will meet E0 expectations, which are very high, and relate with our theme. One speaker I would like to bring in is Daniel Pink. However, given he is in such high demand, I am not sure we can fit into his schedule or he can fit into our budget.



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# Follow the Big Trends or the Small Ones?

I have talked to a lot of people about the big trend of mobile, the growth in this area, how it is changing the way we do business, and how if we don't want to be left behind, we need to adapt. Some of this has a longer time horizon and some of it needs to be thought about in the short-term.



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# Adding Context to Your Decisions

When we look at the world, a lot of times we miss the aspect of context on how we look at things. This has importance in making business decisions of all sizes and shapes. This can show up a lot with people's decisions and with how they look at their competitors and strategies.

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## Riding The Wheel Of Life

As I come back from an E0 Insignia and Quantum Leap conference in Park City, Utah, I carry with me some great experiences. This conference brings all the segregated forums together to have time to interact with each other and gain a personalized approach to the E0 experience. Insignia is for people with 7 years or more in E0, and Quantum Leap is for those with \$15-million or more in revenue. We get time with the large group as well as with our own forum, which includes a coach to take us through exercises.