

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.



Back at the World Economic Forum International Media Council, in Davos, Switzerland, Mark Zuckerberg was 22. He was asked a question by a big media mogul, inquiring what his secret was and how could the mogul's publishing company start a community like Facebook. Zuckerberg just sat quiet for a second and, as everyone was waiting for the secret sauce, he said in his direct, geek way, "You can't!" Then he just stared and, with everyone let down, he went on to add what the real secret was all about.

He said a little later that they were all asking the wrong question. You don't start communities, they already exist and they are already doing what they want to do. He then said the question you should be asking is how you can help them do what they want to do better. That was it! If you think about Harvard, where Facebook was started, they were in a community doing what they wanted to do for more than 300 years. Zuckerberg just helped them do it better.

This story was told by Jeff Jarvis who was at the summit and wrote the book What Would Google Do? I had read the book a few years back. I decided to read it again after a recommendation by sales guru Jeffrey Gitomer's list of ["A Dozen Books to Own"](#)

[and Read – At Least Once.](#)” I picked it back up and started to go through it and look at how I can apply things today. We are building a few mobile applications right now that have the potential to help people organize their communities in a way that makes them better and get more information out of the community.

If you are doing anything in the area of building web applications or in building mobile apps, or you have one already that is bringing a community together to be more organized, I would think this book would be helpful to advance your thinking on community organization and a lot of other principles that Google uses to be successful.

If you think about some of the companies that help with organization, in addition to what I mentioned above, several like Skype, AOL and Yahoo give us tools to organize collaboration. You get photo organization with Flickr. Wikipedia helps to organize knowledge. There are many other successful companies and when you think about it what they are doing, it is elegant organization.

What are you doing to make organization more elegant, to make your business better, for growth opportunities, and to realize the big bucks?

Our Instincts Are Social

As discussed in the [X-Factor Blog](#), I attended and spoke at the [Nerve Conference](#) in Atlanta just over a week ago and had a



great time! We listened to some interesting speakers and had a fun spending time with our EO friends and meeting some young aspiring entrepreneurs.

The breakout went well! The X-Factor content leads to such powerful discussions and opens us up to the possibilities of creating breakthrough opportunities for our businesses.

The conference theme “Dream, Challenge, and Lead” was inspiring. They kicked it off with video of [Martin Luther King, Jr.](#) Then a gentleman came up on stage looking like a young Dr. King and orated the “[I Have a Dream](#)” speech. What a powerful experience!

We later listened to the [three young international workers](#) that had been captured and held hostage for over a year because they had been hiking near Iran. It was seriously challenging to listen to them share their stories, let alone be in their situation for that amount of time. They spent much of the time in solitary confinement, and they spoke in depth about how incredibly difficult that was for them. Their stories on this hit me hard and reinforced how social a species we really are. When we don't have human contact, we are driven to a psychological breaking point.

The natural instincts we have to be social would explain the success of social networking and the intrigue we have around the success of Facebook. So when we were told the [Winklevoss Brothers](#) were speaking, we packed the conference room. They came up with the idea of a social website and asked [Mark Zuckerberg](#) to try and build it, and then he went off and built one himself. The twins talked about their work habits and the challenges of being Olympic caliber rowers. They did a great job comparing Olympic sport to the business world and what they are doing today.

They didn't really break out into the issue we all wanted to hear about and what really happened with the [Facebook](#) before

Q&A. However, we jumped right in and asked when they took questions. They shared that they felt it was pure fraud, and they were very disturbed by his actions. I would say they don't have much to complain about with [Facebook stock](#) getting ready to go public, and they also got rich while training for the Olympics. They have new ideas (shhh it's a secret) that they are exploring with all that money they have now.

I find it very beneficial to be at these conferences (being social) and to gain exposure to the experiences of proven and successful people, whether they are the speakers or the members attending. I was excited to meet a couple of young entrepreneurs with that look in their eyes that says they're ready to go after something big and create something from nothing. Quinn and Michelle go out and make the world a better place with your budding entrepreneurial spirit!

What are you doing to let that inner entrepreneur to come out?

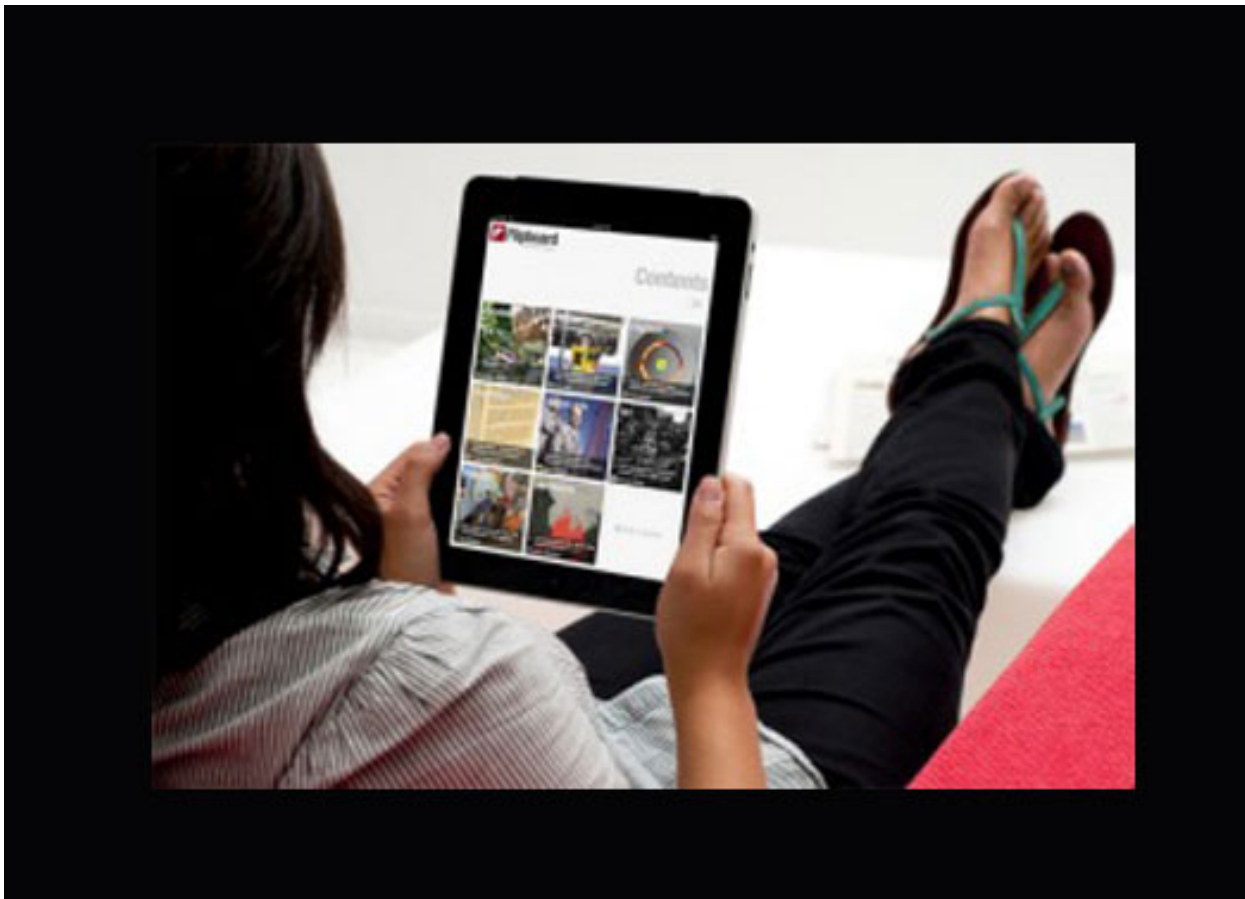
The Mobile Future is Right Before Our Eyes!

Last week, I traveled to Dallas, TX for a guys' weekend with my son Tony, his close friend Steven, and my brother Mark. While there, we also attended the Bills vs. Cowboys football game. Having grown up in Rochester, NY, I am a Bills fan, which is often difficult to endure. That weekend was no exception. Even after a great start to the season, the Bills lost 44 to 7. Other than that, we had a great time, and the

Cowboys' stadium is off the charts!

You seem to open your eyes more to what is around you when you're in a new environment, so being a bit more observant, I watched the nonstop mobile usage around me. These observations made me want to share some recent research that has been released. Based on the research and my own thoughts, mobile devices are becoming a powerful force in our lives.

As we went to restaurants, the social watering holes, the tailgate party, and even in the stadium, I noticed how many people were using their mobile devices to stay in touch, update Facebook and Twitter, and take pictures to upload or send out to everyone. Sitting in Cracker Barrel next to a table filled with the 60 plus crowd waiting on their food, I watched all of them tapping away, or reading what was on their phones. This is universal and will expand as speed increases and apps are introduced, making our lives easier as well as more resourceful and connected.



In a previous [blog](#), I discussed the research of [Mary Meeker](#), a leader in mobile technology research. She released new data at the [Web 2.0 Summit](#) recently, and it showed the continued surge of mobile usage, traffic, and e-commerce.

In the area of e-commerce, she discussed how [eBay](#)'s mobile sales have reached \$4-billion, [Paypal](#) has hit \$3-billion, [Amazon](#) has made \$2-billion, and [Square](#) is at \$1-billion. All had big increases with Square up 20,000% year over year growth! From what I observed, it is just going to continue to be off the charts!

Meeker explained that over the past year, the use of mobile search has increased four times, and the mobile app and advertising revenue combined has been growing at 153% annual compound rate since 2008. At that time, the revenue was at \$700-million, and now it has hit \$12-billion! This is amazing growth!

For internet services like [Pandora](#), [Twitter](#), and [Facebook](#), a large portion of their traffic is from mobile devices. Actually, for Pandora and Twitter, the majority of their traffic is mobile with Pandora generating 65% of traffic and Twitter gaining 55% of traffic this way. Approximately 33% of Facebook traffic comes from mobile devices, and it is increasing dramatically.

This all means we are entering a world much different from where we have been, and it is changing fast. We will be doing so much more on our mobile devices, and this will drive how we work and play. How does this affect you and your business? Can you improve your service to allow easier access to your products and services over mobile devices?

As I contemplated these questions over the weekend, I had an idea dealing with mobile devices and connecting people that has been brewing for awhile now, but it was solidified in Dallas. What ideas do you have to connect people, share

information, or simplify things? The next [Gates](#), [Jobs](#), or [Zuckerberg](#) is brewing and will show up soon. Why not you?