

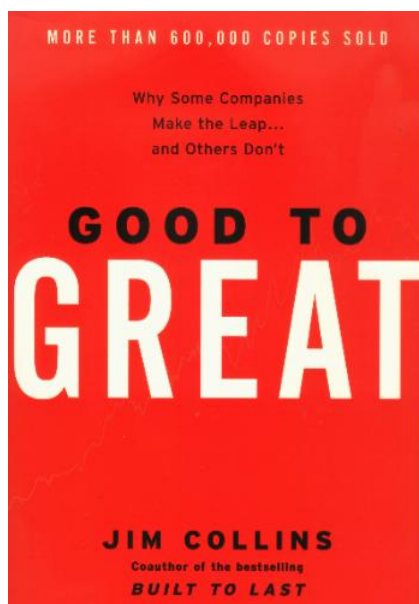
# Are We All Salespeople?

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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## Are You Confronting the Brutal Facts?



We have had a nice run in the markets over the past few weeks, hitting record highs for seven consecutive days. It would seem like good times ahead and I would so much like to jump on that bandwagon. I have seen this before and it makes me very cautious, given what is probably ahead. With any market and economic difficulties, there is always opportunity. The key signature of the DNA in a real entrepreneur is always being in

search of opportunities in any environment, and then acting on them.

When looking for opportunities, we must first practice the Stockdale Paradox, which is coined by Jim Collins in his book [Good to Great](#). In the book, Admiral Jim Stockdale makes observations of those that survived being prisoners of war in Vietnam and those that did not. Admiral Stockdale was there for eight years and endured the most brutal of situations.

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## How Am I Here Now?

What is the opportunity that you find yourself in today? What people did you meet to get here? What are you going to do to create more such opportunities?

I am on my way to Ft. Lauderdale to meet with my [E0 Insignia Forum](#). My close friend Joe has a place there, so we are going to spend some time at his condo. I really enjoy going to meet up with my E0 friends and spending time with them. It is always a very stimulating and worthwhile experience.

I come away with a greater connection and understanding for their struggles and successes, as each one walks their own path. It opens me up to what life has to offer and awakens me to my limited perspective when the diversity of these successful entrepreneurs come together to share their minds, experiences, and visions.