

The Value of Connection!

Who are you connected with? What is the value of connection? If you read any of my blogs over a period of time, you could pull out the frequent topic of connectivity. So why is it such a major theme? Even marketing guru [Seth Godin](#) discusses the importance of connecting in his recent blog "[First, connect.](#)" Let's take a look back at a little science and history, and then we will come back to how it is relevant in business.

My partner in my first company was a biologist. It may not have seemed relevant, but he was also a portfolio manager overseeing hundreds of millions of dollars. You can look at individual cells and neurons, but watch what happens when they start multiplying to create something unique and totally different. As humans, we start out as one cell that divides into what become approximately 50 trillion cells as adults. Some of those cells are neurons that start firing and connecting with one another to create, among other things, consciousness. In our investment business, we focused on things that were connecting our world at the time, so not only was all this biology relevant, but it created some great returns.



Historically, you can look back and see how civilizations have seen more growth and higher standards of living when they have been most connected to others. For about 5000 years, we lived as hunters and gathers before we changed into an agrarian society growing our own food. Then, the tools to help us become more connected came along, and things really changed. Inventions like the telegraph, the railroads, telephones, semiconductor chips, the internet, and now the

cell phone have all been game changers to bring us closer together and create living standards that have blown away the way we lived just 200 years ago.

Many of you have seen some of these changes happen before your eyes, and even more are coming. Connectivity changes our world and the way we work, play, and socialize. If we understand the importance of connections and how they will change the way we live, we can put ourselves in the path of that change and benefit. If we are not aware of it, we will either be left behind or run over by change.

How we connect to the world around us is expanding fast in the mobile space, so how will your business grow by the connections you create with your clients and customers? Are your eyes open to the possibilities that mobile has for your business?