

# The Middle Class Revolution

Running a mutual fund and being in the investment world for more than 20 years got me in the habit of looking to the future and observing the changes that were coming, and what they would mean for new opportunities. This was necessary to look at where to place money for the prospect of generating above-average returns. It also appealed to my entrepreneurial side of filling a gap that existed because of the opportunities that I was seeing. I would sometimes go into overload, thinking about all the things that could be done to take advantage of potential opportunities.

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## Dropping the Fear of Being Naked

Last week, we discussed [getting naked with our clients](#) by being humble and real with them as we work together to create value for each other. This usually has roadblocks associated with it, by what Patrick Lencioni calls the three fears.

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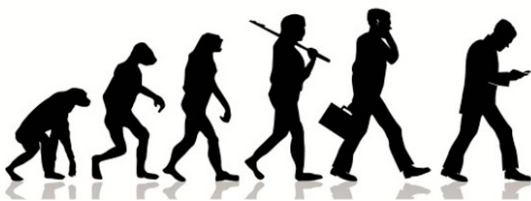
## Do You Get Naked with Your Clients?

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 Efficiencie.

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## Strategy Evolves, Does your Business?



How did your business strategy come about? Was it planned out in advance in the boardroom, or was it done by some type of trial and error? Did you start

out knowing exactly what you were going to become? We started with a plan, but it has evolved into one that has taken time and been filled with trial and error.

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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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## The Best Have a Coach!

One of the things about running a company is we get caught up in the issues that pop up daily. This, at times, blinds us to what is going on out in our business sphere – new technologies, new methods and to

future opportunities. In my experience, this happens with everyone and none of us are immune.



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## Marketing through Online

# Contests

We have had some fun at my office recently, creating a video that will help to generate a feel and personality that represents our company. Mainly, it shows that we can let our hair down (or put some on) and just have some fun. We did this by putting together a rap video in the imitation of a rap song out there called "Thrift Shop." The reasoning for this video is two-fold: Making it helped to create fun in our company, and it shows you how you can have fun by using contesting in your company's marketing strategy.

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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.



# The Power of Priorities and Focus

What are your priorities for the next year? Do you have a top 3 to 5 things that you are focused on? Do all of your employees know what they are, so all can be pushing forward in the same direction? We got to hear from George Bodenheimer from ESPN at the E0 Nerve conference in Charlotte a few weeks back. He shared stories about his rise from the mail room to Executive Chairman, and how ESPN grew from its rocky start to the flagship of all sports networks across the world.

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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.