

# Realizing Your Purpose

A lot of what happens in business seems to be based on default. What do I mean by default? Well it goes like this: “I lost my job so I went into business myself”, “These clients buy my product so, this is the audience I sell towards”, “I was making all the money for the company, so I decided to go out on my own”, or “I was a really good engineer, carpenter, programmer, haircutter, etc, etc, so I decided to go into business for myself”. This is exciting, but it doesn’t create a great business until you determine its purpose for existence, beyond making a living.

If you’ve ever wondered why it is that other companies seem to be doing so well, and you are always struggling, it could be because you haven’t found or awakened to your true purpose for being in business. Making sure that purpose is always alive in your daily and weekly interactions and the culture of your business is essential to real success.

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## Go With the Flow...

Are you choosing [high growth](#) or low growth?

How often do we make a conscious decision to put ourselves in the path of opportunity? Do you consider this when choosing your type of business or [market segment](#)?

I spent years in the investment world, and one thing I can tell you is that around 85% of your returns are determined by the [asset class](#) that you choose to allocate money towards. For example, if you choose [stock](#), [bonds](#), or [real estate](#) as one of your asset classes, your portfolio manager, company, track

record and all the research will lend little towards your return. Ultimately it's the inherent return of that asset class that determines the majority of what you return.

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## A wise fox learns the ways of the hedgehog...

If you're familiar with [The Hedgehog and The Fox](#), you know that the hedgehog revolves around one known truth, and the fox around many. The hedgehog is focused, and strategizes around that "one thing", while the agile fox uses multiple strategies, many time uncoordinated and unrelated.

In [Good to Great](#), [Jim Collins](#) uses this analogy to describe how some companies become great, and others never realize their goals. He says, "Those who built the good-to-great companies were, to one degree or another, hedgehogs."

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## SWOT your Way to Focus and Flow!

When you run a business, various opportunities often present themselves and persuade you to run off in different directions, pulling you away from your focus. This happens to me frequently, and I find it difficult to avoid being sucked down a path that sounds like the next great avenue for huge success.

Thankfully, my partners, [E0 Forum](#), or my team usually slap me back into reality. Taking a closer look at what you are doing can also help you discover if these opportunities are worthy or if the current focus is best.

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## The S Curve

On my trip to Canada for the [E0 Conference](#), [Peter Thomas](#), who I introduced in the last blog, (founded Century 21 in Canada and took it to 9 billion in sales) spoke to us about the [S Curve](#).

I spent many years in the investment world and back in the early nineties I went through the [Chartered Financial Analyst](#) (CFA) program. We discussed the [S curve](#) in depth, which depicts the life cycle of a business. With the S tilted forward a little, you can see how a growing company starts out flat for a bit, then takes strong spurt upward and then levels off and starts to decline. This is the life cycle of most businesses, usually lasting 5 to 7 years. Hang on for a second if you think this may not be relevant to you.

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## Choose to be Great with These 3 Behaviors!

In last week's [blog](#), I introduced the three core behaviors for business greatness as researched by [Jim Collins](#) in his new book "[Great by Choice](#)." These behaviors include fanatical

discipline, empirical creativity, and productive paranoia.

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## Opening Doors is Priority One!

Awhile back, I shared that we were working with a door-opening company called [Kopp Consulting](#). Caryn Kopp and her team assist other companies in finding new clients by having a team of former senior management professionals use Kopp's secret sauce to get you appointments and allow you to do your thing. What an informative experience! Working with Kopp helped us design and focus our message to best tailor it to our core clients, and they helped us connect with even more clients and businesses.

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## What are your dreams?

What an interesting week! Last week, I traveled to New York City to participate in the [Entrepreneurs' Organization](#) Injected Campus event, which brings the regional EO Forums together. We met in lower Manhattan to be close to the [New York Stock Exchange](#).

This year during our event, the NYSE opening bell was rung by [InvenSense](#), a company that makes the motion possible in the Wii and in smartphones. InvenSense was launching their IPO and was going public. I had always wanted to be there in person to see the opening bell, but it also made me think of

my own dream of being up there to ring the bell with the IPO launch of my own company. That evening, it felt a little closer as my friends on the Global E0 Board got to be on stage and ring the closing bell! WOW! Click [here](#) to see the video I took of the opening bell.

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## What Disruptive Technology is Sneaking Up on You?

This week when I was [reading about](#) all the trouble that [Netflix](#) is experiencing with their pricing, it got me thinking about all of their success and how they got their start. Did you know that back in 2000, Netflix founder [Reed Hastings](#) went to [Blockbuster](#) and proposed running an online brand for them? They laughed at him, so he went out on his own. Now look at all that has transpired. Blockbuster is going sneakers up, while Netflix has become the [single largest source](#) of web traffic in North America this year.

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## How Many Clicks to Financial Freedom?

Back in mid May I attended the [Fortune Leadership Summit](#). A fellow E0 member named [Marc Ostrofsky](#) also attended the event, and although he was not a scheduled speaker, he did take a few minutes to speak to all of us.

Marc has a successful background in entrepreneurial start-ups, with his current portfolio of online businesses generating over 75 million a year. When he got on stage, he talked about making money online and the vast opportunities available. One story that he told literally made my jaw drop.