

# Ask Key Questions for Change



Looking at your company from a different perspective is sometimes what is needed to make important changes that lead to moving forward. The problem with this is, it is hard to do. How can you put yourself in a perspective that will make decisions that will change everything? Rasmus Ankerson, who we are bringing to speak at the E0 Argentina University in November, has an answer for that.

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## Not Scaling – Part 2: Starting Small to Build Big



The big news to share this week on bounceit!™ is that the app went live in the app store, after a long period of creation, and we are starting the process of scaling by not scaling, as was discussed in [last week's blog](#). This week will be focused on getting a small group to use and try it out on all devices to make sure everything is flowing

well. Then, we will move to our local and social media friends to give it a try and to share with others, if they like it. And finally, on to the rest of the world.

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# Business Regret: What's it All About?



If you listen to any of the successful leaders in business out there, you will hear them say over and over that it is about the people. In other words, to have a successful business, you must have the right people and they must be in the right positions, playing to their strengths. Then everything will be good.

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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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# 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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## Is Geo-Fencing on Your Map?

As we continue to build mobile apps for clients, the advantages resulting from these apps are appearing limitless. I have been in Charlotte this week for the EO Nerve Conference. When I called for a taxi, they said that I can download an app that will send a taxi to me. Not only that, but I can follow the taxi's location as it comes to pick me up.



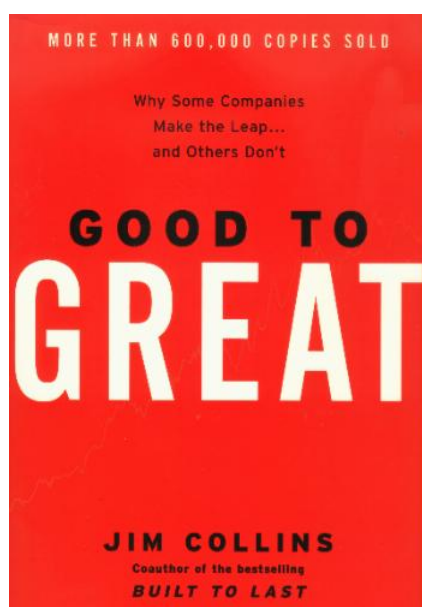
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# It's a Give and Ask Business World

I have written a few blogs from David Meerman Scott's [books](#) and [blogs](#) because they relate so much to the social media world we are in today. Scott's work is all about creating a worldwide rave around what you offer, by putting valuable content out on the web that will build credibility and create value for others. He also discusses using current events to leverage more interest and exposure around what you offer the world.

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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.

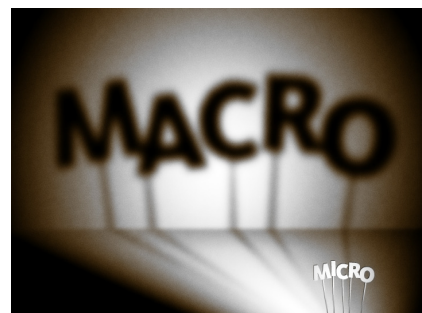
When looking for opportunities, we must first practice the Stockdale Paradox, which is coined by Jim Collins in his book

[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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## Follow the Big Trends or the Small Ones?

I have talked to a lot of people about the big trend of mobile, the growth in this area, how it is changing the way we do business, and how if we don't want to be left behind, we need to adapt. Some of this has a longer time horizon and some of it needs to be thought about in the short-term.



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## Adding Context to Your Decisions

When we look at the world, a lot of times we miss the aspect of context on how we look at things. This has importance in making business decisions of all sizes and shapes. This can show up a lot with people's decisions and with how they look at their competitors and strategies.