

# Partnering for Growth

A few weeks back, I shared what we are doing to move forward on the path of concentration around a certain focus with mobile. We have built a mobile app platform that is customizable and appropriate for our focus of working with marketing companies. This has been an evolution for us, and one that recently has had a lot of the details come together.

As I shared before, mobile is growing and the smart phone is being adopted with exponential growth. It has provided opportunity for businesses to connect with their customers that has not been possible before.

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## The Goal Is Antifragile

Some of you may remember the book, "The Black Swan," that I have written quite a few blogs on in the past. The reason I have shared from Nassim Taleb often is his philosophical thinking about the world and investing is so insightful and unique that it makes for serious contemplation about the world in which we live.

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## Can a Meeting be a Game Changer?

## Meetings Suck!



Why is it that so many of us don't like meetings? I personally like the feeling of getting a bunch of innovative people together generating better and smarter ideas than any one of us could come up with on our own. Most people have a hard time seeing a meeting as a game changer. Would you think a meeting could speed up change or push you ahead of the competition

to become the global leader in the industry?

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# Keeping It Simple Is An Understatement

When we are looking at our business, it seems completely obvious we should just keep it simple. While this may seem obvious, it is much more difficult to accomplish in a complex world filled with complex processes, complex rules, complex people, and complex competitive forces. If we could be more disciplined and keep it simple in our businesses, would we have more success? Well, that is what [Ken Segall](#) says in his new book that explains how [Apple](#)'s success was based on not just simplicity, but the Insanely Simple.

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# Kick Start The New Year

As we start the New Year, so many of us reflect upon what it would be like to make this year a better one. Instead, what if we think about how we can make it happen? How does the reality that we want to see actually manifest? It happens by first figuring out where you want to go and removing the obstacles that are stopping you from getting there.



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## How Is A Meatball Like Business?

This week we had our office party to celebrate Christmas and the end of another great year. Instead of going out to a fancy restaurant like we normally do, I decided to have it at my house and cook a big meal. I put together a dinner of Italian Sunday Pork Gravy and Rigatoni with Meatballs.



I don't cook often, but when I do, for a meal like this, I put a lot of work into it.

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# Where Is The Internet Going?

An analyst I used to follow in my investment days, [Henry Blodget](#), is now an editor for [Business Insider](#), and his own company has been on top of the internet space since the beginning. I like hearing what he has to say because he has had so many years watching the ups and downs of the firms in this space, and he offers good insight into where these companies are going.

*Business Insider* recently held its annual IGNITION conference with great speakers from [LinkedIn](#), [Google](#), [Groupon](#), and [Time Warner](#).

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## Communication Revolution

Back in 1995, when [Robert Loest](#) and I were telling the world about our new [mutual fund IPS Millennium](#), we told a story explaining that, historically, change within a civilization first occurs at an inflection point and is followed by big change and then a long plateau period.

We shared how civilization started with hunter-gathers, and people maintained that lifestyle for over 100,000 years. Then, we had an inflection point, learning to plant seeds and grow food. This was the [Agricultural Revolution of the Neolithic Era](#), and it went on for a few thousand years.

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# Offering Less to Be More

In business, we often strive to make all of our customers happy by being good at every feature or service we offer them. The problem is that being good at a lot of things makes it difficult to be great at any one thing. Why do we do this? We think we can excel in any one area when the reality is we are just good or average in all areas. Have you ever thought about trying to be bad at something you do so that you can grow your business and increase your market share?

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## Get Your “Why” and You Will Get Your Customers

I have written before on [finding your purpose](#) and [discovering why](#) you do what you do. It is important to understand your “why” because it changes the way you communicate with your target audience in order to sell your products or services. Most of us communicate with others by discussing our features and benefits, which is the “how” and “what” of the work we do.

Discovering and sharing your “why” with your audience connects them in an emotional way that motivates the decision making process. In [Simon Sinek’s](#) TED video, “[How Great Leaders Inspire Action](#),” he shares his discovery of the “why” and understanding why you do something and why your organization exists.