

# How To Be Happy During Challenging Times

When I was in Istanbul, Turkey back in September, I heard [Harvard](#) lecturer and Good Think CEO [Shawn Achor](#) give his presentation focusing on research around happiness. This was fascinating, filled with humor, and centered on the power of happiness can spread and lead to more productive workers. Sharing this now seems very appropriate, given that half the voters out there are not very happy about the outcome of the election. I myself feel like capitalism has been pushed aside in favor of a bigger, more controlling government. I believe economic growth and jobs come from entrepreneurs, and big government only gets in their way, so this doesn't motivate me to do a happy dance. So how can we all increase our happiness during challenging times?

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## Unearthing the Latent Demand to Grow

Over the past few weeks, we have been discussing the change in the marketplace oversupply. If we are going to grow our companies, we need to figure out how to zero in on the right demand sectors. To do this, you first must figure out your demand profit pools. So, what are those? Demand profit pools are the areas of untapped demand that we as business owners may not be aware of because we haven't dug deep enough.

In "How Companies Win," Kash and Calhoun discuss this and cite an example of the dog food industry. This industry provided bags of food under standard segments based on large, medium,

and small dogs.

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## Our Economy's Transition to Oversupply

Last week, I said we would discuss how to zero in and better handle the demand economy, and we will also look at how to make your offering target the demand that you want to create. We will actually do that nextweek, so we can first understand how we have transitioned into an economy of oversupply. Let's review why economic demand has changed. In the book "[How Companies Win](#)," [Kash and Calhoun](#) describe four phases of transitions moving from a supply based economy to a demand based one.

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## Does Your Business have a Demand Problem?

Looking at what has been happening in the world with the slow economy, you would think it all has to do with a bad recession or political activity that is less than favorable to the business world. Look a little deeper, and you will see things are changing. We should be aware of all that is going on for the sake of positioning our businesses for the most potential possible.

I believe, as a leader of a company and the one responsible

for putting us in the path of future waves of opportunity, my purpose is to read and learn as much as possible. To achieve this, I participate in the [E0 University Conferences](#), attend the [Verne Harnish Fortune Conference](#), and read a large number of books every year.

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## **Mobile Apps, Change You Can Believe In!**

The world is changing quickly. Many times we find ourselves looking up from whatever we were doing and wondering, “Where did that come from? Why are people doing it that way? How does everyone seem to know about this except me?” In the world of the internet, we all stay connected at all times and all locations, so when changes occur, they are downloaded and spread in real time. Some of us simply choose to see it on our own time frame.

Look around when you walk into a restaurant, when you’re waiting in line, when you’re sitting around the airport or subway station.

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## **Steve Jobs And The Power Focus!**

I am writing this week’s blog on Friday, October 5, which has great significance for me. My partner of 20 years back in my

investment days was born on this day, along with my lifelong best friend Ronald Poles. It is also one year from the day that Steve Jobs passed away. [Verne Harnish](#) reminded me of this in his [blog](#), and he shared this [video put out by Apple](#). It is a nice tribute and a great reminder of what he and Apple have done for our everyday lives.

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## A Better Version of Myself



I have returned home from my E0 adventure in Istanbul, Turkey. What an amazing time with 800 entrepreneurs from 91 E0 chapters in 39 countries around the world! We heard many interesting speakers, including the Turkish Prime Minister Tayyip Erdogan, who sent a recorded message for us. He told us about their country's openness to trade and commerce. They are the fastest growing [G-20 nation](#) at 8.5%.

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## Are Your Crucial Conversations Flops?

As I write this blog, I am waiting in the Frankfurt airport and traveling to [Istanbul, Turkey](#) to join the [E0 University](#) and about 700 of my fellow entrepreneurs, including some of my

very close friends. I have been looking forward to this conference for a while and have been intrigued with Istanbul for as long as I can remember. I suspect it has something to do with a movie I had seen when I was younger. I look forward to sharing some of my experiences from exploring the city and attending the conference in upcoming blogs.

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## 6 Secrets on Productivity from Branson

One of my by business idols is [Sir Richard Branson](#), whom I have had the pleasure of meeting. My close friend [Joe Hollingsworth](#) has spent a week with him on his private island in the Virgin Islands and heard many interesting stories. What makes him really stand out to me is that he has started over 400 businesses and has had great success with many of them. He also has dyslexia, which resonates with me because so do I. Some may see this as a handicap, but I see it as one of the reasons he has achieved much success.



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## How to Win in both Football

# and Business

Many times we use sports in the business world to support, inspire, and show examples of how to improve. With the start of a new football season upon us, I find this time of year very exciting! I live in a town that is all about SEC college football, boating, and tailgating. There is something special about cruising up the Tennessee River on a beautiful fall day, seeing [Neyland Stadium](#), and tying up next to it with the [Vol Navy](#). What an experience!