

# 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.



Back at the World Economic Forum International Media Council, in Davos, Switzerland, Mark Zuckerberg was 22. He was asked a question by a big media mogul, inquiring what his secret was and how could the mogul's publishing company start a community like Facebook. Zuckerberg just sat quiet for a second and, as everyone was waiting for the secret sauce, he said in his direct, geek way, "You can't!" Then he just stared and, with everyone let down, he went on to add what the real secret was all about.

He said a little later that they were all asking the wrong question. You don't start communities, they already exist and they are already doing what they want to do. He then said the question you should be asking is how you can help them do what they want to do better. That was it! If you think about Harvard, where Facebook was started, they were in a community doing what they wanted to do for more than 300 years. Zuckerberg just helped them do it better.

This story was told by Jeff Jarvis who was at the summit and wrote the book [What Would Google Do?](#) I had read the book a few years back. I decided to read it again after a recommendation by sales guru Jeffrey Gitomer's list of "[A Dozen Books to Own and Read – At Least Once.](#)" I picked it back up and started to

go through it and look at how I can apply things today. We are building a few mobile applications right now that have the potential to help people organize their communities in a way that makes them better and get more information out of the community.

If you are doing anything in the area of building web applications or in building mobile apps, or you have one already that is bringing a community together to be more organized, I would think this book would be helpful to advance your thinking on community organization and a lot of other principles that Google uses to be successful.

If you think about some of the companies that help with organization, in addition to what I mentioned above, several like Skype, AOL and Yahoo give us tools to organize collaboration. You get photo organization with Flickr. Wikipedia helps to organize knowledge. There are many other successful companies and when you think about it what they are doing, it is elegant organization.

What are you doing to make organization more elegant, to make your business better, for growth opportunities, and to realize the big bucks?