

# Answer: **ProfoundKnowledge.org**

By Peter Andersen

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Profound Knowledge <http://www.profoundknowledge.org>

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Written by **Focused Impact Media**

We all are on a quest for knowledge. Whether it is information that will make our lives easier or just small packets of data that in a trivial way allows us to sort out "why things are the way they are on this planet." Therefore, when relevant information arrives that is meaningful, concise and thought provoking, we have a tendency to reflect on this data for the principles and guidance that it offers. Here are a total of fifteen insights, each of which has appeared in previous issues of our monthly newsletter under the highly regarded title of **Profound Knowledge** <http://www.profoundknowledge.org>

## RISK TAKING / ENTREPRENEURSHIP

1. The greatest risk in life is to risk nothing. The person who risks nothing, does nothing, has nothing, is nothing, and becomes nothing. - Norman Vincent Peale
2. Success is only achieved through progress. Progress is only achieved through risk.
3. If you don't go into the cave of the tiger, how are you going to get its cub?
4. A true optimist knows that it is darkest just before the dawn.
5. Many a false step is made by standing still.

## BUSINESS STRATEGIES / CONCEPTS

1. Einstein was often quoted as saying, "No problem can be solved from the same consciousness that created it."
2. When you drink the water, remember the well.

3. "On the digital battlefield, information is the weapon of choice." - FocusedImpact.com

4. In business, there is only one rule: "whatever works."

5. One principle of chaos theory states that within dynamic systems, a slight variation, can create significant change. Therefore, does the flap of a butterfly wing in Tokyo affect a thunderstorm in Texas? Are events in nature and human relationships driven by the "butterfly effect" ?

#### ITEMS TO PONDER:

1. Only 7% of a message is communicated verbally. 35% is conveyed through intonation and style. Whereas 58% of your message is delivered by non-verbal cues.

2. Sometimes the grass on the other side of the fence is concrete painted green.

3. There is nothing more precious than time. Money, love and happiness do not exist without time.

4. Mark Twain once said, "I am an old man and have known a great many troubles, but most of them never happened."

5. "What is knowledge?... He who receives an idea from me receives instruction himself, without lessening mine; just as he who lights his torch at mine receives light himself, without darkening mine." - Thomas Jefferson

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