

PROFOUND KNOWLEDGE - CHAPTER TWO

By Peter Andersen

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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 seven insights, each of which has appeared in previous issues of our monthly newsletter under the highly regarded title of Profound Knowledge.

1. LEADERSHIP PRINCIPLES: R.E.S.P.E.C.T.

Respect is essential for effective leadership. Lack of respect will require a leader to work twice as hard to realize their objectives. Furthermore, leaders can't be successful as disconnected individuals, no matter how great their individual expertise or potential is. To be an effective leader, you must have the support and respect of those you lead.

2. PARADIGMS: BREAKING THE MOLD

Paradigms are sets of rules and regulations that establish the boundaries of what is currently believed to be possible within a given field. Therefore, our perceptions of reality, based on our paradigms, dramatically effect our business decisions. Likewise, we try to make future decisions by basing them on our current paradigms. Case in point, in 1968 Swiss watch makers had over 60% of the world's marketshare. By 1978, their dominance shrank to 10%. What happened? The current paradigm had shifted and a new paradigm was born. It was the Swiss that first developed the quartz watch however they did nothing to protect their ideas and freely displayed the new quartz at world watch conferences. Their paradigms caused them to think that the old method of watch making would never be challenged. Seiko quickly capitalized on this new method of watch design and significantly enhanced their marketshare to become a world leader.

3. THE NEED FOR LONG-TERM VISION: THE PELICAN BRIEF

The pelican catches fish by flying high over their unsuspecting victims then diving at a high rate of speed into the water to forcefully overcome their prey. Although a successful method, this process eventually leads to their demise. You see, diving from high altitudes damages their eyes and slowly breaks down other vital functions that allow for their success. Eventually, the pelican goes blind and is unable to fish at all.

4. WORD OF MOUTH MARKETING

Businesses have used word of mouth marketing for years. In the case of the liquor industry, it was not uncommon to have paid agents visit trendy bars, order the brand of choice (normally an unknown import) and strike up conversations with both barkeeps and customers in order to establish or talk up a cool image. In many cases it worked!

5. SUCCESS

Studies by Harvard, Stanford and the Carnegie Foundation suggest that success on the job depends 85 percent on people skills and only 15 percent on technical knowledge.

6. ORGANIZATIONS AND GEESE

Geese fly in a V-formation where each bird must take a turn at fighting the wind and being the leader. Each must know the common destination and choose the right course and speed. At any given moment each bird must be capable of leading all the others.

7. CREATIVITY

Creativity does not come from inspiration. Creativity comes from knowledge.

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