

RE:INVENT

THE WORLD



The Bible tells us that God created the world in six days and on the seventh day he rested. Flattening the world took a little longer. The world has been flattened by the convergence of ten major political events, innovations, and companies. None of us have rested since, or maybe ever will again...



(Thomas Friedman: *The World is Flat*, 2005)

So what are the new **10** Commandments



Thou shalt not control thy neighbors ass



DoThis

*Buy*This

EATThis

*Wear*This

LOVEThis

**Who is
telling you
what to
do**



Do I know you?

Do I trust you?

Do I want
your opinion?

When was the last time you considered
who was shaping how you think?

In a world where the
TOP 5
advertising agencies
own television,

do you still want
to watch it



Do I have a

CHOICE?

Buy TIVO and fastforward past the ads

Download an RSS reader and choose your influencers

Ask a nutritionalist what is good for you

Buy last month's clothes on eBay

Blog what you love

Why choose the media

when you can

choose your medium



Thou

shalt

not

lie .

**Your public rating is a
reference of your character**

I know where you live

Can you handle the truth?

I will blog about you

I am your **big brother**



If I google your name

what will I find



**Have you
taken control of
how you want to
be perceived?**

**Search tags
are big post-it notes
on your back.**

**You are viewed
as others
perceive you
to be.**

**You choose
the choice of not choosing**

Know
Thyself



Why were
you born?

What do
you bring?

How do
you view
the world?

Do you care ?

You
have one
life
to live

Step out and be bold enough to share your opinion. The world needs you. If you stay quiet or work within the norm what is society robbed of ?

Imagine
you
chose
to be
you.

You dressed like you desired, spoke what you thought, and promoted a way that is outside of the perspective of your peers.

Imagine if you were fearless and thought money to be purely utilitarian.

What would you do ?

Everyone

**must be aware of and be judged
by everyone else, and the
opinions that the ignorant, dull
and slow-witted hold about us
are no less important than
the opinions of the bright,
the enlightened, the refined.**

**This is because man is profoundly
dependant on the reflection of
himself in another man's soul,
be it even the soul of
an idiot.**

(Witold Gombrowicz)



Thou shalt **not sell thy services ●**

Sky blue suits & **brush cuts**

may have impressed the ignorant
but in a time of unlimited information
sales has been replaced by
consulting.

If I sell my service you may

buy it

If you need my service you will

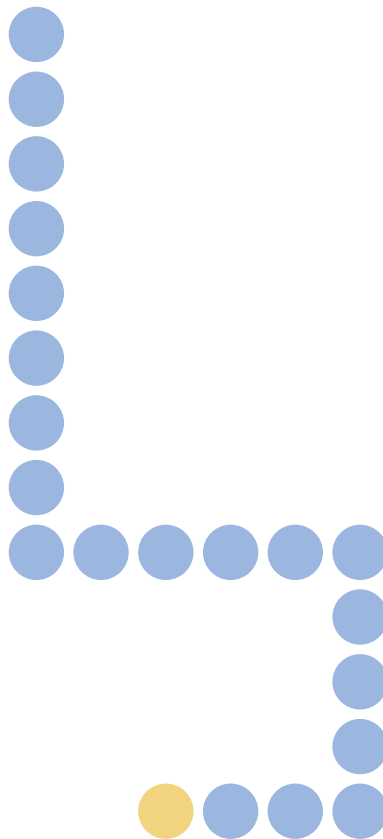
use it



Who wants what you've got?



How will they know where to find you?



You could
design a brochure
and **send it**
to everyone
you know



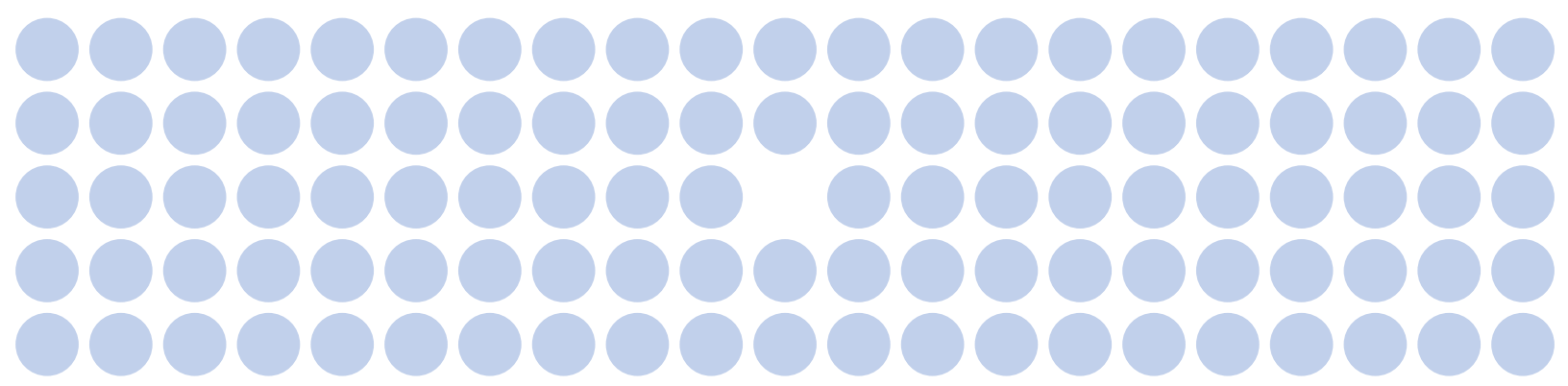
or

You
could
find
**one
person**



who
needs
your

help



**In a saturated market you
can either get more
aggressive in sales or get
better at what you do.**

**If you invest your money to
become better the rest is
history.**

**If you invest in sales
the future is**

unpredictable.



Be organic.
Don't do drugs.

Stay Connected



Context is everything

The
world in
which you live
has shaped the
way that you
think

Your world is small

Small is beautiful



**We can
expend
our energy
trying to
get connected
to the
right people**

OR

**Expend
our energy
among
the people
we
are already
connected
with**





think about it

If I like what you do I will tell my friends

If my friends like what you do they will tell their friends

If my friends' friends like what you do they will tell their friends

If my friends' friends' friends like what you do they will tell their friends

If my friends' friends' friends' friends' like what you do they will tell their friends

Imagine

a world where friends could tell friends about their friends

Imagine

a world where technology would allow me to read about my friends' friends

Imagine

if I could help my friends meet people I want them to meet

What is it **they say**
about the
six degrees

of separation ?

Random

thoughts

What if

I was

great at

what I did

and

my friends

knew it...



Marketing 2.0

Know

ThyWorld



Every second
a baby is born,
every minute a
new company is
started,
every hour
someone falls
asleep ●

Eat your cornflakes,

smell the coffee

and

accept



a whole new world

The
newspaper
can no longer contain
the amount of change
you will experience
today.

Your world is beyond
another's perception.
How will you remain
connected?

**Many of us believe
that we need
to work harder
and read more
to stay in touch.
The problem lies
in that we
spend more time
learning about
someone else's world
than we do
experiencing our
own.**

**What is the name of the guy who runs the corner store?
Who is the lady who stands beside you at the bus stop?
What is the name of your kid's best friend?**

We are
connected
whether we accept it or not.

If

you choose to
be present today
you will be
relevant.

If

you choose to pause
and live
you will experience some
pain and joy.

If

you acknowledge
that there is
nothing more you can do
to create more life
you can stand back
and live it
with a deep peace
that you are in the
right place.

Relevancy

is
submission to
the world that
surrounds
you

Remember

to
do
what you
say
you will
do





Under Promise

Over
Deliver



Manage Expectations



Why put things off until

tomorrow

when

procrastination

causes **stress**

and

ill health 

Options:

1. Act on what you need to do now
2. Wait until tomorrow and think about it today
3. Hire your mom to nag until you give in

Meetings...
meetings...
meetings...

So many meetings...



Do you **act on decisions**
or do you just
waste time
making them?

Is it more
productive
to act on something
or just to know
the right decision?

Imagine a world where you just did what seemed **obvious**.

Sure you'd fail the odd day but not for long.

At least you would shape your discipline around **action**

instead of meetings.

Knowledge + Experience
= **Wisdom**

Act now and learn to be wise



Remember to **keep** every day holy ●

To be
holy

is to be

set

apart

Be holy

and set yourself apart

from

the

crowd



The attention goes where the energy flows

What grabs your **attention**?

The more you focus on
your competitors the
more like them you
will become

The more you work on
your weaknesses the
weaker you will be

**Keep your eye on
what you do best and
keep developing it
Play to your strengths
until everyone talks
about you**

When you stick to what you're great at you remain fulfilled

The more fulfilled you are the more joy you bring

The more joy you bring the more contagious you become

**The more contagious you become the more
magnetic your force**



**Draw
the world
towards
you**

Would you rather
run around or
get grounded?

Would you rather
please everyone or
stand in security?

Would you rather
be hurried or
act smart?

**What is it you really need
the most of to**

succeed





Give

more



away

It is better to give than to receive

Think about it:

Most of our goals
and strategies
are about
making money and
accumulating wealth
As a result
we expend our days
trying to gain with
a smokescreen hope
that some day
we will get
to give.

How much have you given away today ?

Imagine

if

we set our sights

higher

and got focused on
what we will give away

and

then worked back
from there.

Our milestones would
have meaning and
the coins would keep moving.

Others

would be moved
by our mission and
we would stay connected to
our world.



Start
thinking
about
what's next

What would you do if **everything** came together?



What is the world
calling you to?

**What moves
you?**

Stay fluid

Listen to the cries for help

Move **towards** the life and act small

Take it wherever it goes

Trust that there is something

bigger

at play



Be proud of **your commitments ●**

What are you
committed to for
yourself?

What are you
committed to for
your family?

What are you
committed to for
your community? ●

Are you staying
true
or selling out?

Why
do you
keep
saying
yes?



Are you hoping people will like you

more?

Every time you say **YES** to someone
you are saying **NO** to someone else

Every time you say **YES** to something
you are saying **NO** to something else

Who are you saying **NO** to?
What are you saying **NO** to?

Who gets the short end of the stick?



What is the world robbed of because you

keep saying



Get ruthless

and get your eyes back on the world

Stay true

so that you can give more

Remain free

so that you can show up to the right things

Carry a camera

and start noticing more

Allow people

their own opinion

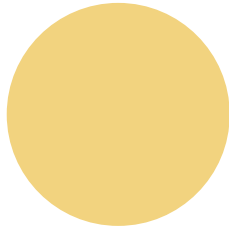
Do something

you love every so often





Laugh more
and show the world that
life is worth living



One Life

One World

One Opportunity

RE:INVENT