



The PARAGON Perspective

PARAGON DEVELOPMENT

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From the President

For those of you not familiar with us and may have received this as a ‘forward’ from the original recipient, The PARAGON Perspective is sponsored by PARAGON Development.

We want to use this newsletter to do the following:

- Share information we have learned that we consider important concerning best practices, trends, successes and failures, conferences, and other elements that will enable all of you to grow your organizations with maximum top and bottom line results.
- Share information about select client initiatives that may be of interest based on technologies, markets, or business needs that you believe could fit within the scope of those client's interests.
- Share personal observations and even humorous items given to us by others.

All issues of *The Paragon Perspective* are archived on our website, so you may easily pass along past issues to colleagues.

This month’s editorial is titled “*Networking*” This is a request from a long time reader and client who has followed this newsletter for years and has requested that we share our perspectives on this topic in which we are so familiar.

Jack T. Peregrim
 Pres., PARAGON Development
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Paragon Update

We are seeing quite an increase in new projects and Q3 is looking like it is the busiest one in about 4 years. And, Q4 and Q1 are historically our busiest so we are hoping that this is the beginning of a long awaited and broad economic recovery.

The projects that are starting have taken much longer than in the past to set up and to get internal approvals but several clients are back again with projects that we have not been working with for several years.

Conferences

LES US/Canada Annual Meeting
 Philadelphia, PA
 September 22-25, 2013

The Licensing Executive Society is the premier organization for managers and practitioners in licensing, intellectual property, and, more broadly, technology transfer. The meeting typically has over a thousand attendees and we recommend it for both educational and networking. We also plan to be present and would welcome the chance to catch up in person. Details can be found at: <http://www.lesusacanada.org/meetings/annual-meeting/2013-annual-meeting>.



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Technology Transfer/Capabilities

This section is open for clients, friends, and other newsletter recipients to spotlight technologies they have available for licensing, acquisition, development, or could be available to use. Please send a description of your technology to be posted in this section for future newsletters. Inquiries can either be sent directly to those who have posted information, or, we could forward any/all inquiries to you. This section highlights non-client project technologies.

This newsletter has a distribution of over six thousand individuals who are in executive positions who either oversee or practice new business development, so the audience has the potential to generate legitimate interest. We do reserve the right to withhold posting any technology closely related to ones in which we have a client conflict.

Technologies of Interest

No new technologies for April have been sent to us to post as of the deadline.

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Quotes of the Month

“The greatest obstacle to discovering the shape of the earth, the continents, and the oceans was not ignorance but the illusion of knowledge.” *Daniel J. Boorstin*

“The ring always believes that the finger lives for it.” *Malcolm De Chazal*

“Insanity is relative. It depends on who has who locked in what cage.” *Ray Bradbury*

“The arrow has to draw back to fly forward.” *Proverb*

“Faith is: believing in advance what will only make sense in reverse.” *Philip Yancey*

“Any fool can make things bigger and more complex. It takes a touch of genius –and a lot of courage—to move in the opposite direction.” *Albert Einstein*

“I not only use all the brains that I have, but also all that I can borrow.” *Woodrow Wilson*

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Interesting Words

Fustilarian: (fuhs-tuh-LAR-ee-uhn) Noun

A fat and slovenly person.

Mumpsimus: (MUMP-suh-muhs) Noun

1. A view stubbornly held in spite of clear evidence that it is wrong.
2. A person who holds such a view.

Plutolatry: (ploo-TOL-uh-tree) Noun

Excessive devotion to wealth.

Swoopstake: (**SWOOP-stayk**) Adverb

In an indiscriminate manner.

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“Networking”

Quote: “A smart person needs to know everything but a wise person knows everybody.” *Jack T. Peregrim*

Background:

There are 2 basic types of knowledge we can acquire: that which we get that is written or seen from recordings and that which we get directly from others who have experience and/or have already learned from information compiled by others. We are in an information age that is so overwhelming that there is as much misinformation available as there is accurate and relevant information. In fact, we know more than a few people who write blogs (and even newsletters) with quite high levels



of inaccuracy and bias creating a new interest in networking and an expansion of networks to share information and knowledge.

Five ways to be a better networker:

1. Expand your comfort zone. Actually you need to lose it! If you have a science, math, or technical background. Talk to people in marketing, sales, or branding. If you are at a conference and you see groups with similar people congregating, join the one that is the least likely on the surface as a fit for you. If you are young, join a group of older people or vice versa. If you are from a geographic region join people from another one. And, absolutely find those people who are in different backgrounds and disciplines. A good rule of thumb is that you should look for someone who would not want to network with you.

One other point is that studies say that 80-90% of us are more introverted than extroverted. But, extroverted people make the worst networkers because they may talk to more numbers of people but they tend to schmooze over really establishing relationships. And, it is harder to get them to listen than it is to get someone who is uncomfortable to engage in new ways with different people. The introverted have the advantage here.

2. Relationships are what you are after. Knowledge will come from the relationships. Not from physical proximity. Get to know the people and enjoy doing it. Once you get comfortable connecting on a personal level, you will feel better about yourself and you will also be bridging the gap between what you know and what you need to know.
3. Don't expect miracles. You will need a very thick skin because people will reject you more than they will accept you. But, just play the numbers game where you will find those 10-20 key contacts even if it took a hundred that didn't work out.
4. Be persistent. Be persistent in general in your networking and with individuals specifically. When you get rejected, the worst thing you can do is to feel uncomfortable about another attempt. Go right at it again and that way the rejection is felt over the shortest time. Also, many people do 'test' you to make sure you are sincere and truly do care about them. You might have to overcome an initial rejection but that will also put you in a good place because you will not have to share with all the people who gave up.
5. Grow and qualify your network constantly. The world is dynamic so you do not want a static network. Change things up and keep adding to it. And, keep improving it both in breadth and depth. Qualify the people in it. That will ensure that what you learn is accurate and the time to qualify this is before you actually need the knowledge. If you need an opinion on a topic and you ask someone for their perspective, you will get it and usually with authority whether it has a high or low level of relevance. But, if you had gotten to know them before you needed anything, then you will only ask the opinions of people whose judgment and information is of value.

Networking tips:

- Just joining others is only a first step. You are there to know them. After you know them you can learn what they know. Be open and transparent and that will be returned. Connect with them on a personal level first.
- Ask open ended questions. Don't ask questions that allow a yes or no answer.
- Have fun as you get to know someone. Ask something like: "What is the craziest thing you have seen at a conference like this?" "What do you like to do for fun?" "If you could go back in time, what would you be doing instead of what you are now?" You can really learn more about them than people who have known them for years and you will enjoy doing it. And, have personal connection points.
- Change the balance of who say what by converting the conversation to one with higher and higher percentages of the other party contributing more and more while you become a 'studious listener'.
- Be honest. If you forget someone's name, don't try and fake it. Just ask again.
- Look to the future. The network you establish today is about future value much more than present.
- Be careful about having one or two 'go-to' people in an area. Keep expanding your network so that you can always have multiple opinions, perspectives, and support resources.

Quote: "Your mark in this world will be based in a large part by those who knew you." *Jack T. Peregrin*



In closing:

We will continue to focus on topics that the readers choose over ones we consider within our staff, so please continue to send requests for topics you want covered.

PS:

We want to remind our readers that this section of the newsletter is open to anyone with a development topic or an approach they would like to share. Many of you - consultants, company managers, and academics - have very solid and profound contributions that could be presented in future newsletters. We ask that your submission be from 300 to 800 words. Let us know and we will gladly distribute your topic to the thousands of people on our distribution list. We agree that the copyright and ownership be kept by the contributor and that our only right is to reproduce it in conjunction with this newsletter.

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Anecdotes

Talleyrand

Talleyrand-Périgord spent quite a bit of time in the United States during the French Revolution. When he finally returned home he was asked about America. To which he replied: "A strange land indeed, I found 32 religions and only one sauce."

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We hope you learned something from this and/or stimulated an action that leads to new opportunities for you and your organizations and that you will let others who might find this newsletter useful know about our publication. Previous issues of our newsletters can be found at <http://www.paragondevelopment.com/perspective.html>. If you would rather not receive the newsletter please respond to this email and include the word REMOVE in the subject line or in the message. To subscribe to our newsletter, please send an email to contact@paragondevelopment.com and include the word SUBSCRIBE in the subject line or message. We will never sell your email address to others.

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