



## 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.

First and foremost we hope you are well on the way to a prosperous 2015 and this will be your best year ever.

Besides our wishes for success, 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 “**The Ivory Tower Paradox**”. The topic was sent to us by a client. Thanks Joe!

Jack T. Peregrim  
Pres., PARAGON Development  
Peregrim@ParagonDevelopment.com

#### Paragon Update

The third quarter has kicked off strong but we are already seeing signs of economic weakness with 3 project starts delayed to 2017 and another cut back in scope.

As a reminder, PARAGON's new mailing address is: PO Box 185490, Hamden, CT. 06518-0490. Please update your records.

We also are re-writing and updating our website and this should be activated in early August. We have added a number of features and have made it easier to navigate and for us to update timely.

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#### Conferences

The following are conference notices that people have sent to us for posting. We will gladly post any relevant meetings or conferences that may be of interest to our readers. Simply send us the information and we will post it here.

**Biological Wastewater Process Control**  
**Sponsored by: Environmental Leverage Inc.**



September 1<sup>st</sup> & 2<sup>nd</sup> in Richmond, CA  
& October 6<sup>th</sup> & 7<sup>th</sup> in Glenwood Springs, CO.

More information can be at [www.EnvironmentalLeverage.Com](http://www.EnvironmentalLeverage.Com)  
or by contacting Tracy Finnegan at: [ElfEnvironmental@AOL.Com](mailto:ElfEnvironmental@AOL.Com) or (630) 906-9791.

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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.

Clients have expressed interest in investing, licensing, acquiring, or partnering in the following:

- A commercialization partner for a process technology to convert cellulose biomass into ethylene glycol. This new technology is non-enzymatic and has economics equivalent to oil or coal without loss of any quality in the chemical. Several other attributes make this an attractive option for a biomass producer or even for a chemical organization looking for a non-petrochemical alternative production method.
- New chemistries and technologies that enable the manufacturing of electronic products and components. These would be the treatments, thermal fluids, etc. that enable the manufacturing but are not part of the final product.
- New chemistries used in producing renewables such as bio-mass for energy, solar, geothermal, etc.

If interested, please direct inquiries to: Jack Peregrim, [Peregrim@ParagonDevelopment.Com](mailto:Peregrim@ParagonDevelopment.Com), (203) 288-4154

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## Quotes of the Month

"Only a crisis, real or perceived, produces real change." *Milton Friedman*

"People do not believe lies because they have to, but because they want to." *Malcolm Muggeridge*

"A man does not know what he is saying until he knows what he is not saying." *Gilbert K. Chesterton*

"People who jump to conclusions rarely alight on them." *Philip Guedalla*

"As scarce as truth is, the supply is always greater than the demand." *Josh Billings*

"Beware of monotony; it's the mother of all deadly sins." *Edith Wharton*

"If everyone's thinking alike, then somebody isn't thinking." *General George S. Patton*

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## Interesting Words

**Accidence:** (AK-si-dens) Noun

1. The fundamentals of any subject.
2. The branch of grammar dealing with the inflections of words.
3. A book of fundamentals of a subject.

**Obsequious:** (ob-SEE-kwee-uhs) adjective

Behaving in an ingratiating or servile manner.

**Tenebrous:** (TEN-uh-bruhs) Adjective

Dark, gloomy, or obscure.



**Pisher:** (PISH-uhr) Noun

1. A young, inexperienced person.
2. An insignificant person: a nobody.

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## “The Ivory Tower Paradox”

### Background:

The comments below were sent to us by a client who feels they are worth sharing with our readers and we agree. The excerpt is from a very good author who we recommend as well. His insights are good and his writing easy to understand and apply. Many authors with good messages fall short of that. The author is Dwight Frindt and this is from his Leadership Series.

**There is a paradox about leadership regarding your customers and potential customers and here it is.** The longer you are a leader in your business and industry the more of an expert you will be seen to be. Simultaneously, you may also completely lose touch with what it is to be a new customer to your product or service, what those potential customers are really wanting to buy, and how your customer service occurs for both your existing and potential customers. It doesn't take long to be immersed in your own marketing and sales belief system and lose touch with the expertise that allowed your original success. If you succumb to this very normal pattern, you will lose insight into something critical to your success and sustainability and you will become an expert/non-expert. This is the “ivory tower of leadership,” or at least one of them. **You will have hard-won expertise in knowing your product or service, your competitors, and your existing customers, but you will likely lose understanding critical desires and behaviors about those who are not buying from you – your potential new customers.**

A great example of this occurs in my industry. Within the industry, people talk about “peer advisory.” Do you think there is a potential customer out there who has ever heard of “peer advisory” or has a clue what that means? I can say fairly definitely that the answer is “no” unless they have been approached by someone in the industry who explained it to them. It's important that those in my industry understand how people who need these services talk about it, not how we inside the industry talk about it.

**As a leader you need to find a way to reconnect with those out there who want and/or need your product or services, but may not have heard of it before, or may not talk about it the way you talk about it.** You need to find out how they do talk about it. How would they ask for it? How would they approach finding you? What is their need from THEIR perspective, (not yours)?

**If you have gotten into the ivory tower it's time to try to find a connection back to the real world of your customers. Here are some ways to do that:**

- Listen in to your customer service line or customer service phone calls on a regular basis. What happens there? What language are your customers using? What are their issues?
- Look at the contact form submissions from your website. What challenges are your potential customers talking about? Where are they struggling? What problem are they hoping you will solve for them? (There could be new product, service and business opportunities here if you pay attention.)
- Go to a marketing event that your team members are attending and just listen. Try to blend in and be as anonymous as possible so you can hear genuine conversations between your team and prospects.
- Do focus or research groups led by trained research professionals who know how to facilitate them to get quality information.

**I encourage you to think hard about the issue of the ivory tower.** You are likely missing opportunities, key information and more by not being in touch with the outside world of potential customers. This is along the lines of the principle of “beginner's mind.” You are vulnerable to market disrupters that you won't see coming. Are you willing to approach your business from that place to see how to best be of service?

### 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 or even just comments or criticisms of a past topic. Many of you - consultants, company managers, and academics - have very solid and profound contributions that could be presented in future newsletters as a



guest contributor. 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

### **Joe Louis, Boxer**

Knocked down by a surprise left from Tony Galento, Louis was back on his feet before the referee could start the count. Joe's trainer later reproached him: "I keep teaching you to take a count when you are knocked down. Now, why didn't you stay down for nine like I've always taught you?"

Joe's reply was: "What, and let him get all that rest?"

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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](mailto:contact@paragondevelopment.com) and include the word SUBSCRIBE in the subject line or message. We will never sell your email address to others.

We encourage you to visit our website at <http://www.paragondevelopment.com> to find out more about PARAGON Development, who we are and how we assist our clients.

Your friends at:

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