



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 wish you a joyful and successful 2016! Hard to believe this is our 16th year. We thank all of you for making it a wonderful experience that has just flown by.

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 entitled “**Five Leadership Lessons from the Jedi**” (very appropriate with the recent release of the newest Star Wars movie). This topic is a contribution from a reader and inspires valuable thought. We thank Thomas for sending it to us to post.

Jack T. Peregrim
Pres., PARAGON Development
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Paragon Update

We are looking forward to what is projected to be a very busy 2016 thanks to almost all module packages being renewed and at least 2 new ones. Again we thank our wonderful clients for making this happen. We are confident in the value we deliver but we are also very aware of the many budget battles fought in advocacy of our work.

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Conferences

Pan Pacific Microelectronics Symposium
Hapuna Beach Prince Resort, Big Island, Hawaii
January 25-28, 2016

This conference promotes international technical interchange and provides a premier forum for networking among microelectronics professionals and business leaders throughout the world. Session topics this year are also excellent and



include: Nanotech joining, automotive electronics, solder technologies, Optoelectronics, materials reliability impact, interposer technologies, reliability strategies, test and failure analysis.

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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 new design and manufacturing process for making liners that go into compressed gas cylinders (CNG, Hydrogen, etc.). This has potential to lower a significant component cost in the cylinders and has several functional benefits to manufacturers of the cylinders and liners.
- New chemical & material technologies with value in treating industrial water waste across a broad variety of applications.

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

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Quotes of the Month

"It is better to debate an important matter without settling it than to settle it without debating it." *Multiple sources*

"The trouble with our times is that the future is not what it used to be." *Paul Valéry*

"Knowledge is proud that it knows so much; wisdom is humble that it knows no more." *William Cowper*

"The question is whether or not you choose to disturb the world around you, or if you choose to let it go on as if you had never arrived." *Ann Patchett*

"You've got to go out on a limb sometimes because that's where the fruit is." *Will Rogers*

"I want to stay as close to the edge as I can without going over. Out on the edge you see all kinds of things you can't see from the center." *Kurt Vonnegut*

"Twenty years from now you will be more disappointed by the things that you didn't do than by the ones you did do." *Mark Twain*

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Interesting Words

Torpid: (TOR-pid) Adjective

1. Sluggish or inactive.
2. Apathetic.
3. Dormant as when hibernating.

Fastuous: (FAS-choo-uhs) Adjective

1. Haughty, arrogant
2. Pretentious.

Viridity: (vi-RID-i-tee) Noun

1. The quality or state of being green.
2. Youthful innocence.



Suage: (swaz) Verb

To assuage: to make something unpleasant less severe.

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“Five Leadership Lessons from the Jedi”

In the universe of Star Wars, there’s a lot you can learn about what not to do from the mistakes by the Emperor and Darth Vader during their ill-fated regime leading the Galactic Empire. But, there is quite a lot of learning from the mistakes, yet it is better to look at the positive. For that, looking at the Jedi Knights is the lesson we can learn from.

The five main lessons are:

1. **Let go of your fear!** Yoda once said: “Train yourself to let go of everything you fear to lose”. One of the biggest drivers behind our decision making—which drives financial advisors crazy—is that we are loss averse. A number of studies have demonstrated that people would, all things being equal, prefer to avoid a loss than to acquire a gain. Even when a loss would be easily justified and risk encouraged. For example, most people in a study would rather avoid losing \$10 than gaining \$20. The key is to get past our normal inclinations. Don’t be afraid to lose in the face of a prospect of bigger gains.
2. **Approach tasks with success in mind.** Another classic bit of advice from Yoda to Luke was: “Do or not do. There is no try”. Of course nobody succeeds all the time. But, approaching tasks with a confident mindset has shown to increase the percentage and degree of success. As psychologist Scott Kauffman has noted: “A bulk of research shows that when people are put in situations where they are expected to fail, their performances plummet. When they are expected to win, their performance shorts back up”.
3. **Be mindful of the present.** Qui-Gon Jinn advised his young padawan once, “Don’t center on your anxieties. Obi-Wan. Keep your concentration here and now where it belongs”. This is vital to keep in mind for ensuring that we get our daily work done. But it is also critical in planning but not simply trying to grow by looking backward. Regarding each day, it is easy to get distracted by email, by phone, by social media, by schedule changes. It’s also easy to get caught up in future problems. (We can’t be our best in handling the future unless we first handle the present) So much so that it is possible to start a day with a ‘to-do’ list, work all day without a break, and never get to that list. It is important to ignore the distractions and focus on the task at hand. Whether tasks or people, those in front of you need focus and effort.
4. **Don’t let emotions cloud your judgment.** You shouldn’t ignore your emotions like the Vulcans in a different science fiction show. At least in the way that Mr. Spock did. Your emotions influence intuition and that is important. But, at the same time, its very easy for our emotions---especially our cognitive biases---to cloud good judgment. So it’s important to make sure that we are acting on the best available evidence and data without altering the perspective with an emotion about we want it to say. We should be constantly soliciting feedback from the people around you and testing our results against solid, objective metrics to make sure that we are making the best decisions.
5. **Believe in your cause.** Of course, sometimes data isn’t enough. When we are in a new venture or starting a new task, there may not be any good experience to guide us. In those cases, we need to listen to some advice that Obi Wan Kenobi gave to Luke Skywalker: “Let go your conscious self and act on instinct.” Trust that and everything you have learned and guided you to this point will be the strength needed to make the next leap.

And, may the force be with you!

In closing:

We also will continue to focus on topics that the readers choose in almost all cases over ones we consider within our staff so please continue to send requests for topics that you want to have 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 or even just comments or criticisms of a past topic. We have primarily written editorials on topics based on our experience and perspective but are grateful for the increase in items that have been sent to us---Keep



them coming! We ask that your submission be from 300 to 800 words. 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

John D. Rockefeller—Oil magnate and business baron

Rockefeller found out that his family had ordered an electric car as his surprise birthday present so he could get around his vast estate more easily. “If it’s all the same to you”, he said as he confronted them, “I’d rather have the money”.

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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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