



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.

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 a client contribution entitled “**Numbers**” Thanks to Javier for sending us this non typical contribution to share.

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

Paragon Update

Quarter 2 looked like it was going to be slow but we are now pretty busy with a number of projects that had been placed on hold in the previous quarter and now are active. And, several should provide a carryover base for Quarter 3.

Another positive sign is the continued growth of new clients with first time projects and several old clients in Europe, the Middle East, and Asia who we have not worked with in the past couple years.

Conferences

Biological Wastewater Process Control Training

Trinchero Family Estates, 560 Gateway Dr. - Napa, CA 94558
June 7th. Tues. & June 8th. Wed. - 2016

An educational Seminar about Biological Wastewater and Troubleshooting. State of California Approved for CEU credits. More information can be found at www.EnvironmentalLeverage.com or contact Environmental Leverage® Inc. at admin@EnvironmentalLeverage.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:

- Unique and specialty enzymes and also highly functionalized carbohydrates that have health benefits in food and nutritional applications. In addition to a large set of enzyme products, they have an extensive and proprietary library of wild (natural) enzymes not found elsewhere. They use protein modification to modify these enzymes to create products with very unique characteristics.
- Additives that improve flow control, antifouling, and wax settling from crude oil both in midstream storage and processing as well as the front end of the refining process.
- Chemistries and materials used in Pulp & Paper.

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

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Quotes of the Month

"A dream doesn't become reality through magic; it takes sweat, determination, and hard work." *Colin Powell*

"Be decisive. Right or wrong make a decision. The road of life is paved with flat squirrels who couldn't make a decision"
Original author unknown

"Life is 10 percent what you make it, and 90 percent how you take it." *Irving Berlin*

"If you have knowledge, let others light their candles in it." *Margaret Fuller*

"What we see depends mainly on what we look for." *John Lubbock*

"Thinking is an experimental dealing with small quantities of energy, just as a general moves miniature figures over a map before setting his troops in action." *Sigmund Freud*

"It is wrong always, everywhere, and for anyone, to believe anything upon insufficient evidence." *William Kingdon Clifford*

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Interesting Words

Unwonted: (un-WON-tid) Adjective
Unusual or unaccustomed.

Refect: (ri-FEKT) Verb
To refresh with food or drink.

Effable: (EF-uh-buhl) Adjective
Capable of being expressed.

Senescence: (suh-NES-uhns) Noun
The process or the state of growing old.

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“Numbers” (and the magic of measuring the right thing)

What you measure usually gets paid attention to, and what you pay attention to, usually gets better.

Numbers supercharge measurement, because numbers are easy to compare.

Numbers make it difficult to hide.

And hence the problem.

Income is easy to measure, and so we fall into the trap that people who make more money are better, or happier, or somehow more worthy of respect and dignity.

Likes are easy to measure, so social media becomes a race to the bottom, where the panderer and the exhibitionist win.

Five star reviews are easy to measure, so creators feel the pressure to get more of them.

But wait!

What does it mean to 'win'? Is maximizing the convenient number actually going to produce the impact and the outcome you wanted?

Is the most important work always the most popular? Does widespread acceptance translate into significant impact? Or even significant sales? Is the bestseller list also the best book list?

Who are these reviews from? Are they based on expectations (a marketing function) or are they based on the change you were trying to make? It turns out that great books and great movies get more than their fair share of lousy reviews--because popular items attract more users, and those users might not be people you were seeking to please.

Or consider graduation rates. The easiest way to make them go up is to lower standards. Or to get troublesome students to transfer to other institutions or even to get them arrested. When we lose track of what's important in our rush to keep track of what's measurable, we fail.

The right numbers matter. A hundred years ago, Henry Ford figured out how to build a car far cheaper than his competitors. He was selling the Model T for a fraction of what it cost other companies to even *make* one of their cars. And so measuring the cost of manufacture became urgent and essential.

And farmers discovered the yield was the secret to their success, so tons per acre became the most important thing to measure. Until people started keeping track of flavor, nutrition and side effects.

And then generals starting measuring body count...

When you measure the wrong thing, you get the wrong thing. Perhaps you can be precise in your measurement, but *precision is not significance*.

On the other hand, when you are able to expose your work and your process to the right thing, to the metric that actually matters, good things happen.

We need to spend more time figuring out what to keep track of, and less time actually obsessing over the numbers that we are already measuring.

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 had primarily written editorials on topics based on our experience and perspective but we are grateful for the increase in items that have been sent to us over the past couple of months---Keep them coming!

Also, 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

Abraham Lincoln

When a gentleman called on the President asking for a pass to allow him to visit Richmond (The Confederate capital), the President replied, "I would be very happy to oblige you if my passes were respected; but the fact is, sir, I have, within the last 2 years, given passes to two hundred and fifty thousand men to go to Richmond, and not one has got there yet".

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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.

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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