



## The PARAGON Perspective

PARAGON DEVELOPMENT

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“ 4 tools to transform your business”

### 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 contribution from Colleen who sent in an excerpt that we believe is a good message for organizations of any size. We appreciate both the author and Colleen for sharing **“4 tools to transform your business.”**

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

### Paragon Update

Our projections are for a 2017 that will be vibrant and very busy and our bookings are very strong in Q2. Our clients are almost all projecting increases over the past year and clients from previous years have once again budgeted for new growth and requested our assistance. And, we have been picking up new clients every month who had never used our process before. We are encouraged that the economy is finally on the verge of a large recovery

Last year we have tested a new process that has proven to be very successful and valuable. We have been involved in technology and new product start-ups beyond our traditional client base and we bring individual experience in addition to our access to many outside experts. We are ready to offer an initial discussion to anyone interested and we appreciate the referrals.

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### Conferences

Air & Waste Management Annual Conference  
Pittsburgh, PA. June 5-8, 2017  
<https://WWW.AWMA.Org>



This is an extensive exhibition and conference and could appeal to anyone in the industry directly but also to anyone developing and producing products where environmental issues could be involved.

## 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.

The following items were submitted in the past month:

- A client is interested in any technology they may employ which would modify the properties of EPS. Their interest is broad and could enhance one or multiple properties and may involve additives or process modification.

If interested, contact Jack Peregrim. [Peregrim@ParagonDevelopment.Com](mailto:Peregrim@ParagonDevelopment.Com) (203 )288-4154

- Custom Controls is offering to sell its ValveSentry product line of leak detection products. ValveSentry is a patented automatic water shut off device that can be installed by anyone--no plumbing required. Multiple water sensors can be placed anywhere in the home to detect water leaks and promptly turn off the water at its source. Place a water sensor near water heaters, washing machines, sinks, toilets, and plumbing. If a leak occurs, the sensor sends a signal to the controller, which turns a water valve to shut off the water at its source. The product line should be of interest to manufacturers and distributors of water heaters, appliances, and plumbing supplies. It may also be a great complement to a security system product line. Homeowner insurance companies, large property owners or managers may also find that this product line minimizes their damage from leaks.

To express interest or request more information, please contact:

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## Quotes of the Month

"I attribute my success to this--I never gave, or took, any excuse." *Florence Nightingale*

"'Management' means, in the last analysis, the substitution of thought for brawn and muscle, of knowledge for folklore and superstition, and of cooperation for force." *Peter Drucker*

"Success is walking from failure to failure without loss of enthusiasm." *Winston Churchill*

"Familiarity is a magician that is cruel to beauty but kind to ugliness." *Ouida*

"Never allow someone to be your priority while allowing yourself to be their option." *Mark Twain*

"A wise man fights to win, but he is twice the fool who has no plan for possible defeat." *Louis L 'Amour*

"We must make automatic and habitual, as early as possible, as many useful things as we can... The more of the details of our daily life we can hand over to the effortless custody of automatism, the more our higher powers of mind will be set free for their own proper work." *William James*

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## Interesting Words

**Appetence:** (A-puh-tuhns) Noun  
A strong desire or inclination.



- Lodestar:** (LOAD-stahr) Noun  
Someone or something that serves as a guiding principle, model, inspiration, etc.
- Uliginous:** (yoo-LIJ-uh-nuhs) Adjective  
Swampy, slippery, or slimy.
- Superbity:** (soo-PUHR-buh-tee) Noun  
Pride, arrogance.

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## “ 4 tools to transform your business”

Whether it's your team, your family, or your clients, there's a lot of weight on your shoulders. Here are a few tips to get back on track when times get... challenging.

1. Start with the 3 P's (Pray, Prioritize and Plan). No matter your religion, being quiet within yourself, with your higher power, will keep your focus and future in check with what's best for you. After slowing down, prioritizing and planning will seem clearer.

2. Find the First Domino. In Gary Keller's book, "The One Thing," one of the most important tools I took away was finding the common threads. Many times, it's ONE THING that affects many. I know someone who owns 3 businesses, is a parent and a newlywed, finding that domino has made life so much easier — and more fun! For example, they can write one blog that sings to the heart of my Small Business USA members, NetworkAndGolf members, and my Generating WINner followers. But why not write just one — like this — that helps everyone that would reach out to any of those businesses. Would I LIKE to write a golf blog that talks about how to spend more time on the tees, another teaching parents to teach life skills around prioritizing and planning, and another focused solely on business ownership? Sure. But what I've found is that because our mission has always been to improve lives of those who are busiest — we can find you all in one place.

Let's look for some of your dominos. Let's start with your list of things you need to do today. On it probably has things like: eat, exercise, call mom, drive to a meeting, meet/call x number of people, spend time with the kids, spend time with your spouse, clean the car, make decisions on marketing strategies, etc... Then there are things you WANT to do but don't always have time... like golf, going to the park to listen to music, going out for a beer with friends, etc... There's nothing on this list that can't be bundled with something else and be made far more enjoyable. Exercise or clean the car with your kids, cook with your spouse, meet your next client at a walking track, make phone calls only in car time, or have your children weigh in on marketing decisions (you'll be surprised by their perspective.) Now, employ the same approach if doing a marketing strategy or operational plan. Look for the dominos and you will find them.

3. Double your 20% and eliminate 40% of the rest of your efforts. Yes. Be brave. ELIMINATE 40% of the crap you do every week. This is one tip that will make the biggest impact. It has been said over and over and people don't believe it's true until they are finally forced to manage it. Why? We fall madly in love with emotional tasks that we believe will pay off some day. Truth... if you have been in business for over a year and something you're doing hasn't brought you one client (not leads; PAYING clients) then it's a waste of your time. There are 10 other things that you could replace it with that will deliver a far better return. We know a coach who hosted a training session combined with lunch and golf. She charged a nominal fee and 3 years later is still benefitting from her first golf event. That day alone she closed 2 corporate clients and 3 personal clients. She's received 20+ new clients since that event and because of that event. She now does 4 golf events a year. Her business is flourishing. The first 5 years in business she worked 80 hours a week and never had a success rate as strong. What she did aligned best with her clientele. When she started to duplicate her most successful strategies, her business growth aligned accordingly.

4. Start Over. When it gets tough and sometimes frustrating or unbearable, you're not alone. Step out of your office and walk physically and mentally away from your business. I'm not talking about closing your business or resigning from your company and getting a job at JC Penney. I'm talking about stepping outside of you for a little bit. Chances are you're too close and too wrapped up in your own world to look at your business objectively. Go to Starbucks or the park and pretend you just bought your business. All the things you'd be embarrassed by, write down. Anything you'd want to fix — put them on the list. Reassess your customers and analyze your business like a business coach — or your father or old boss if that helps. That fresh note pad is about you starting fresh. That simple 2-hour change of mindset will refocus and reprogram you.



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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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:

PARAGON Development

<http://www.paragondevelopment.com>

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