



The PARAGON Perspective

PARAGON DEVELOPMENT

Features

Conferences
Technology Transfer/Capabilities
Quotes of the Month
Interesting Words
“Opportunity Triage”

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 to thank each of our readers for your continued patronage.

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 based on Seth Godin’s Blog of April 6th titled “**Opportunity Triage**” which we have built our perspective on. We appreciate his being a catalyst for further thought.

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

Paragon Update

Q2 is strong. New services we offer supporting M&A are being received at levels beyond projection and expectation especially on the sell side.

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

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 (203)288-4154

[Return to #Top](#)

Quotes of the Month

“Nobody know enough, but many know too much.” *Marie von Ebner-Eschenbach*

“If you don't know history, then you don't know anything. You are a leaf that doesn't know it is part of a tree.” *Michael Crichton*

“The most important thing in communication is hearing what isn't said.” *Peter Drucker*

“We have never assumed here that a senior with a diploma is an educated man. Who, indeed, ever is? He is a potentially educated man, who knows how to continue his education to the very end of his life.” *Howard Lowry*

“I found that every single successful person I've ever spoken to had a turning point; and the turning point was where they made a clear, specific, unequivocal decision that they were not going to live like this anymore.” *Brian Tracy*

“No man needs sympathy because he has to work, because he has a burden to carry. Far and away the best prize that life offers is the chance to work hard at work worth doing.” *Theodore Roosevelt*

“A hundred times every day I remind myself that my inner and outer life depend on the labors of other men, living and dead, and that I must exert myself in order to give in the same measure as I have received and am still receiving.” *Albert Einstein*

[Return to #Top](#)

Interesting Words

Ecdysis: (EK-duh-sis) Noun
The shedding of an outer layer; molting

Myrmidon: (MUHR-mi-dahn) Noun
One who unquestionably follows orders.

Alembic: (uhLEM-bik) Noun

1. A device, used in the past for distillation, whose main vessel has a beaked top
2. Anything that transforms or purifies.

Codswallop: (KODZ-wol-uhp) Noun
Nonsense.

[Return to #Top](#)

“Opportunity Triage”

Seth's Blog (April 6, 2017)

More opportunities come knocking than we know what to do with.



They often come enshrouded with hassle, perceived risk and the need to overcome inertia. It's easier to just say no. And so no becomes the default, a habit, it's easier than discernment.

Do you and your organization have a method to sort the opportunities out?

In emergency rooms, they put people into three groups: Gonna die no matter what, going to be okay if we help them eventually, and needs help right this moment. By prioritizing where to focus, they serve the patients who can benefit the most.

What happens if instead of ignoring opportunity, you triage it?

Our Perspective

Another way to look at this concept as applied to opportunities is:

- Those that are likely to live and grow and need no 'urgent care' or support. These may be sales campaigns that are part of the normal business activities even if they are beyond present products or applications.
- Those that are unlikely to be successful regardless the time or energy invested. And, we do see more of these than one would think we should but organizations do support initiatives that overlook the lack of competitive advantage they have. (We recently completed an assessment where a very large corporation had the capability of developing a product that was better than alternatives. They have a 'large volume/commodity' culture and the application meant having to support a very extensive sales effort that would result in high returns but did not fit the company. They spent several million Euro only to find they have a product with superior performance that did not have customers who would buy in large volumes so they would not invest in the sales and tech support required to commercialize.)
- Those that proactive and immediate investment and effort is warranted and required. The biggest mistake we see in this regard is when an organization has no way to immediately (or at least rapidly) respond to opportunities that have short windows. We have had many, many clients over the years that regretted decisions to hesitate on acquisitions that others moved on quickly. And others that saw product or market opportunities and let others capture value because they waited till a budget cycle allowed investment or because they simply would not react quickly enough because personnel were dedicated to results "this quarter" over ones that offered platform potential but would not see measurable results for years.

Our challenge to our readers is simply to consider the concept of 'triaging' opportunities. It really is a 2-step process that first determines which category each falls in and then being prepared to react as appropriate. And, this last point is the key because it requires planning and commitments for opportunities that we do not see today. There is a simple 3-part question that has been around for so long we do not know the origin and it is as valuable today as it ever had been, especially when an opportunity fits the third category. "Is it real? Can we win? Is it worthy of our efforts?" If your organization answers "Yes" to all of those, then you need to be ready to triage the opportunity even as a battlefield hospital handles casualties.

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.

[Return to #Top](#)

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:

PARAGON Development

<http://www.paragondevelopment.com>

[Return to #Top](#)

