

The PARAGON Perspective

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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.

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 titled: “Telescopes and Microscopes.” This is a follow up to last month's discussion “Portfolios within Projects” and is about the different but complementary perspectives that projects need.

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Paragon Update

We have recently gotten much closer to our record year of 2009 but it looks like we will fall just short of that year. The various new projects and clients do make us very optimistic that next year will start to see both PARAGON and the overall economy rebound with a pent up demand for growth.

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Conferences

No conferences have been sent to us with request to post within the next 60 days.

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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 primarily in 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.

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Technologies of Interest

Biologic capability: A client has a biologic capability that has, among many things, been able to produce gasoline from the mono carbon gases used in steel production processes.

Industrial Water Treatment: A client is launching a new product line in industrial water treatment that is primarily equipment focused with pumps, filters, etc. Their new line includes innovative ways to speed up production in treating water both in pre-treat and post treatments.

Odor control: A client has a new chemical technology with the ability to control odors such as ammonia. They have FDA approval for use in most applications if skin is involved such as diapers. It is a very cost effective chemistry with the potential to lower cost in many products over existing processes.

Functionalized Foam: A client has a new functionalized foam that offers fire protection in addition to insulation value. They are targeting building and construction opportunities such as penetration seal for wiring & cabling.

If there is interest in any of the above, please contact Jack Peregrim for additional information.
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Quotes of the Month

“Standing in the middle of the road is very dangerous; you get knocked down by traffic from both sides.” *Margaret Thatcher*

“You were born to win, but to be a winner you must plan to win, prepare to win, and expect to win.” *Zig Ziglar*

“You’ve got to have the guts not to be afraid to screw up.” *Fuzzy Zoeller*

“Enthusiasm is a vital element toward the individual success of every man or woman.” *Conrad Hilton*

“A problem is a chance to do your best.” *Duke Ellington*

“You are never really playing an opponent. You are playing yourself, your own highest standards and when you reach your limits, that is the real joy.” *Arthur Ashe*

“Expect problems and eat them for breakfast.” *Alfred A. Montapert*

“I have learned to use the word impossible with the greatest caution.” *Werner von Braun*

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Interesting Words

Thrasonical: (THRAY-SON-i-kuhl) Adjective
 Bragging or boastful.

Concupiscent: (kon-KYOO-pih-suhnt) Adjective
 Lustful, libidinous.

Retrodiction: (ret-roh-DIK-shuhn) Noun
 Using present information to make an assertion about the past.

Augean: (aw-JEE-uhn) Adjective
 Extremely difficult, unpleasant, or filthy.

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“Telescopes and Microscopes”

Background:

The analogy intended is that telescopes look outward and see far ahead while microscopes look down at specific targets in greater detail. We have been in projects where the balance is too much on one or the other. This is a reminder that there is a constant need to be using both.

Example:

A recent project with a new material had been in our client's stage gate process with all the development toward a single application for 3 years. When we were brought in the objective was to help speed time to market in that application as management was losing patience with the lack of success. What we found however was that the project team had looked broad and far initially but then focused on the single application which was warranted at the time. They continued to look at this alone and got more and more information and just kept trying to make progress. The application area comprised several market segments. They further chose only one of those and focused only in that area.

Had they looked broader and kept looking beyond this area, they would have seen that drivers in other applications created larger opportunity with clear competitive advantage. Because they hired an outside manager for the project who was limited in experience to the single area, they stopped looking beyond this limited area that was growing less and less attractive.

The flip side of this was another project where a client had a new enabling electronics technology but spent too much time looking at the big picture in an application that required speed to market as critical to success. By the time we became involved, they had lost many opportunities by studying the big picture options without ever really looking at any in detail until the window of opportunity was past.

Recommendations:

Our recommendations are pretty easy and clear:

- Establish criteria that addresses both strategic and tactical plans and actions; and do so up-front so you can move quickly when required but also be able to keep looking outward at new options and events.
- Have update meetings with alternating 'themes'. One to look at the main target and ensure that progress is constantly made in the detail needed while the next meeting is looking beyond the main target and ensuring that other areas are not being overlooked.
- Have personnel (internal, external, or combinations) with different responsibilities. One working on moving forward with a 'microscope' viewpoint while another uses a 'telescope' perspective. This is sometimes accomplished with 'hand offs' at critical gates where applications and commercial development is transferred to a 'microscope' team while the original group keeps wider options open. In any regard, it would be much better to have separate individuals or teams because it is difficult to have a healthy balance based on the different requirements and objectives.

In summary:

It has been our intent to pass along things we have learned or experienced on topics involving growth and new business development, particularly ones that may be provocative or beyond those considered every day. We do not try to presume to be the leaders in all areas we cover and invite others to contribute with comments, additions, or criticisms. We encourage feedback in any media and will post your contribution in a future newsletter if you allow it.

We will continue to focus on topics that the readers choose over ones we consider within our staff, so please continue to send requests for topics you want covered.

PS:

We want to remind our readers that this section of the newsletter is open up to anyone with a development topic or an approach they would like to share. We ask that your submission be from 600 to a 1000 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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Trivia

- What is the dark inner region of a sunspot called?

The umbra.

- What automobile sold in the U.S. is scheduled to have the highest percentage of parts manufactured in the U.S or Canada in its 2012 models?

Toyota Camry.

- The word goodbye stems from what religious phrase?

From the term "Godbwye" which is a shortened form of the phrase "God be with you".

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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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