

Small Actions for Big Change

improve an economy

Overview

If you want any change

- Imagine Small **Actions**
- Forget Fear
- Don't over **plan**
- Take **Risks**
- Just Do It

More specifically:

If you want *more value*

- **Connect**
- **Imagine**
- **Talk**

Change: Achieve Some

Today

Tomorrow

Reality

Dream

A few points about change:

Change requires **Action**

All **Action** includes **Risk**

All **people** are naturally scared of **Risk**

"Practice **Risky** behavior"

"Be scared"

A Dream

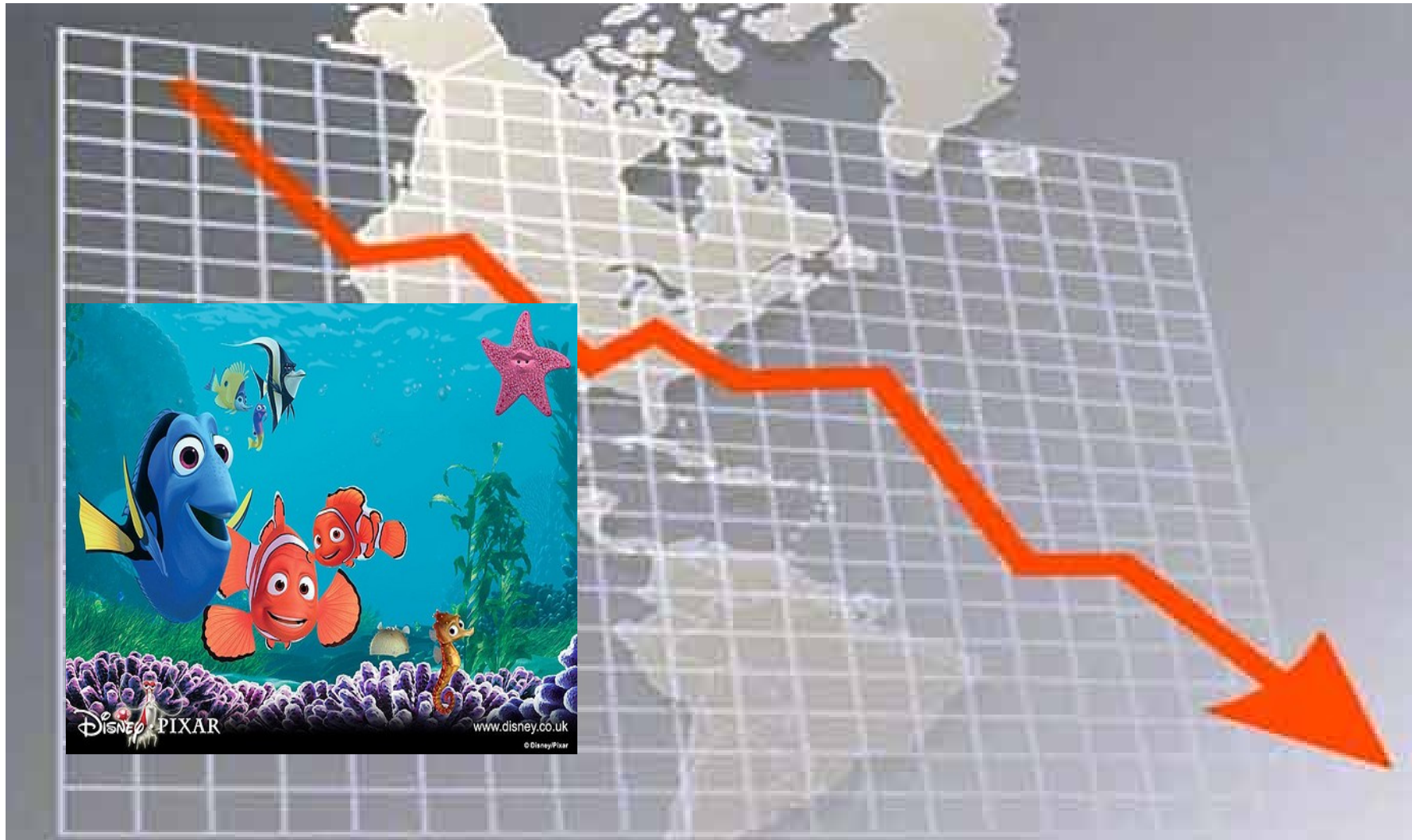
A Better Technology
Economy

Change: Improve an Economy

But Why?

Where are you?

I'm in an ... an Econo NONO me



What's an **Economy**?

"Exchange of Value"

You've got some **skill**, **resource** or **product** that someone else wants.

An economy is what exists when there is this **potential** to provide.

Improve it by **exchanging**.

How does an Economy Work?

A need exists. A need is recognized.

A solution is envisioned. A solution is created.

An exchange is negotiated.

Value is provided.

Dreaming. Convincing. Undertaking.

What happens in an Economy?

A need exists. A need is recognized.

A solution is envisioned. A solution is created.

An exchange is negotiated.

Value is provided.

Dreaming. Convincing. Undertaking.

Who's **in** an Economy?

A need exists in the **needy**. A need is recognized by the **nerdy**.

A solution is envisioned by the **smarties**. A solution is created by the **skillful** with the **risky**.

An exchange is negotiated by the **tricky**.

Value is provided.

Say who?

Customers, Insightful, Visionaries, Entrepreneurs, Skilled, Investors, Marketers

A Better **Business** => A Better **Economy**

Business: Exchanging Value

Economy: Exchanging Value

View **business** in the **big picture**.

- 1) Gather more needy <-- Marketing
- 2) Create a different solution <-- Improvement
- 3) Recognize a new need <-- Innovation

How to **Improve** a Business?

Usual Approach

Speak to a marketer and:

- Find more needy
- Convince more to be needy

A Different Approach

Improve the Economy:

- Recognize a new need

Innovation: Improving an Economy

Innovation means **new stuff**, uncharted territory.

"Create where there was nothing."

"Innovation improves and economy, FOR FREE"

Connect the people and
TALK about POTENTIAL.

It's a small action.

Do we avoid it just because we **think it can't be** all that is necessary?

Small **Actions** for Big Change in an **Economy**

Get the players together. Connect with the customer, the skillful, the risky, the rich, the passionate.

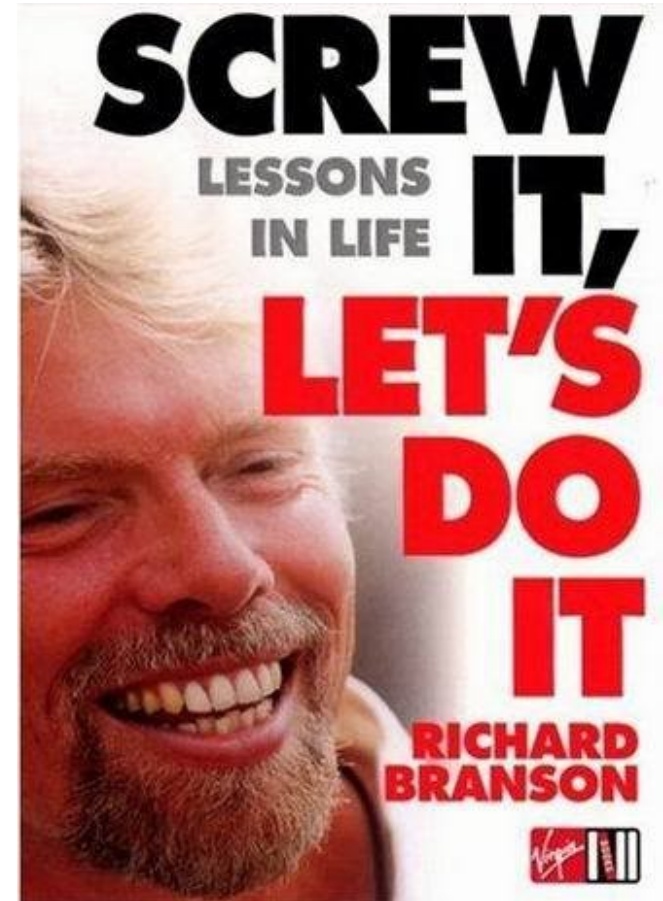
Take a **risk** and **talk** about **potential**. That's all.

- listen and encourage dreaming. dreamers are looked at funny.
- listen for potential needs and solutions.
- talk about the potential you can provide.

The Successful

How many times does success seem coincidental?

- They didn't realize a certain action would lead to such success.
- They were in the right place at the right time
- They just did something.
- They didn't plan to take over the world by age 40, they just thought about what to do tomorrow.



Change: Achieve Some

It's a **Small Action**....that get's you there

Why?

- Once you are closer, you can see your next step better

top secret: "You know what to do once you're in the shoes of who you want to be"

- It's easier to see the effect of the action on your desire

- The risk of the action is less, or easier to see. More likely.

"Think about the future, but only desire what you can have today."

Favour **Small Actions** over huge planning

Ask "what **small actions** can I
do to achieve?"

1) It's easier to imagine the effect a small action has against your desires.

2) The risk in small actions is easier to asses.

3) You never really know the effect, so just DO something and learn.

4) You won't always consciously know what will happen. Don't over plan.

5) We will tend to plan against risk, choose a small action and do it while the action you plan is still small.

Favour **Small Actions** over huge planning

Ask "what **small actions** can I do to achieve?"

If you know a **small action** that will get you closer to the goal, don't wait to **plan** further against **risk**, just take it.

Tim Lind

www.ngtechnology.pro

twitter.com/timlind