Developing Your Business *Edge* To Become The Best *YOU*
Y2K – THE END OF THE WORLD
Hi, y'all...
Who are you and why are you here today?
MY EDGY PATH

THE FUN DAYS
1993-1997

THE FIO DAYS
‘Figure it Out’
1997-2004

THE BIG OIL DAYS
2004-2014

THE BIG LEAP
2014 +
One day I got a box...
And in those early years I got a few ...
I even survived “my Donald moment”...
chaos is the new standard.
Things That Matter

Things You Can Control

What You Should Focus On
BUSINESS IS LUMPY….

AND YOU CANNOT CONTROL IT
EDGE
Breaking it down.
ENGINEER
Internal AND external focus
Get close to the customer...
really close!
DOCTOR

Be a Ninja for Simplicity & Diagnosis
Deepwater Horizon
(Just before it collapsed)
GARDNER
Grow Value | Lower Risk | Eliminate Weeds/Waste
Make it a tall non fat, safe, reliable, valuable, and integrated organization. (Hold the whip, please.)
ENTRE/INTRA-PRENEUR
Innovate | Drive Change | Disrupt
DREAMERS WHO DO

Intrapreneurs take the initiative, often on their own, to create new products, processes, policies, and services for their organization, while still abiding by its mission, values and objectives.
THE INNOVATION TEST
(2-3 questions)

Will this harm anyone?

Will this put us in jail?
Q/A
hello world.