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WHAT HAPPENED TO THE  
ROCK STARS?



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TOYS R US

CHECKER

PONTIAC

SONY

BLOCKBUSTER

Reebok

nwa  
NORTHWEST AIRLINES

SEARS

NOKIA  
Connecting People

Kodak

BlackBerry

Gateway

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NETFLIX DID NOT KILL  
BLOCKBUSTER. RIDICULOUS

**LATE FEES DID**

4

UBER DIDN'T KILL THE TAXI  
BUSINESS

**LIMITED ACCESS AND  
FARE CONTROL DID**

5

APPLE DIDN'T KILL THE RETAIL  
MUSIC INDUSTRY

**FORCING FULL-LENGTH  
ALBUMS DID**

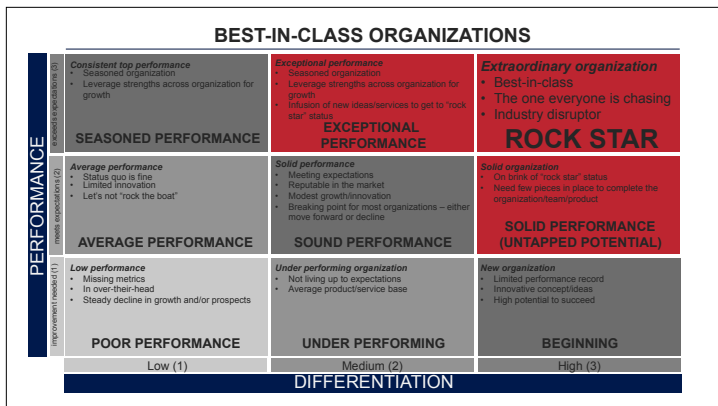
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AMAZON DIDN'T KILL RETAIL

## LACK OF EASE & SIMPLICITY DID

AIRBNB ISN'T KILLING THE HOTEL INDUSTRY

## LIMITED AVAILABILITY & PRICING DID





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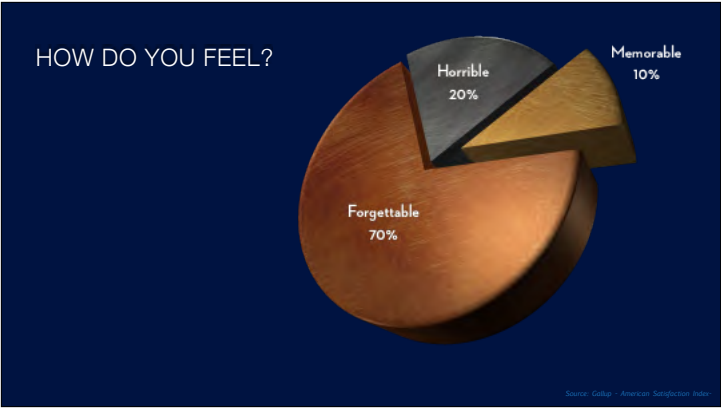
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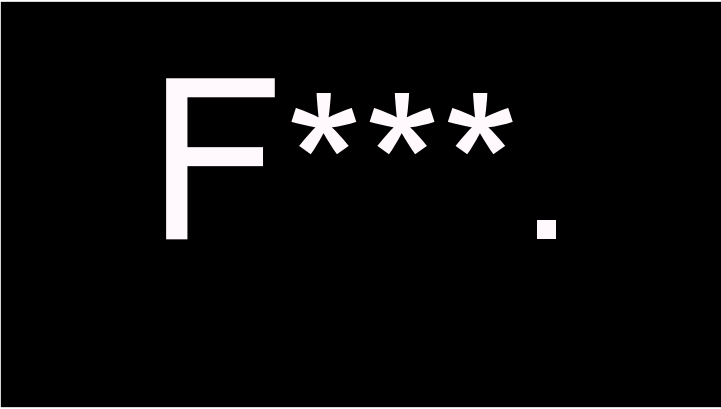
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Market Segment	Proportion of Clubs with Given Change					Average Change For Clubs with Declined Count For Clubs with Increased Count
	> -4%	-1% to -4%	-1% to +1%	+1% To +4%	> +4%	
Small Revenue Market Segment (\$0-3.5M)	18%	22%	28%	18%	15%	-4.5%
Lower-Mid Market Revenue Segment (\$3.5-6M)	15%	18%	34%	23%	9%	+4.2% -3.2%
Upper-Mid Market Revenue Segment (\$6-9M)	9%	18%	43%	19%	11%	+3.5% -3.8%
Large Revenue Market Segment (\$>9M)	4%	11%	62%	16%	7%	+3.8% -2.5% +1.6%





### More Internet use brings more loneliness, study finds

**PITTSBURGH (AP)** — Even though users of the Internet tend to dwell in its chat rooms and e-mail, they feel more depressed and lonely the more time they spend online, a study suggests.

The "grouchoening" study surprised even its authors, led by Robert Kraut, a social psychology professor at Carnegie Mellon University in Pittsburgh.

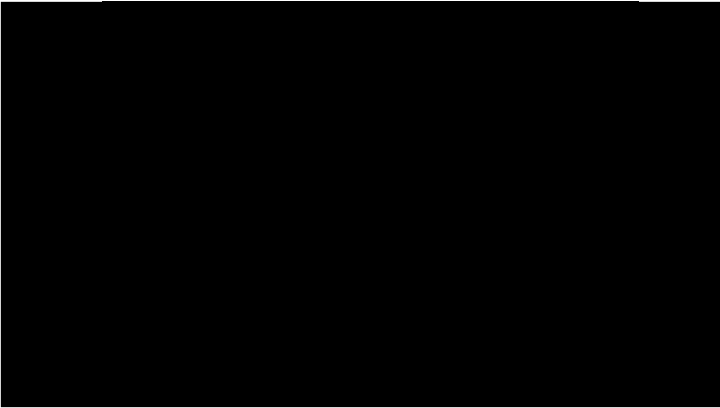
"We were expecting exactly the opposite," Kraut said Sunday. Before his research, he believed Internet use fostered social contact, especially in e-mail and chat rooms.

One reason for the negative effect may have been that using the Internet left less time for the deeper relationships of friends and family, he suggested.

"People are substituting weaker social ties for stronger ones," he said. "They're substituting conversations on narrower topics with strangers for conversations with people who are connected to their life."

Kraut said they also found heavy Internet users reported fewer close friends and complained more about life's minor stresses.





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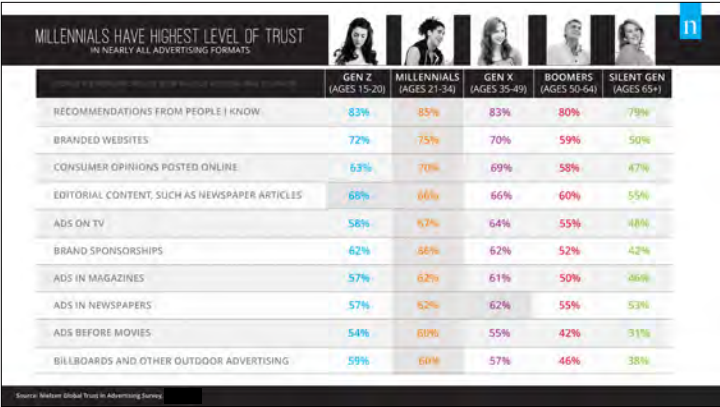
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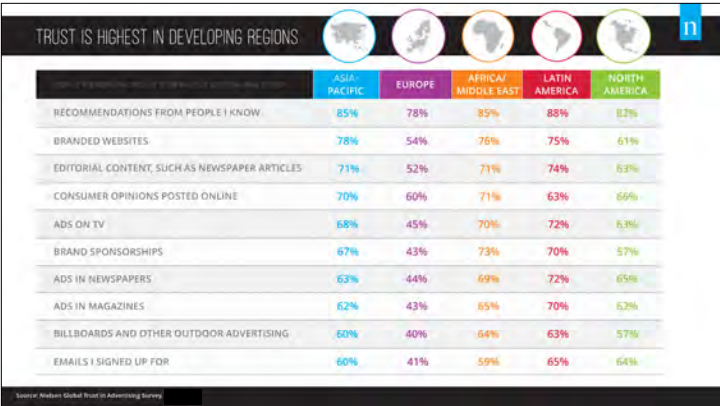
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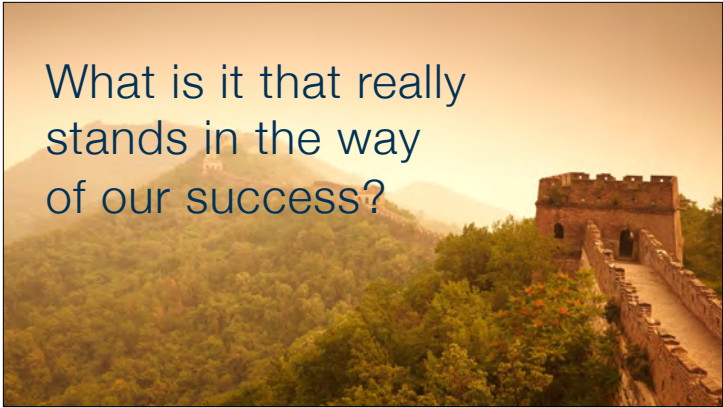
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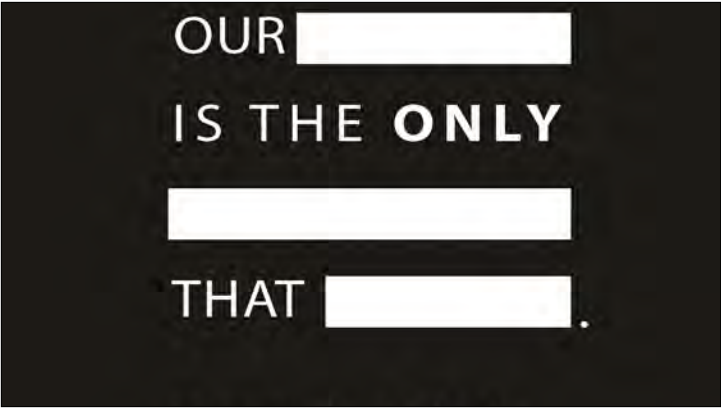
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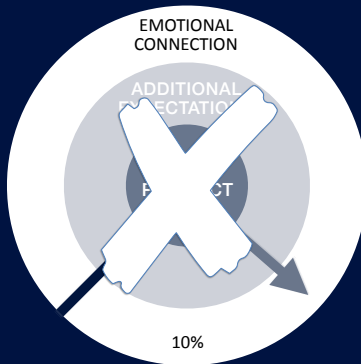
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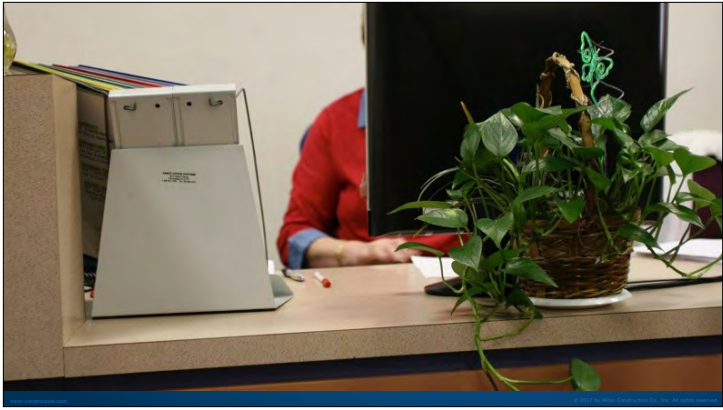
If I can RELATE to you on an EMOTIONAL  
level, you will be more OPENED.  
We've been conditioned to believe  
you get my attention  
(period)

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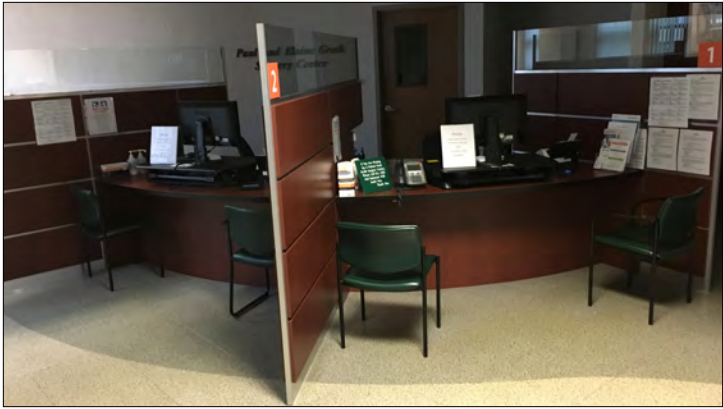
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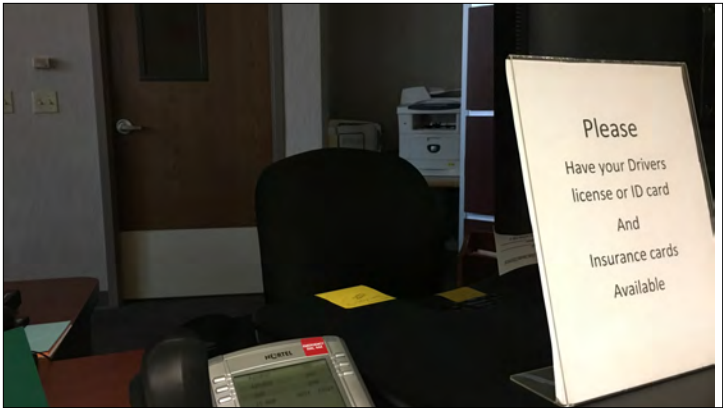
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*It is very easy to be the  
best at what you do.*

IT IS VERY DIFFICULT TO  
**APPEAR** TO BE THE  
BEST AT WHAT YOU DO.

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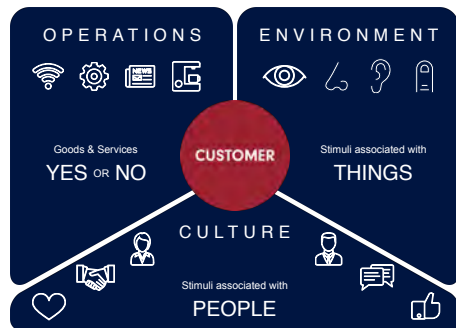
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### CONNECTING CLUES



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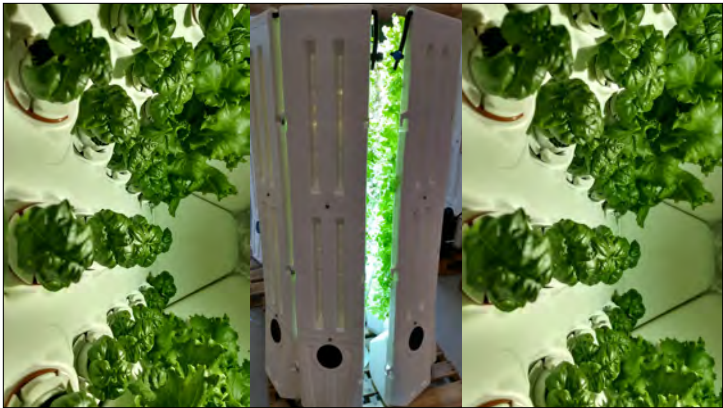
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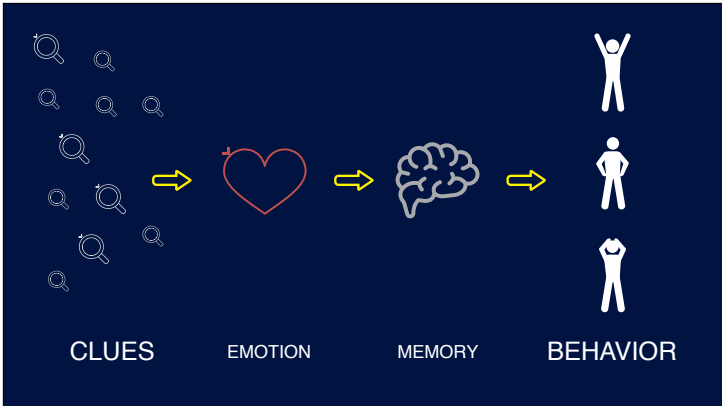
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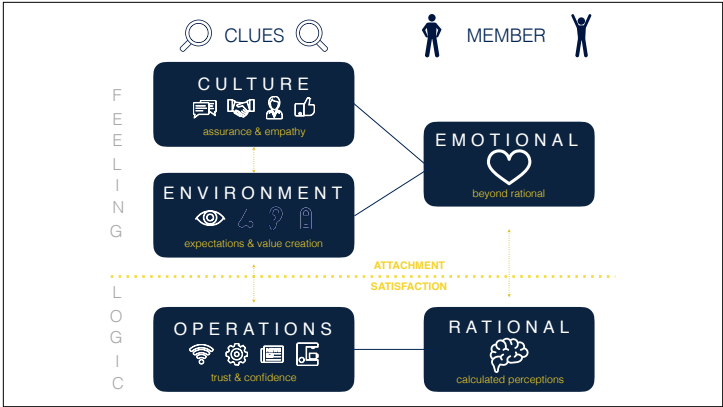
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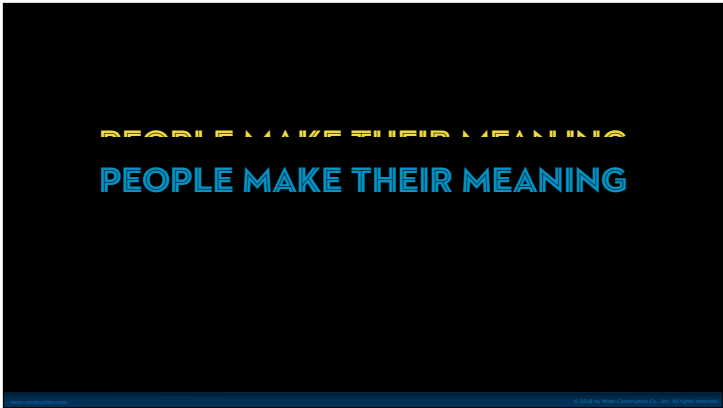
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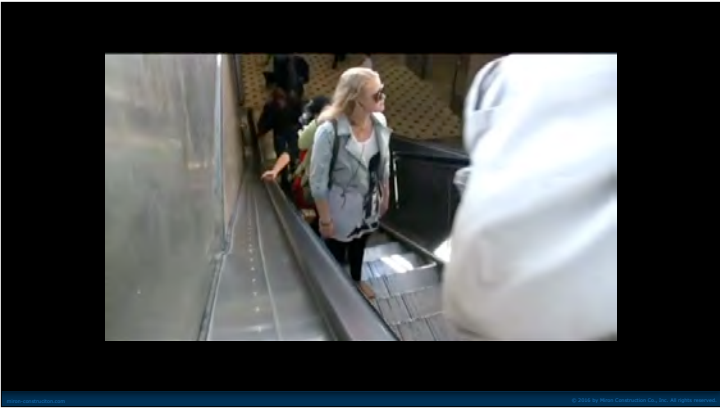
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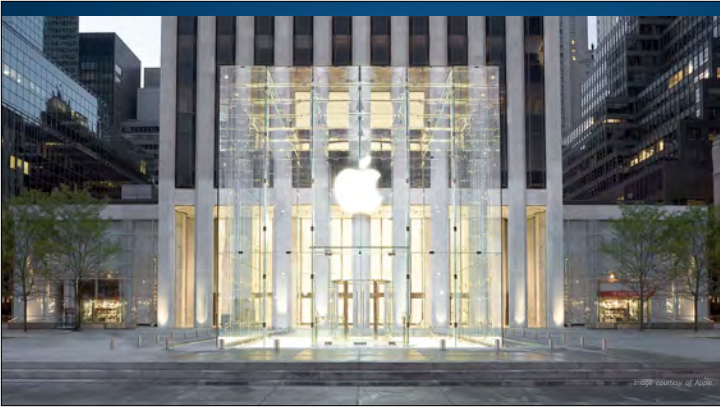
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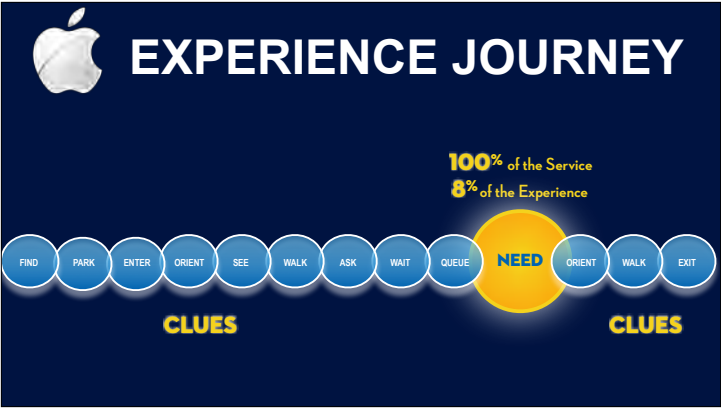
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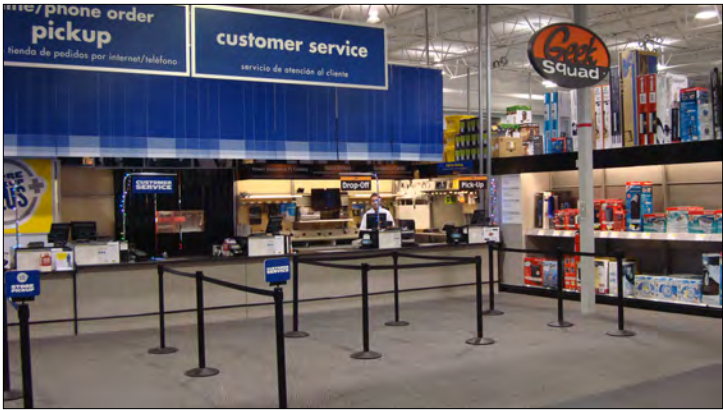
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EIGHT TOUGH QUESTIONS

What is  
*Original? Relevant? Defensible?*

What are you  
*Best at? First at? Different at?*

What should the *first experience* say?

What is the *compelling reason* to return?

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patagonia

Thinking, Learning  
Comfortable designer chairs  
with books and magazines  
invite thought and  
simply hang out.

Contrasts  
Provides narrative and  
promotes imagining life  
with the products.

Real-Life Displays  
Provide a direct glimpse  
into the past.

Artistic Work  
Hand-crafted woodwork and attention to details  
message: high-quality products and experiences.

Values Wall  
Prominently displayed  
company

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A Business Is Not A  
Brand To Be Built  
It's A Cause To Be  
Believed In

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## “PASSIONLESS” INDUSTRY



Customers have been pushed out

The *BRANCH* is the *STAGE*

Financial products = commodities = price







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*Customers who don't know they are customers yet....*

*Not a single "teller" financial transaction takes place.*



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Internet Deposits 2017



Category	Percentage
ING Direct	32%
E*Trade	24%
All Others	24%

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# MIX IT UP PEOPLE



Why does everyone **mimic** everyone else in business?

Why do all organizations act the **same** way ?

For that matter, why do almost all airlines, electronics, financials or clubs **act** in the same way?

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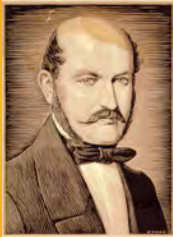
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# IGNAS SEMMELWEIS



MAYO CLINIC



SEMMELWEIS

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World's top furniture designer  
and manufacturer.  
International Leader in  
Sustainability.



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**The Greenhouse**  
Pilot LEED Building

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William McDonough      Paper Wasps Take Over      Customers

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Brilliant Entomologist

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**Enter 600,000 Honey Bees**



**Bonus: 5000 pounds of honey annually**

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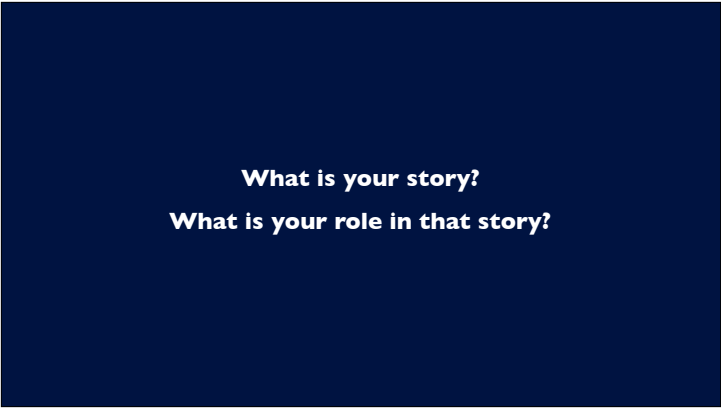
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