



Corley Hanson Associates Newsletter

Making Your Business a Team Sport!

May 2008

Greetings!

Hope you all enjoyed a holiday weekend that included just what you needed.

- rest
- excitement and fun
- connecting with family and friends
- all of the above

We also want to make sure that we don't lose the meaning behind this Memorial Day. We send a warm thank you and heart felt appreciation to the men and women services in the armed forces. We owe those serving our country gratitude beyond measure and will keep them in our thoughts and prayers.

This newsletter about business and leadership is always about first and foremost PEOPLE and. . . something else. But PEOPLE are the foundation. Today we link PEOPLE and technology.

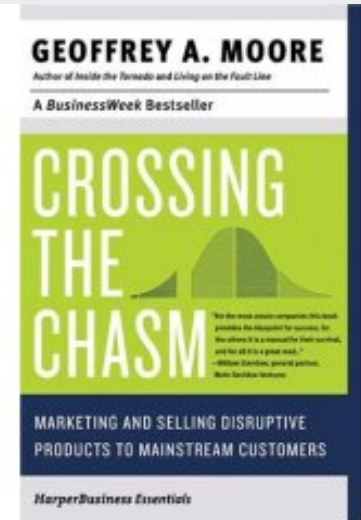
In addition, when we realize it's always about PEOPLE-we can clearly see the need for collaboration. We also included a white paper we did on the subject a few years back.

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[People and Technology Work Best When You Test It](#)

Book Review: Crossing the Chasm



by Geoffrey A. Moore

Crossing the Chasm is about the perilous journey of those high tech start-ups with breakthrough technology.

The author provides hope where many have failed, by providing a formula to cross the channel in what he describes as a war; a war one better not only be prepared to fight but have the right strategy to win. In this universe there are many defeated armies. He uses the D-Day analogy as a powerful strategy to win the war of the mainstream market (from the limited early market of early adopters and visionaries).

The following is an excerpt from the book:

"To enter the mainstream market is an act of aggression. The companies who have already established relationships with your target customer will resent your intrusion and do everything they can to shut you out. The customers themselves will be suspicious of you as a new and untried player in their marketplace. No one wants your

These wise words were spoken by a client of mine, who understood that both technology and people need to be tested, both in the heat of the battle and on the field of business. It is here that they can prove their worth.

Furthermore, to be successful, he says one needs a vision and plan for both. His business, like most businesses today, relies on both working well together.



Technology and People. Hum a few bars, Technology and People; we can hardly do without you. Each must be tested - challenged - to discover their true value and how best to use their capabilities. Each cannot do it alone. They are a team, but sometimes, we forget this important point to our detriment.

The best leaders are those conductors who know how to get the most out of their people and their technology. Too often, one is given preferential treatment over the other. Your success in business depends on your ability to manage both and to prepare for the unexpected failures and successes.

Your technology and people will be tested everyday. How well they do will depend on your ability to conduct this orchestra as a leader and manager.

People and Collaboration

As individuals we can be brilliant - but most of the time we cannot really be effective without the efforts of others. Learning how to collaborate is a huge skill. Some people do it naturally while others struggle. We need to have a shared vision so we all know we're heading for the same place. A few years ago we wrote a white paper on collaboration that we thought might be good to bring back out.



[To read our White Paper on Collaboration](#)

[May Movie Reviews: Pre-Summer Movies, Iron Man, Narnia & Indiana Jones](#)

presence. You are an invader.

This is not a time to focus on being nice. As we have already said, the perils of the chasm make this a life-or-death situation for you. You must win entry to the mainstream, despite whatever resistance is posed. So, if we are going to be warlike, we might as well be so explicitly. For guidance, we are going to look back to an event in the first half of this century, the Allied invasion of Normandy on D Day, June 6, 1944. To be sure there are more current examples of military success, but this particular analogy relates to our specific concerns very well."

[To order this book](#)

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It's been a dry season for the movies! I finally decided to "go back in the water" and check the to three players in this limited field.

Quite frankly none of these movies are great movies. While I found both Narnia and Iron Man entertaining enough, they lacked that special quality. Both were missing the timeless story you want to see over and over again. The Chronicles of Narnia: Prince Caspian was dark and engaging, but did not have the sense of wonder from the first Narnia movie. It had more battles and bigger scenes, but did not develop the characters. I would give this movie 2.5/ 4 Stars on the Will Scale.



Iron Man grabbed me more. . .the story was intriguing. Robert Downey Jr. was terrific in the title role. This was an entertaining movie, more of a summer blockbuster that did not take itself too serious. I would rate this 3/4 Stars on the Will Scale.

Indiana Jones and the Kingdom of the Crystal Skull was a big disappointment. The plot seemed like a rerun that was tiresome and difficult to follow. The story was not believable and the action seemed to be like a marathon. I did not care much about the characters and found it hard to stay awake through the various twists and turns that had little drama to them. I would rate this 1.5/4 Stars on the Will Scale.

So, let's hope next batch of summer movies will be a bit more inspiring!

Corley Hanson Associates and Non-Profits

Corley Hanson Associates also does a lot of work with non-profit organizations. The following are some wonderful organizations with very strong and clear missions that we have had the privilege and honor of working with lately.

Dr. Scott Berns and Dr. Leslie Gordon founded **Progeria Research Foundation** when their son Sam was born and diagnosed with Progeria. Progeria is an aging disease, which has a low incidence, but a huge impact. Children with Progeria live to an average age of 13. They age quickly, but they're developmentally bright, normal, wonderful children. Check out the article that was in the Wall Street Journal to learn more about Progeria. Helping fund their research is a huge opportunity for those of you who want to contribute. Their web site is www.progeriaresearch.org.

Re-focus, Inc. is an organization in Rhode Island that serves adults with developmental disabilities. We have had the honor of working with them for the last few years, both with the staff, the management team and the board. Their commitment to the people they serve and their vision and leadership in this field is outstanding. If you would like to know more about Re-focus, Inc. or contribute to their capital campaign to provide help with a new building that would give to the folks they serve access to learning and entrepreneurial activities in the community, check out www.

refocusinc.org.

Kids Klub Inc., a non-profit childcare organization, was co-founded by Dr. Mary Ann Shallcross Smith in 1987. Originally a single location in Lincoln, RI, Kids Klub has evolved into more than eight locations in four towns and cities throughout Rhode Island.

Mary Ann Shallcross Smith, Ed.D, known as "Dr. Day Care", began her career as an early childhood and school age professional in 1972 when she started her home-based daycare in her home in Lincoln, RI. During her business career, Mary Ann attended college and received her doctorate degree (Ed.D) in Leadership and Human Development Studies in 1995. She has successfully operated childcare centers for thirty-five years. For more information check out www.kidsklubri.com.

Wendy and Will have worked with the organization since 2003 and have developed numerous leadership training programs for their management teams.

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