



“An idea will find connections. Bodies in motion will hit other bodies in motion, energy will be transferred. This is not just a physics proposition, it is a way of doing business. It is a creative powerhouse full of courage and wonder.”

World ⁱⁿ Motion

We live in a world of constant motion. The sun rises, it sets. The waves crash against the shore (on a good day they curl just right for a wonderful ride). The caterpillar becomes the butterfly and the clouds coalesce to become a thunderstorm. A constantly moving world creates an infinite number of connections. In nature motion appears as a magnificent ballet, but in the business world it fails to gain the level of attention needed to show its potential, its critical contribution to success. The typical happens, things stop instead of go.

When we think of motion, we think of the physical world: cars,

planes, the flight of your golf ball, or a sprinter exploding from the blocks. In fact, motion has been studied since the time of the early Greeks. The motion of objects became a key concern of Galileo's while he taught at the University of Pisa where he started (but never finished) *De Motu* (On Motion). Armed with Aristotelian philosophies stating there can be no effect without cause, he found there is no motion without force. Galileo knew the power motion exerts when it touched things

Forget about physical bodies in motion; instead, think about the motion of ideas. Launch an idea, send some new concept into motion in your business universe and watch the action start.

In physics, idea is called precession – the impact of bodies in motion on other bodies in motion. When forces collide, things happen.

Think about all the connections and relationships that comprise your business universe. Some are small, one-on-one associations while others

“Perhaps this is our strange and haunting paradox here in America – that we are fixed and certain only when we are in movement.”

-Thomas Wolfe (You Can't Go Home Again)

are as large as your business market. Relationships are really about motion, about precession. Put an idea in motion and it will hit another idea in motion and the power of precession will begin to exert itself on your business.

There is nothing more powerful than an idea in motion and nothing more pathetic than an idea lying fallow.

The power of the motion of ideas is the heart of precession when applied to business models. It's about connections and the impact from doing, from moving forward:

- **One Red Paperclip:** Here is a great example of the power of precession. Kyle MacDonald was sitting at his desk looking at a standard red paperclip. He decided to set that paperclip in motion. He went to Craigslist, the classified/barter site on the Internet and offered to trade his red paperclip for something. Fourteen trades and one year later Kyle moved into a new house. Yep, that's right, he traded a red paperclip for a house (www.oneredpaperclip.blogspot.com). When put in motion, connections occur through the contact with other things in motion.
- **NetFlix** (the mail order movie rental giant) has just offered \$1 million to anyone who can improve their movie recommendation system by 10 percent. They put an idea in motion to the general public looking to collide with other ideas. Think of it like using an internet suggestion box with a reward. Just imagine the motion of the internet. Not only does NetFlix see the power of precession in putting ideas in motion, but Ben & Jerry's Ice Cream launched an annual "create a flavor" campaign, and Doritos has asked for amateur film makers to create their own Doritos commercial. The reward: your commercial will be shown during the Super Bowl!

Start something and watch the connections that develop. I post to the Creative Ventures blog every Friday, and an examination of our hits shows the blog is read by quite a few people (the counter is confirmed by the

number of emails I get when I miss a post). I get emails from companies and individuals in foreign countries. How it got to people in Madrid and London remains a mystery to me, but I know it's due to precession. My

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Galilean confidence in the power of motion informed me my actions would create a reaction.

When examining client's plans in our consulting or workshops, we first look to simplify them and then to create motion. It is a strategy of doing, of motion, of connections, of creating action plans. Even the most abysmal failure will yield connections. An idea will find connections. Bodies in motion will hit other bodies in motion, energy will be transferred. This is not just a physics proposition, it is a way of doing business. It is a creative powerhouse full of courage and wonder.

Don't sit on your next idea, launch it. Find a place for it. Test the waters with it. Be conscious and watch for the returns it will yield. An idea untested finds itself in an action vacuum where its potential is dragged down by the fear of failure. There is always an ROF (return on failure), which often is as important as success. In fact, Thomas Watson (founder of IBM) knew the equation "double your failure rate and you double your success." Failure and success are intimately connected, they are not opposites.

So, I'm putting this idea in motion, sending out to collide with your ideas. Let's see what happens!

"Do not be too timid and squeamish about your actions. All life is an experiment." -Ralph Waldo Emerson. ☺☺

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