

2007-04-25 Show Notes

Offset	Topic
00:17	<ul style="list-style-type: none">• Intro
07:57	<ul style="list-style-type: none">• Balticon<ul style="list-style-type: none">• May 25th to 28th• http://balticon.org/• http://balticonpodcast.org/
36:54	<ul style="list-style-type: none">• Pod aid song<ul style="list-style-type: none">• To promo the Joe Murphy Memorial fund• Thanks to Paul Fischer and Phil Rossi• http://addcast.net/wordpress/• http://fillingthepage.blogspot.com/• Link to the Song• http://addcast.net/wordpress/podpress_trac/web/83/0/FirstOfMay-JoeMurphyMix.mp3• April CopyNight
08:57	<ul style="list-style-type: none">• Word of the Week: chase pointers<ul style="list-style-type: none">• http://www.catb.org/~esr/jargon/html/C/chase-pointers.html
10:03	<ul style="list-style-type: none">• Inner Chapter: Vision<ul style="list-style-type: none">• On the business side, vision is necessary<ul style="list-style-type: none">• Visionaries keep a focus on the positive• Drive the strategic plan, keep a company abreast or ahead of competition• Many criticism CEO's and founders for only having visions• If there isn't a well rounded management team, then the criticism is warranted• But a leader without vision won't know where to take a company next• Vision even applies at the smaller scale<ul style="list-style-type: none">• Being able to see the outcome of a single project• Understanding the ultimate goal can help motivate• Bigger picture keeps design, implementation from local optimums that aren't a good fit globally• Finding opportunities for cheaply won value along the way• Lack of vision<ul style="list-style-type: none">• Often only considering short term gain• Usually misses longer, deeper opportunities when they appear• Leaving first job because they didn't see the potential of the internet<ul style="list-style-type: none">• Top sales guy got it, we did some interesting work together• The company as a whole didn't see the internet as worth pursuing• To be fair, they made money from services, no one had proven internet services yet

- It is even somewhat possible the department head foresaw the bubble
- Vision needs to be fluid
 - Competitive realities change
 - Frantic shifts are disastrous, incur heavy retooling costs
 - Changing horses mid stream will lead to drowning
 - Online auction company
 - Excellent vision
 - Well articulated, demonstrated a good understanding of the customers' needs at the time
 - A good fit for the early competitive landscape
 - As customer sophistication grew, they didn't adapt
 - Customers want to get more value out of online information
 - Tried to buy their way into bid optimization and contract management
 - Too little, too late
- Vision without execution
 - Having a good idea alone is not enough
 - Many other people may have the same idea, the idea alone is worthless
 - You don't have to know how to implement it but you should hire folks who do
 - The idea has to be in some way practical, too
 - R&D company
 - All vision, no execution
 - Founder claimed to have worked out the math
 - I never saw any evidence of this and no shortage of bright scientists
 - Worse, resistant to management team trying to find value
 - Wanted to boil the ocean
 - Lucky to warm the tea, but didn't want anything less than the big win
- How to nurture healthy vision
 - Make sure that there are skeptics present and accept their feedback
 - Ensure there are moderators who can mediate peace between skeptics and visionaries
 - Hire people smarter and more experienced than yourself
 - Study competitive intelligence
 - Use creative techniques, like brain storming
 - Be receptive to all input--business, technical, customer feedback, et. al.
 - Read unrelated news sources, look for novel ideas and opportunities that may apply to the situation at hand

<u>Offset</u>	<u>Topic</u>
	<ul style="list-style-type: none">• Contact me<ul style="list-style-type: none">• Email to feedback@thecommandline.net• Web site at http://thecommandline.net/• IM to command.line@skype• Listener comment line is 360-252-7284• del.icio.us tag is "for:cmdln"• I'd like to thank libsyn.com for AAC hosting and Wouter de Bie for MP3 hosting• These notes and the show audio and music are covered by a Creative Commons license<ul style="list-style-type: none">• http://creativecommons.org/licenses/by-nc-sa/3.0/us/• Attribution, non-commercial, share alike