DIGGING DEEPER:
GETTING TO SPECIAL “K”

MIKE ELWOOD
ELWOOD STAFFING
PRESIDENT, ELWOOD PROFESSIONAL
How fast can a camel run?

Approximately 40 miles per hour
Ok, how about a horse?

55 miles per hour
• A cheetah?

65-75 miles per hour
• This guy - Usain Bolt?

Can you believe 28 miles per hour
What was the first Life Savers flavor?

Peppermint, in 1912
What do the letters ESPN represent?

Entertainment and Sports Programming Network
• How many feathers does the average bald eagle have?
   Approximately 7,000
• How many points are there on the Statue of Liberty’s crown?

Seven - representing the seven continents and the seven seas
NOW LET’S TRY IT WITHOUT PICTURES…
• Who is the only person who has been nominated and won an Oscar, Grammy, Golden Globe, and Nobel Prize?

• How many astronauts have walked on the moon?

• According to French tradition, how many pleats should there be in a chef’s tall starched white hat?

• Who has been nominated for the most Academy Awards? How many wins?
Who is the only person who has been nominated and won an Oscar, Grammy, Golden Globe, and Nobel Prize?

Bob Dylan
• How many astronauts have walked on the moon?

12 men have walked on the moon
According to French tradition, how many pleats should there be in a chef’s tall starched white hat?

100 - it represents the number of ways a master chef can prepare eggs
Who has been nominated for the most Academy wins? How many wins?

Walt Disney - 64 nominations (not counting the 7 dwarfs in Snow White) and he won an amazing 26!
If you knew the answers to any of those questions, you have what we call… **Special “K”**

The “K” is for **KNOWLEDGE**
Anyone feel that?

THAT!

Let me guess...
Mike…

What does any of this have to do with ANYTHING?
Being Curious
Going Beyond Familiar
Creating Value
Now, let’s apply some serious curious and see what we can learn!
What bird has the slowest wingbeat – only 1 per second?

The vulture

Hummingbird is fastest at 90/second

So what’s the business lesson here?
Not all companies, business models, generations, strategies, etc. are or need to be the same
How much did the first home video system for consumers cost when it was offered in the Neiman Marcus catalog in 1963?

An incredible $30,000. It was 9 feet long, weighed 900 lbs, and included a black-and-white reel-to-reel video recorder.
• The **2019** response to the $30,000 Neiman Marcus unit?
The 2019 Response to the $30,000 Neiman Marcus unit?

The New iPhone 11
Introduced a few weeks ago
Weighs 7oz, 3x6 inches, cost $699

The iPhone in your pocket has over 100,000 times the processing power of the computer that landed man on the moon

Over 900 million iPhones worldwide
HOME ENTERTAINMENT SYSTEMS

- How much did the first home video system for consumers cost when it was offered in the Neiman Marcus catalog in 1963?

So what’s the business lesson?

Technology is **disruptive** and **impacts** everything!
Why were sheep kept on the Wilson White House lawn during World War I?

To free the gardeners for military service, now… can anyone think of a more contemporary business crisis?
• Why were sheep kept on the Wilson White House lawn during World War I?

How about the 2008 Great Recession - a US and global nightmare!
• Why were sheep kept on the White House lawn during World War I?

Many companies in 2008, like President Wilson, repurposed and retrained staff to focus on critical issues of the time – declining sales, shutdowns, etc.
Do you know what famed chef Julia Child’s second occupation was? Do you know what she invented?

She cooked up shark repellent that kept sharks from bumping into and setting off underwater mines – like this one coming from below!

The business lesson – WWII:
Don’t limit your focus to product only. Focus on the customer need.
What use did Leonardo da Vinci envision for the parachute-like device he sketched more than 500 years ago?

Rescuing people in tall buildings when there was a fire!
• What use did Leonardo da Vinci envision for the parachute-like device he sketched more than 500 years ago?

  In the words of hockey great Wayne Gretzky — “Skate to the where the puck is going to be, not where it has been.” (Think about the future)
WHEN:
Are intentionally curious
Think more creatively
Dig deeper

AND
Actively ask questions like:
why is that? what else?…

We develop Special “K” that helps us create insights and a differentiated, more robust business advantage
1. **Start** at the **red circle** - **pick a destination** of your choice
2. **Chart your course** from the center **with the pink highlighter**
“If you don’t know where you are going, all roads lead there.”

*Alice – Alice in Wonderland*
LET’S PLAY – WHAT IN THE WORLD?

- What is this?
- How old is it?
- Where is it from?
WHAT IN THE WORLD?
HERE’S A CLUE...
• What is this?
  It’s a wooly mammoth tooth from a 6 to 8 ton mammoth, 16 feet tall with 11 foot tusks

• How old is it?
  About 20,000 years

• Where is it from?
  The North Sea
• What is this?
• How old is it?
• Where is it from?
WHAT IN THE WORLD?
HERE’S A CLUE…
• What is this?
  It’s a megalodon shark tooth from a 40 to 50 foot shark weighing about 40 tons

• How old is it?
  10,000,000 to 15,000,000 years

• Where is it from?
  Near Atlanta, GA
Today’s ideas

• Familiarity is easy or surface level – it’s **active curiosity** that helps develop **Special “K”**

• If you don’t know where you are going, all roads lead there – Thanks, Alice

• Environments change; size doesn't always guarantee success - competitors must learn to adapt

How they apply

• Digging deeper and asking “what else Q’s” provides differentiated insights that can help create real business advantage

• Let’s make business objectives (destinations) clear, and ensure we can interpret the data (龍)

• Big teeth are ok, let’s just make sure ours are the sharp ones and we know how to swim!
Let’s get our curious on throughout these sessions and dig deeper into the rest of the day!