

## **I Know! .....The Most Dangerous Words**

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It never ceases to amaze me that in a modern world where there is more information available than one can read (let alone absorb) in a lifetime, technology is changing at a rate that is almost difficult to grasp, and there is a greater level of human movement than at any time in history that you will still hear people say ... *"but, I know!"*

For most of us there are positive things that were instilled in us as children that remain almost engrained as a haunting memory. It was one of these that my Mother taught me in relation to finding missing things, an ability I grasped quickly and was to become a trait that later in life Mum would proudly ensure many people knew. Interestingly my success can actually be put down to a simple phrase that became enshrined in my mind from an early point that that is beyond my recollection, namely, *'it is where it isn't'*. Consequently over the years I have been able to find things that other people have lost by merely asking them where the item wasn't and then looking in that spot. (Drat, my secret is finally out!!)

Interestingly, having had such a philosophy ingrained into me at a young age meant that not only was I capable of locating missing items (very useful in my audit days) but I also had an willingness to look for answers that were out of the norm and more importantly see options that others were blind to.

In dealing with business, many operators can get so hung up on knowing their own industry, their local area or their process that they physically blinker themselves from so much of the opportunity that is, in reality, all around them. It is fearful enough that those in business can actually operate this way, but it is downright scary when it is the way experts behave. This is one area where I have seen the seriously negative side of this approach with some of the so called *"Industry Experts"* who come up with virtual *'one fits all'* solutions and then promote themselves throughout their relevant industry repeating the same limitations. Alas, those that seek the solace from experts such as this limit their options before they even begin.

I had the privilege to meet and speak with one of the original team that created what we know of today as the internet. It was achieved because they were given a team made up with diversity of background and the willingness to think on the widest possible grounds. With this they achieved what many, in particular global IT businesses and telecommunications giants could not see. They had had blinkered their vision.

Don't believe me? Kodak was responsible for creating digital photography but put it on the back burner because it was easier to make money out of film and photographic paper. Meanwhile foreign competitors (who saw the opportunity) licensed the technology and left Kodak standing at the start line.

The minute you create a formula and concrete yourself to it, you will have started the beginning of the end. In some cases it will be quick, in others it will be slow, but both travel in the same the direction. Large shopping centres are coming to grips with this reality as we speak.

The future for all of us in business will be about keeping our eyes and ears open, and grabbing real opportunities. The future business environment will be different, a fact yes, but it will have opportunities, we just need to look for them. Not all of them are where we know they are not! But I'm always happy to help find them, because a good treasure hunt is always fun.