



Transcript from May 20, 2010 to May 21, 2010

All times are Pacific Time

May 20, 2010

- 12:02 am **abarcelos:** RT @ConversationAge: New post by @3keyscoach for this week's #kaizenblog chat [Fri 12 pm ET] is your business boring? Is this a good thing?<http://bit.ly/dcpYV9>
- 12:25 am **JJRiquelmeM:** RT @ConversationAge: New post by @3keyscoach for this week's #kaizenblog chat [Fri 12 pm ET] is your business boring? Is this a good thing?<http://bit.ly/dcpYV9>
- 2:11 am **ConversationAge:** @CASUDI glad to do that. Looking forward to the weekly #kaizenblog chat -- another great topic this week
- 2:16 am **Emevenca:** RT @ConversationAge: New post by @3keyscoach for this week's #kaizenblog chat [Fri 12 pm ET] is your business boring? Is this a good thing?<http://bit.ly/dcpYV9>
- 3:26 am **3keyscoach:** @CASUDI @ConversationAge Thanks for sharing the post. Should be interesting chat! #kaizenblog
- 3:27 am **3keyscoach:** @sanchezjb Thanks for RT! Did you see framing post? <http://bit.ly/dcpYV9> #kaizenblog
- 8:00 am **3keyscoach:** Join #kaizenblog, Fri at 12pm ET/4pm GMT-Topic: Do You Need To Be Sexy Or Boring to Build Successful Biz - Framing post <http://bit.ly/dcpYV9>
- 9:15 am **whatswhat_sian:** @3keyscoach Is it 4pm or 5pm GMT? #kaizenblog
- 12:06 pm **CASUDI:** @3keyscoach YES, boring may sometimes just be the ticket~ in the end it is what U do with it . I am getting set for #Kaizenblog FRI NOON ET
- 12:26 pm **3keyscoach:** @CASUDI Wondering if one could get title of "rockstar" & still grow biz organically? It's really about self-mgmt at end of day #kaizenblog
- 12:37 pm **CASUDI:** @3keyscoach TITLES mean diff things to diff pe0ple ~ call me a rockstar =no biggie BUT 4 others it maybe a impediment or not ? #kaizenblog
- 12:47 pm **3keyscoach:** @CASUDI If we look @ actual rockstars, we see record of narcissism created because told repeatedly they are awesome #kaizenblog

- 12:48 pm **3keycoach:** @CASUDI How do you remain hungry, innovative as #business person if treated like celebrity? How do U measure performance? #kaizenblog
- 12:50 pm **CASUDI:** @3keycoach Basically what happened with many dotcomers ~ too much success, too early .TOO EASY ~ next StartUP = FAIL #kaizenblog
- 12:52 pm **3keycoach:** yup! RT @CASUDI @3keycoach Basically what happened w/ many dotcomers~too much success, too early .TOO EASY~next StartUP = FAIL #kaizenblog
- 12:54 pm **3keycoach:** @CASUDI Thinking about humility. Can be taught? Can be reinforced. We don't become successful alone~Sole proprietor has help too #kaizenblog
- 1:05 pm **CASUDI:** @3keycoach It always the team and YES, humility is sometimes hard to teach esp when success has gone to the HEAD :-) #Kaizenblog
- 4:00 pm **3keycoach:** Join @ConversationAge & me on #kaizenblog, Fri at 12pm ET/4pm GMT-Topic: Do You Need To Be Sexy Or Boring to Build Successful Biz
- 5:04 pm **ConversationAge:** Join @3keycoach & me on #kaizenblog, Fri at 12pm ET/4pm GMT-Topic: Do You Need To Be Sexy Or Boring to Build Successful Biz

May 21, 2010

- 3:36 am **3keycoach:** @CG_OnlineM Thanks for tweeting info re: #kaizenblog post.
- 3:47 am **3keycoach:** What are we talking about on #kaizenblog tomorrow? Start w/ framing post <http://bit.ly/dcpYV9> Is it better to be sexy or boring? #business
- 11:55 am **ConversationAge:** Join @3keycoach & me on #kaizenblog, Fri at 12pm ET/4pm GMT-Topic: Do You Need To Be Sexy Or Boring to Build Successful Biz
- 12:00 pm **3keycoach:** Join @ConversationAge & me on #kaizenblog today at 12pm ET/4pm GMT-Topic: Do You Need To Be Sexy Or Boring to Build Successful Biz
- 1:15 pm **3keycoach:** Great #kaizenblog contributors @whatswhat_sian @jpearlstein @tomasacker @Note_To_CMO @CASUDI @CG_OnlineM @sanchezjb @DerekEdmond #FF
- 1:34 pm **jpearlstein:** @3keycoach thank you! Looking forward to the #kaizenblog chat today #FF
- 2:55 pm **CASUDI:** Boring or Sexy? #Kaizenblog in 1 hour @CathyWebSavvyPR @loisgeller @zkellyq @JDEbberly @GetResults @MaryAnnHalford @DannyBrown @DavidSpinks
- 2:58 pm **Scribnia:** See you there? RT @CASUDI: Boring or Sexy? #Kaizenblog in 1 hour

- 3:05 pm **Note_to_CMO:** #Kaizenblog in 1 hour. Topic: "Should your company be boring or sexy?" [IMO: "It dont mean a thing if it aint got that swing" - Duke].
- 3:08 pm **Note_to_CMO:** #FF Recommendations - @keithboss (smart, rsch oriented, interesting group of followers); @3keyscoach (co-leader of #kaizenblog chat)...
- 3:26 pm **CASUDI:** Boring or Sexy? #Kaizenblog in 30min @CathyWebSavvyPR @loisgeller @zkellyq @JDEbberly @GetResults @MaryAnnHalford @DannyBrown @DavidSpinks
- 3:28 pm **CASUDI:** <http://bit.ly/dcpYV9> ~framing post for #kaizenblog via@@3keyscoach
- 3:30 pm **3keyscoach:** In 30 minutes #kaizenblog chat starts-Topic: Do You Need To Be Sexy Or Boring to Build Successful Biz
- 3:31 pm **CathyWebSavvyPR:** R T @3keyscoach: Join @ConversationAge & me on #kaizenblog today12p ET/4p GMT Do U Need 2 Be Sexy Or Boring 2 Build Successful Biz
- 3:34 pm **huperniketes:** If you're a µISV and not selling to other devs, you should join in today's #kaizenblog at noon w/ @ConversationAge & @3keyscoach.
- 3:47 pm **3keyscoach:** #kaizenblog starts in 15 minutes. Come talk about Do You Need to be Sexy Or Boring to Build Business Success
- 3:58 pm **3keyscoach:** RT @CASUDI: <http://bit.ly/dcpYV9> ~framing post for #kaizenblog via @3keyscoach
- 4:03 pm **karimacatherine:** Hello, I am joining #kaizenblog for the next hour so please join in or well, filter me out #kaizenblog
- 4:05 pm **CASUDI:** @karimacatherine Good Morning ~ but who on earth would want to filter you out or #kaizenblog ?
- 4:06 pm **3keyscoach:** Welcome to our chat. For nxt hr, we'll be exploring "Do You Need to Be Sexy or Boring To Build Business Success #kaizenblog
- 4:06 pm **karimacatherine:** @CASUDI : Hi Caroline! Happy Friday..who ever is filtering Kaizenblog out is missing out on precious info... #kaizenblog
- 4:07 pm **3keyscoach:** @karimacatherine Hello and welcome! #kaizenblog
- 4:07 pm **3keyscoach:** @CASUDI Hi there! I 2nd your question to @karimacatherine! #kaizenblog
- 4:08 pm **CraigWiggins:** Hanging out on #kaizenblog for the next while. "Do you need to be sexy or boring to build business success?"
- 4:09 pm **3keyscoach:** Well, let's dive in! Shall we? Here comes Q1... #kaizenblog
- 4:09 pm **3keyscoach:** @CraigWiggins Hi Craig! #kaizenblog
- 4:10 pm **tomasacker:** Hi everyone. Great topic. Very important to truly understand and come to terms with. #kaizenblog
- 4:10 pm **3keyscoach:** Q1 Do you need to be loud to break through the noise? #kaizenblog
- 4:10 pm **CASUDI:** slow slow slow ~ twitter #kaizenblog

- 4:11 pm **ambercleland:** I don't think it is how loudly you say it, it is what you say #kaizenblog
- 4:11 pm **CraigWiggins:** @3keyscoach No, just dissonant from the noise. #kaizenblog
- 4:11 pm **tomasacker:** Not loud. Different. #kaizenblog
- 4:11 pm **Note_to_CMO:** @3keyscoach Sorry, try that again - vivid is better than loud - #kaizenblog
- 4:11 pm **karimacatherine:** @ambercleland : Hi Amber! great to see you on #kaizenblog
- 4:12 pm **sanchezjb:** How value is delivered via "sexy" or "boring" means may b a differentiator based on customer segment preferences. #kaizenblog
- 4:12 pm **karimacatherine:** A1: I would say you need to be persistant and Unique in order to break through the noise #kaizenblog
- 4:12 pm **CASUDI:** A1 Loud is not as important as different or innovative ~ IMO #kaizenblog ~ too loud can be OFF putting :-)
- 4:12 pm **Note_to_CMO:** Vivid beats valid, so catching the imagination is always better than being "right" #kaizenblog
- 4:12 pm **thebrandbuilder:** #kaizenblog is on, and @tomasacker @karimacatherine @ambercleland @3keyscoach are already running with it.
- 4:13 pm **jeffthesensei:** #kaizenblog loud gets you ignored. Relevant and honest gets you heard and rememberd
- 4:13 pm **thatwoman_soho:** RT @thebrandbuilder: #kaizenblog is on, and @tomasacker @karimacatherine @ambercleland @3keyscoach are already running with it.
- 4:13 pm **huperniketes:** Mac Indies in particular should be interested in today's #kaizenblog topic, "Do You Need to Be Sexy or Boring to Build Business Success?"
- 4:13 pm **3keyscoach:** @ambercleland How do you determine value in your content? #kaizenblog
- 4:14 pm **Note_to_CMO:** Likewise, I'd say "boring" is always bad - denotes uninteresting. #kaizenblog
- 4:14 pm **ambercleland:** Hi Karima, glad to be here :) You always bring my attention to the best chats #kaizenblog
- 4:14 pm **3keyscoach:** RT @CraigWiggins: @3keyscoach No, just dissonant from the noise. #kaizenblog Dissonant how?
- 4:14 pm **tomasacker:** I don't see the distinction as sexy vs. boring. I see the need for both theater and substance. #kaizenblog
- 4:14 pm **thebrandbuilder:** @Note_to_CMO Vivid + valid = all win though. I'd try to combine the two. Vivid without valid will only run so far. ;) #kaizenblog
- 4:14 pm **karimacatherine:** @ambercleland : forgot to ping you this time...Sorry! trying to multitask :) #kaizenblog
- 4:14 pm **sanchezjb:** "Loud" doesn't necessarily imply value or means differentiation or distinction. #kaizenblog
- 4:14 pm **3keyscoach:** "Kaizen" is continual process of improvement. We use this concept for our businesses on #kaizenblog

- 4:15 pm **ambercleland:** @3keyscoach I think value can be determined by engagement, it looks diff to each org based on their goals. #kaizenblog
- 4:15 pm **CraigWiggins:** @3keyscoach @ambercleland Value is determined by the audience, no? THEY determine if communication is valuable. #kaizenblog
- 4:15 pm **tomasacker:** RT @Note_to_CMO: Likewise, I'd say "boring" is always bad - denotes uninteresting. #kaizenblog
- 4:15 pm **3keyscoach:** RT @sanchezjb: How value is delivered via "sexy" or "boring" means may b a differentiator based on customer segment preferences. #kaizenblog
- 4:15 pm **RandysRules:** RT @tomasacker: I don't see the distinction as sexy vs. boring. I see the need for both theater and substance. #kaizenblog
- 4:15 pm **3keyscoach:** RT @CraigWiggins: @3keyscoach @ambercleland Value is determined by audience, no? THEY determine if communication is valuable #kaizenblog
- 4:16 pm **CASUDI:** @tomasacker I AGREEbuild a boring infrastructure and layer sexy products on it #kaizenblog
- 4:16 pm **ConversationAge:** @Note_to_CMO term is probably not all it could be. It really means that many of the things you need to do are not that sexy :) #kaizenblog
- 4:16 pm **karimacatherine:** @3keyscoach : To determine value, you have to know who you want to talk to, who your audience is. what they would like from you #kaizenblog
- 4:16 pm **Note_to_CMO:** @thebrandbuilder Agree vivid without validity is silliness, but vivid arguments are sticky, where valid is a lesson. #kaizenblog
- 4:16 pm **ambercleland:** Yes, hence enagement RT @CraigWiggins Value is determined by the audience, no? THEY determine if communication is valuable. #kaizenblog
- 4:16 pm **jeffthesensei:** @CraigWiggins RT Value is determined by the audience, no? THEY determine if communication is valuable. #kaizenblog - Absolutely!
- 4:16 pm **ambercleland:** RT @karimacatherine: To determine value, u have to know who u want to talk to, who ur audience is. what they would like from u #kaizenblog
- 4:17 pm **ConversationAge:** RT @RandysRules: RT @tomasacker: I don't see the distinction as sexy vs. boring. I see the need for both theater and substance. #kaizenblog
- 4:17 pm **3keyscoach:** @tomasacker How do you know you're different? #kaizenblog
- 4:17 pm **Note_to_CMO:** @ConversationAge Agree that much of the underpinnings of success isn't sexy at all - but stickiness is critical. #kaizenblog

- 4:18 pm **ConversationAge:** @Note_to_CMO how do you organize stickiness while you're working and sweating the small stuff that builds value? #kaizenblog
- 4:18 pm **jeffthesensei:** #kaizenblog Don't underestimate boring. There is a reason Vanilla is the top selling ice cream. Marketers get enchanted with sexy too easily
- 4:18 pm **karimacatherine:** What is sexy? question...and what is boring? it is all about perception. #kaizenblog
- 4:18 pm **thebrandbuilder:** @3keyscoach @tomasacker #kaizenblog How do you know you're different? The boring kids look at you funny.
- 4:19 pm **3keyscoach:** RT @huperniketes:Mac Indies in particular shld Binterested in #kaizenblog, "Do U Need 2 B Sexy or Boring to Build Biz Success?"
- 4:19 pm **3keyscoach:** RT @thebrandbuilder: @3keyscoach @tomasacker #kaizenblog How do you know you're different? The boring kids look at you funny.
- 4:19 pm **thebrandbuilder:** RT @tomasacker: I don't see the distinction as sexy vs. boring. I see the need for both theater and substance. #kaizenblog
- 4:19 pm **Note_to_CMO:** @ConversationAge Stories beat lessons. Stickiness/sexiness is a function of connecting with wants. #kaizenblog
- 4:19 pm **tomasacker:** @3keyscoach Great question. You're different if it deviates from the norm and the difference is meaningful. #kaizenblog
- 4:19 pm **jeffthesensei:** @karimacatherine What is sexy? question...and what is boring? it is all about perception. #kaizenblog - Perception is everything.
- 4:19 pm **karimacatherine:** @thebrandbuilder @3keyscoach @tomasacker: Boring can be sexy. depends, who looks at it. #kaizenblog
- 4:20 pm **CASUDI:** RT@jeffthesensei #kaizenblog Don't underestimate boring. There is a reason Vanilla is the top selling ice cream. Marketers like sexy....
- 4:20 pm **3keyscoach:** @karimacatherine So let's talk about what is "sexy." Also "boring"? Is growing slow boring? I #kaizenblog
- 4:20 pm **sanchezjb:** There r customers who prefer "boring" value delivery. No need to b dynamic or too creative as long as substance is there. #kaizenblog
- 4:20 pm **MichaelMyers:** RT @thebrandbuilder: RT @tomasacker: I don't see the distinction as sexy vs. boring. I see the need for both theater and substance. #kaizenblog
- 4:20 pm **thebrandbuilder:** @ConversationAge #kaizenblog In some business cultures, Marketing's job is to make things sticky. The rest is done by product mgrs.
- 4:20 pm **tomasacker:** Theater is about originality. It?s about flexibility, and bursts of creativity and intensity. It's unexpected. #kaizenblog
- 4:20 pm **CraigWiggins:** @thebrandbuilder @tomasacker "theater and substance"- spot on. you can be "sexy" and either wrong or irrelevant. #kaizenblog

- 4:21 pm **ConversationAge:** All, this is *not* a conversation about boring people/sexy people #kaizenblog -it's about process (kaizen) + doing the right thing w/sizzle
- 4:21 pm **huperniketes:** Make it simple, stable and sexy RT @CASUDI: @tomasacker I AGREEbuild a boring infrastructure and layer sexy products on it #kaizenblog
- 4:21 pm **tomasacker:** Substance is about mastery, planning and consistency. It?s expected. You need both. #kaizenblog
- 4:21 pm **3keyscoach:** @Note_to_CMO Sorry slow w/ this. Can you describe vivid? #kaizenblog
- 4:21 pm **CathyWebSavvyPR:** popping into #kaizenblog chat 4 a bit #Kaizenblog
- 4:21 pm **ConversationAge:** @tomasacker bingo #kaizenblog
- 4:22 pm **Note_to_CMO:** RT @ConversationAge: ... -it's about process (kaizen) + doing the right thing w/sizzle #kaizenblog
- 4:22 pm **ambereleveland:** Determination for do you need to be "sexy/boring" for biz success is based on audience, what do they expect from you? #kaizenblog
- 4:22 pm **CathyWebSavvyPR:** RT @3keyscoach: Welcome to our chat. For nxt hr, we'll be exploring "Do You Need to Be Sexy or Boring To Build Business Success #Kaizenblog
- 4:22 pm **3keyscoach:** @CathyWebSavvyPR Good to have you! What's your take? #kaizenblog
- 4:22 pm **CathyWebSavvyPR:** RT @3keyscoach: RT @CASUDI: <http://bit.ly/dcpYV9> ~framing post for #kaizenblog via @3keyscoach #Kaizenblog
- 4:22 pm **ConversationAge:** @CathyWebSavvyPR glad you could join us #kaizenblog
- 4:22 pm **armatoj:** RT @3keyscoach: Q1 Do you need to be loud to break through the noise? #kaizenblog Relevance is more important than volume, in my opinion
- 4:22 pm **3keyscoach:** RT @tomasacker: Substance is about mastery, planning and consistency. It?s expected. You need both. #kaizenblog
- 4:22 pm **CASUDI:** @tomasacker Would you say Strategy is more the boring and tactics more the sexy ? #kaizenblog
- 4:23 pm **CraigWiggins:** @ConversationAge Process: Exactly! If you're not communicating good and useful info, sexiness doesn't matter. eg: elections ads. #kaizenblog
- 4:23 pm **sanchezjb:** "Theater" (with substance) likely matters more in attracting new customers. May need 2b toned down once customer engages. #kaizenblog
- 4:23 pm **Note_to_CMO:** @3keyscoach Vivid evokes memories/emotions/connections. Valid is "good for you." #kaizenblog
- 4:23 pm **3keyscoach:** RT @Note_to_CMO: @ConversationAge Stories beat lessons. Stickiness/sexiness is a function of connecting with wants. #kaizenblog
- 4:23 pm **CraigWiggins:** @ConversationAge Sorry for missing #kaizenblog hashtag. Fat finger Friday, here I am :)

- 4:23 pm **keithboss:** RT @karimacatherine: @3keyscoach : To determine value, you have to know who you want to talk to, who your audience is. what they would like from you #kaizenblog
- 4:23 pm **ConversationAge:** @CraigWiggins good to see you here #kaizenblog -- Happy Friday!
- 4:24 pm **3keyscoach:** Nice marriage of both RT @Note_to_CMO: @3keyscoach Vivid evokes memories/emotions/connections. Valid is "good for you." #kaizenblog
- 4:24 pm **tomasacker:** @CASUDI Strategy and tactics both about theater and substance; aka the experience of the customer. #kaizenblog
- 4:24 pm **3keyscoach:** Trying to catch up here... #kaizenblog
- 4:24 pm **ConversationAge:** @keithboss so sexy is a slow build, lots of research and thought put into how you get out there #kaizenblog @karimacatherine @3keyscoach
- 4:24 pm **Note_to_CMO:** @keithboss You know, sometimes your audience isnt sure what they want. You can observe the truth where asking gets you nowhere #kaizenblog
- 4:24 pm **CathyWebSavvyPR:** @3keyscoach I think for best biz focus ont he customer. But in days of #SocialMedia the boss as news can work or backfire #Kaizenblog
- 4:24 pm **theresamoretti:** RT @tomasacker: Theater is about originality. It?s about flexibility, and bursts of creativity and intensity. It's unexpected. #kaizenblog
- 4:24 pm **CathyWebSavvyPR:** RT @3keyscoach: Q1 Do you need to be loud to break through the noise? #kaizenblog #Kaizenblog
- 4:25 pm **3keyscoach:** RT @jeffthesensei: #kaizenblog loud gets you ignored. Relevant and honest gets you heard and rememberd
- 4:25 pm **sanchezjb:** Customer culture can b a big driver in terms of how value should be delivered. #kaizenblog
- 4:26 pm **dannybrown:** Oops, just realized #kaizenblog has started - what have I missed and what's current question?
- 4:26 pm **CASUDI:** @3keyscoach looks like consensus is balance of both #kaizenblog sexy & boring :-)
- 4:26 pm **Note_to_CMO:** @tomasacker @CASUDI The strategy guys think tactics are sexier, the tactical guys think strategy is sexier. Oh well... #kaizenblog
- 4:26 pm **CraigWiggins:** @3keyscoach Back to Q1 though: must be relevant, understandable, correct first. "Different" after that. "Loud" depends. #kaizenblog
- 4:26 pm **huperniketes:** @karimacatherine Sexiness is about desire, aspiration; appealing by itself w/o other consideration #kaizenblog
- 4:26 pm **CASUDI:** @DannyBrown RT @3keyscoach: Q1 Do you need to be loud to break through the noise? #kaizenblog
- 4:26 pm **CEOCOACH:** Yes! RT @3keyscoach: RT @jeffthesensei: #kaizenblog loud gets you ignored. Relevant and honest gets you heard and rememberd

- 4:26 pm **thebrandbuilder:** @3keyscoach: Q1 - You don't always need to be loud, but sometimes, loud works: Rock & Roll. (I think it's the exception though) #kaizenblog
- 4:26 pm **3keyscoach:** RT @tomasacker: Theater is about originality. It's about flexibility, and bursts of creativity and intensity. It's unexpected. #kaizenblog
- 4:27 pm **karimacatherine:** Customer at the center of your business is sexy, then you can focus and make sure all the process are towards them. #kaizenblog
- 4:27 pm **CathyWebSavvyPR:** Q1 I think before yr biz can be "sexy" or have that big impact, U grow slowly - but if yr content is boring you'll crawl #Kaizenblog
- 4:27 pm **CathyWebSavvyPR:** RT @jeffthesensei: #kaizenblog loud gets you ignored. Relevant and honest gets you heard and remembered #Kaizenblog
- 4:27 pm **Note_to_CMO:** @CraigWiggins Problem here - political ads are all sexiness and no substance. Negatives work better than positives. #kaizenblog
- 4:27 pm **3keyscoach:** RT @Note_to_CMO: @tomasacker @CASUDI strategy guys think tactics R sexier, tactical guys think strategy is sexier. Oh well... #kaizenblog
- 4:27 pm **CathyWebSavvyPR:** RT @tomasacker: Strategy and tactics both about theater and substance; aka the experience of the customer #Kaizenblog
- 4:27 pm **keithboss:** @Note_to_CMO many times audience doesn't know what they want, its up to you to explore and put the pieces together for them #kaizenblog
- 4:27 pm **ConversationAge:** @dannybrown Do you need to be sexy or boring to build a successful business? #kaizenblog - Q1 do you need to be loud to break through noise?
- 4:28 pm **thebrandbuilder:** @Note_to_CMO It's funny to me that strategy guys aren't also tactical guys. You can't have one without the other. #kaizenblog
- 4:28 pm **Note_to_CMO:** @CEOCoch Disagree - relevant and honest without being vivid may make you right, but lonely. Vivid stories connect. #kaizenblog
- 4:28 pm **CathyWebSavvyPR:** RT @karimacatherine Customer at center of yr business is sexy, then you can focus & make sure all process are towards them #Kaizenblog
- 4:28 pm **Note_to_CMO:** RT @huperniketes: @karimacatherine Sexiness is about desire, aspiration; appealing by itself w/o other consideration #kaizenblog
- 4:28 pm **tomasacker:** @CraigWiggins Different first, with a cue to value, or you'll never get to relevant. #kaizenblog
- 4:29 pm **huperniketes:** RT @ConversationAge: ? #kaizenblog -it's about process (kaizen) + doing the right thing w/sizzle

- 4:29 pm **3keyscoach:** @dannybrown Q1 Do you need to be loud to break through noise? #kaizenblog
- 4:29 pm **CathyWebSavvyPR:** RT @thebrandbuilder: It's funny 2 me that strategy guys aren't also tactical guys. You can't have one without the other #Kaizenblog
- 4:29 pm **thebrandbuilder:** @Note_to_CMO Kind of like trying to make pizza without the cheese. Strategy + tactics. #kaizenblog
- 4:29 pm **jeffthesensei:** @Note_to_CMO #Kaizenblog Has negative been the norm because positive is risky? When is the last time you saw a positive political ad?
- 4:29 pm **Note_to_CMO:** Screenwriter Robt McKee - "give them what they want, just not how they expect to get it." #kaizenblog
- 4:29 pm **keithboss:** @ConversationAge: sexy is being intimate, you know your customer well #kaizenblog @karimacatherine @3keyscoach
- 4:29 pm **3keyscoach:** Q2 How do you reach tipping point? With a big bang, or a steady/organic build? #kaizenblog
- 4:29 pm **ConversationAge:** Back to thinking about business growth -- Q2: how do you reach tipping point? With a big bang, or a steady/organic build? #kaizenblog
- 4:30 pm **CathyWebSavvyPR:** @thebrandbuilder I think folks like you and me straddle that debate - it's not tools vs strategy it' #Kaizenblog
- 4:30 pm **Note_to_CMO:** RT @CathyWebSavvyPR: ... if yr content is boring you'll crawl #Kaizenblog
- 4:30 pm **3keyscoach:** RT @keithboss: @ConversationAge: sexy is being intimate, you know your customer well @karimacatherine @3keyscoach #kaizenblog
- 4:30 pm **CASUDI:** @thebrandbuilder @Note_to_CMO agree separating /segmenting strategy from tactics = counter productive for both #kaizenblog
- 4:30 pm **tomasacker:** RT @thebrandbuilder: @Note_to_CMO It's funny to me that strategy guys aren't also tactical guys. You can't have one without the other. #kaizenblog
- 4:30 pm **ashtynevans:** Q1 - Depends on your point/what you're trying to accomplish. Sometimes slow works fine, other times you need to rock it out #kaizenblog
- 4:30 pm **dannybrown:** @CASUDI @ConversationAge Cool, thanks :) I'd say boring can get you far - look at Bill Gates... #kaizenblog
- 4:30 pm **CathyWebSavvyPR:** @thebrandbuilder I think folks like you & I straddle that debate: it's not tactics vs strategy it's strategy + tactics #Kaizenblog
- 4:31 pm **Note_to_CMO:** RT @keithboss: @Note_to_CMO often audience doesn't know what they want, its up to you to explore + put pieces together for them #kaizenblog
- 4:31 pm **3keyscoach:** RT @huperniketes: RT @ConversationAge: ? #kaizenblog -it's about process (kaizen) + doing the right thing w/ sizzle

- 4:31 pm **keithboss:** Observation is essential RT @Note_to_CMO: @keithboss ... You can observe the truth where asking gets you nowhere #kaizenblog
- 4:31 pm **Note_to_CMO:** @thebrandbuilder Strategy/tactical guys in co's - agree, but you find each species in every company - hyperspecialization? #kaizenblog
- 4:31 pm **marketwire:** @CathyWebSavvyPR @thebrandbuilder I agree. You build the strategy and create tactics to support it. #kaizenblog
- 4:32 pm **CathyWebSavvyPR:** @ashtynevans I agree - it all starts with your goals & biz objectives - not all needs 2 be flashy #Kaizenblog
- 4:32 pm **CathyWebSavvyPR:** RT @3keyscoach: Q2 How do you reach tipping point? With a big bang, or a steady/organic build? #kaizenblog #Kaizenblog
- 4:32 pm **CASUDI:** @dannybrown interesting ~ where is the SEXY in MS #kaizenblog :-)
- 4:32 pm **MaryAnnHalford:** @thebrandbuilder I agree . . . I have been a strategy person, but have been working @ mastering the tactical = BIG DIFFERENCE #kaizenblog
- 4:32 pm **ConversationAge:** @karimacatherine indeed, it did have sizzle ;) #kaizenblog
- 4:32 pm **CathyWebSavvyPR:** RT @3keyscoach: Q2 How do you reach tipping point? With a big bang, or a steady/organic build? #Kaizenblog
- 4:32 pm **3keyscoach:** RT @CathyWebSavvyPR: @thebrandbuilder I think folks like U & I straddle debate: Not tactics vs strategy it's strategy + tactics #kaizenblog
- 4:32 pm **ashtynevans:** @CathyWebSavvyPR People can be as flashy as they want, but if its all bang and no substance, all points are lost #kaizenblog
- 4:33 pm **MaryAnnHalford:** @ConversationAge Q2: tipping point is usually result of organic build . . . great question #kaizenblog
- 4:33 pm **dannybrown:** Think people can be put off with overt "sexiness" - sometimes comes across as trying *too* hard. Solid product and service wins #kaizenblog
- 4:33 pm **CathyWebSavvyPR:** @ashtynevans I agree #Kaizenblog
- 4:33 pm **ConversationAge:** @Note_to_CMO to me it's a bandwidth issue -- you absolutely need to know how something is seen through to do strategy though #kaizenblog
- 4:33 pm **CathyWebSavvyPR:** RT @ashtynevans: @CathyWebSavvyPR People can be as flashy as they want, but if its all bang & no substance, all points are lost #Kaizenblog
- 4:33 pm **3keyscoach:** @ashtynevans What does it look like when you "rock it"? #kaizenblog
- 4:33 pm **MaryAnnHalford:** @CASUDI just joined in - Happy Friday! #Kaizenblog
- 4:33 pm **dannybrown:** @CASUDI I actually see Windows 7 as pretty sexy. And Xbox 360 and their Live service :) #kaizenblog

- 4:33 pm **ConversationAge**: RT @MaryAnnHalford: @ConversationAge Q2: tipping point is usually result of organic build . . . great question #kaizenblog
- 4:34 pm **marketwire**: @Note_to_CMO It's important to understand that even the tactical person, in your case, the "field mgr" has a strategy. #kaizenblog
- 4:34 pm **CathyWebSavvyPR**: Q2 I think that unless you are a big name already - you HAVE to build slowly, but be creative & focused about it #Kaizenblog
- 4:34 pm **CraigWiggins**: @3keyscoach A2: Can get there either way, but think slow+steady sustains better- better foundation. #kaizenblog
- 4:34 pm **CathyWebSavvyPR**: RT @TraciGere: I'm doing a fly-by on this discussion, but 100% agree. Tactics r only useful w/in a strategic context. Booya! #Kaizenblog
- 4:34 pm **3keyscoach**: RT @dannybrown People can B put off w/ overt "sexiness"-sometimes comes across as trying *too* hard. Solid product &service wins #kaizenblog
- 4:34 pm **ConversationAge**: @dannybrown was reading just last night about how the Vista fiasco brought about the change that created Windows 7 #kaizenblog
- 4:35 pm **RaynaNyc**: I'll toss out a few brands that have been quite successful w/boring: Volvo, HP printers. Customers liked quality & reliability #kaizenblog
- 4:35 pm **ashtynevans**: Q2 - What's that old saying....slow and steady wins the race? - Organic builds are going to be what people remember #kaizenblog
- 4:35 pm **tomasacker**: RT @dannybrown: Think people can be put off with overt "sexiness" - Agree. But great theater is not overt or obvious. #kaizenblog
- 4:35 pm **3keyscoach**: RT @CraigWiggins @3keyscoach A2: Can get there either way, but think slow+steady sustains better- better foundation. #kaizenblog
- 4:35 pm **karimacatherine**: A2: business growth can depend on market,so organic & steady ensures for the long term, like foundation.BING BANG create instant #kaizenblog
- 4:35 pm **CASUDI**: @MaryAnnHalford tipping point by nature , I agree is usually after building a solid foundation/infrastructure/mass #kaizenblog
- 4:35 pm **stevemassi**: Q2, tipping points R usually culmination of multiple events not big bang, but may seem as if 1 event did the tipping #strategy #kaizenblog
- 4:35 pm **ConversationAge**: RT @RaynaNyc: a few brands that have been quite successful w/boring: Volvo, HP printers. Customers liked quality & reliability #kaizenblog
- 4:35 pm **marinic**: @ConversationAge #kaizenblog good afternoon? just noticed Q? What is it abt?

- 4:35 pm **CathyWebSavvyPR:** RT @dannybrown: Think ppl can be put off w/ overt "sexiness" sometimes seen as trying *2* hard. Solid product & service wins #Kaizenblog
- 4:35 pm **RaynaNyc:** Now HP is going after sexy 4 laptops via ads & movie placement (ie sex and the city) & it is to be seen if that works #kaizenblog
- 4:35 pm **keithboss:** @Note_to_CMO: @thebrandbuilder " "field marketing manager" - needs to grasp tactics impact on strategy #kaizenblog
- 4:36 pm **3keyscoach:** @ashtynevans Why do you say more people remember organic? The buzz is usually around the "Big Thing" #kaizenblog
- 4:36 pm **marketwire:** Yep RT @dannybrown: Think ppl can be put off w/ overt "sexiness" sometimes seen as trying *2* hard. Solid product & service wins #kaizenblog
- 4:36 pm **jpearlstein:** @3keyscoach Agree with @CraigWiggins, however i think a combination wins #kaizenblog
- 4:36 pm **CathyWebSavvyPR:** RT @stevemassi Q2, tipping pnts R usually culmination of multiple events not big bang, may seem as if 1 event did the tipping #Kaizenblog
- 4:36 pm **jeffthesensei:** @Marketwire It's important to understand that even the tactical person, in your case, the "field mgr" has a strategy. #kaizenblog Well said!
- 4:36 pm **ashtynevans:** @DannyBrown I love XBL. People comment that it costs in comparison to PS3 service, but I get what I want and that makes a diff #kaizenblog
- 4:36 pm **ConversationAge:** @3keyscoach @ can the big thing be a succession of small things though? Tipping point? #kaizenblog
- 4:37 pm **CathyWebSavvyPR:** @3keyscoach to me thebig thing is often the fad that fades - the organic build brings your audience along with you? #Kaizenblog
- 4:37 pm **3keyscoach:** @marinic Hi there! Topic is "Do You Need To Be Sexy/Boring To Build Business Success" #kaizenblog
- 4:37 pm **Note_to_CMO:** @ConversationAge Couldn't agree more - strat without vision of execution is wasted effort. #kaizenblog
- 4:37 pm **ConversationAge:** @marinic here's the set up post for today's conversation <http://bit.ly/dcpYV9> #kaizenblog - more info here <http://wthashtag.com/Kaizenblog>
- 4:38 pm **3keyscoach:** @3keyscoach There seems to be a tipping point when you keep plugging away & VIP notices you. #kaizenblog
- 4:38 pm **keithboss:** RT @CathyWebSavvyPR: @3keyscoach to me thebig thing is often the fad that fades - the organic build brings your audience along with you? #Kaizenblog
- 4:38 pm **sanchezjb:** Tipping pts can b achieved by linking strategy 2 tactical outcomes: ID'ing what was learned & making knowledge actionable. #kaizenblog

- 4:38 pm **jeffthesensei:** #kaizenblog The big bang is usually years in the making. Think about how bands "suddenly" burst on the scene after years of Indy toiling
- 4:38 pm **jpearlstein:** @Note_to_CMO I second that #kaizenblog
- 4:38 pm **3keyscoach:** @CathyWebSavvyPR I agree. #kaizenblog
- 4:39 pm **karimacatherine:** @ConversationAge: @3keyscoach @ can the big thing be a succession of small things though? Tipping point? /// YES #kaizenblog
- 4:39 pm **MaryAnnHalford:** @CASUDI and "big thing" that appears as tipping point is built on solid foundation #kaizenblog
- 4:39 pm **ashtynevans:** @3keyscoach big bang gets the immediate response, but are rarely remembered in long run. Buzz doesnt last in the long run #kaizenblog
- 4:39 pm **CathyWebSavvyPR:** RT @sanchezjb Tipping pts can b achieved by linking strategy 2 tactical outcomes: ID what was learned & making that actionable #Kaizenblog
- 4:39 pm **ConversationAge:** RT @jeffthesensei: #kaizenblog The big bang is usually years in the making -bands "suddenly" burst on the scene after years of Indy toiling
- 4:39 pm **3keyscoach:** RT @jeffthesensei Big bang is usually yrs in making Think abt how bands "suddenly" burst on scene after yrs of Indy toiling #kaizenblog
- 4:39 pm **CathyWebSavvyPR:** @sanchezjb I really like your answer - rted it - Good thing to do - but cn be hard #Kaizenblog
- 4:39 pm **karimacatherine:** @CathyWebSavvyPR : Can BING BANG be the jolts to reach the next level #kaizenblog
- 4:40 pm **CASUDI:** @ConversationAge Yes & everyone says they were an INSTANT success ~ only after 10 years :-) #kaizenblog
- 4:40 pm **3keyscoach:** RT @sanchezjb: Tipping pts cn b achieved by linking strat 2 tact outcomes: ID'ing what was learned & making knowledge actionable #kaizenblog
- 4:40 pm **tomasacker:** One big insight - brilliantly executed - can lead to big bang and rapid growth; e.g. Zappos. #kaizenblog
- 4:40 pm **CathyWebSavvyPR:** Q2 I agree with @dannybrown - Especially w/ social media - If you come on too strong, you get bad rep - need substance 2 #Kaizenblog
- 4:40 pm **Note_to_CMO:** @ConversationAge Volvo is only boring to people without families. Very vivid, very valid. #kaizenblog
- 4:41 pm **ConversationAge:** RT @tomasacker: One big insight - brilliantly executed - can lead to big bang and rapid growth; e.g. Zappos. #kaizenblog
- 4:41 pm **CathyWebSavvyPR:** RT @karimacatherine: Can BIG BANG be the jolts to reach the next level [yes I think that's a great POV] #Kaizenblog
- 4:41 pm **CraigWiggins:** @3keyscoach A2 More: Apple- masters of "bang", but only b/c they hv steady audience 2 hear it, no? #kaizenblog

- 4:41 pm **Note_to_CMO:** RT @stevemassi: Q2, tipping points R usually culmination of multiple events not big bang, may seem as if 1 event did the tipping #kaizenblog
- 4:41 pm **marketwire:** The big bang can have a lasting effect and doesn't necessarily fade. It can create brand loyalty. #kaizenblog
- 4:41 pm **sanchezjb:** IBM 2010 Global CEO Study: Creativity Selected as Most Crucial Factor for Future Success <http://ht.ly/1OeLU> #kaizenblog
- 4:41 pm **3keyscoach:** @tomasacker So that could be the sexy approach? #kaizenblog
- 4:41 pm **MaryAnnHalford:** RT @Note_to_CMO: @ConversationAge Volvo is only boring to people without families. Very vivid, very valid. #kaizenblog > AND DRIVES "SEXY"
- 4:42 pm **CASUDI:** @MaryAnnHalford there always seems that final "straw" or event that actually makes the point tip ~interesting to C what it is #kaizenblog
- 4:42 pm **3keyscoach:** RT @tomasacker: One big insight - brilliantly executed - can lead to big bang and rapid growth; e.g. Zappos. #kaizenblog
- 4:42 pm **dannybrown:** @ConversationAge Sometimes good things can definitely come from th crap :) #kaizenblog
- 4:42 pm **CathyWebSavvyPR:** RT @sanchezjb: IBM 2010 Global CEO Study: Creativity Selected as Most Crucial Factor for Future Success <http://ht.ly/1OeLU> #Kaizenblog
- 4:42 pm **3keyscoach:** @sanchezjb You saw that too? #kaizenblog
- 4:42 pm **karimacatherine:** @CASUDI : So funny! Yes, it is like hiding you are dieting and then looking fab :) #kaizenblog
- 4:42 pm **karimacatherine:** RT @Note_to_CMO: @ConversationAge Volvo is only boring to people without families. Very vivid, very valid. /// SO AGREE #kaizenblog
- 4:42 pm **dannybrown:** @tomasacker It has to be really great, else it comes over as cheesy :) #kaizenblog
- 4:42 pm **ashtynevans:** @CathyWebSavvyPR Definately agree there. It's not how much you say, but what you say. Substance cannot be understated #kaizenblog
- 4:42 pm **RaynaNyc:** Aren't Big Bangs usually spontaneous occurances--risky to try 2 plan & sustain. Strategic plng, analysis & Msrment r key #kaizenblog
- 4:42 pm **CathyWebSavvyPR:** BTW absolutely fabulous chat going on on #kaizenblog chat now - gotta go soon - hate to miss it #Kaizenblog
- 4:42 pm **jeffthesensei:** #kaizenblog Big bang is achieved with right solution at right time in right place with right influencers. Hard work to get there is organic.
- 4:43 pm **ConversationAge:** @3keyscoach @tomasacker sexy/attractive is subjective #kaizenblog
- 4:43 pm **3keyscoach:** @dannybrown Saw interesting article this am about negativity being good prod for creativity. Hmmm.... #kaizenblog

- 4:43 pm **CathyWebSavvyPR:** RT @tomasacker: One big insight - brilliantly executed - can lead to big bang and rapid growth; e.g. Zappos. #Kaizenblog
- 4:43 pm **stevemassi:** Q2 success in day 2 day execution-builds trust & relationships-driven by differentiated & unique vision =relationships build WOM #kaizenblog
- 4:43 pm **sanchezjb:** @CathyWebSavvyPR Agree. However, being able to "connect the dots" to get that insight is a critical competency now. #kaizenblog
- 4:43 pm **karimacatherine:** RT @dannybrown: @ConversationAge Sometimes good things can definitely come from th crap :) #kaizenblog
- 4:43 pm **3keyscoach:** @ConversationAge And I suppose really boring is subjective too... #kaizenblog
- 4:43 pm **MaryAnnHalford:** @dannybrown good things from crap when you listen to the noise from the crap! #kaizenblog
- 4:43 pm **jeffthesensei:** RT @marketwire: The big bang can have a lasting effect and doesn't necessarily fade. It can create brand loyalty. #kaizenblog
- 4:43 pm **CathyWebSavvyPR:** RT @sanchezjb: Agree. However, being able to "connect the dots" to get that insight is a critical competency now. [yes] #Kaizenblog
- 4:44 pm **karimacatherine:** @dannybrown : aren't the biggest inventions mistakes #kaizenblog
- 4:44 pm **ConversationAge:** RT @DannyBrown: @ConversationAge Sometimes good things can definitely come from the crap :) #kaizenblog [what Brian Eno says in D. Lanois CD
- 4:44 pm **ambercleveland:** I agree w/ @karimacatherine steady organic build is sustainable, also think you can enhance with a bang now and then #kaizenblog
- 4:44 pm **3keyscoach:** So bottom line-Q3 How do you get people to care about your business? #kaizenblog
- 4:44 pm **jpearlstein:** @3keyscoach Big bangs are derived from smaller plans that have been well thought out & organized. Consumers only see the bang. #kaizenblog
- 4:44 pm **dannybrown:** Gah, missed Q2 - what is it, please? :) #kaizenblog
- 4:44 pm **RaynaNyc:** This is key-cnsmrs det. what is sexy & if that is good RT @ ConversationAge @3keyscoach @tomasacker sexy/ attractive is subjective #kaizenblog
- 4:44 pm **keithboss:** RT @sanchezjb: @CathyWebSavvyPR Agree. However, being able to "connect the dots" to get that insight is a critical competency now. #kaizenblog
- 4:45 pm **CathyWebSavvyPR:** @sanchezjb I agree - sonnecting the dots to get that insight is crucial - but can sometimes be hard 2 get client/boss buy in #Kaizenblog
- 4:45 pm **Note_to_CMO:** RT @jeffthesensei: #kaizenblog Big bang is achieved with right solution/right time/right place/right influencers. [Timing + luck helps!]

- 4:45 pm **tomasacker:** RT @ConversationAge: @3keyscoach @tomasacker sexy/attractive is subjective. And becoming more so. We live in fragmenting world. #kaizenblog
- 4:45 pm **karimacatherine:** RT @3keyscoach: So bottom line-Q3 How do you get people to care about your business? #kaizenblog
- 4:45 pm **3keyscoach:** @karimacatherine @dannybrown Story is Post-Its were mistake because glue was ineffective. #kaizenblog
- 4:45 pm **CathyWebSavvyPR:** RT @jilliebfree: Hope you don't mind that i jump in here - I agree w both, it's all about building relationships, not campaigns #Kaizenblog
- 4:45 pm **ConversationAge:** RT @3keyscoach: @karimacatherine @dannybrown Story is Post-Its were mistake because glue was ineffective. #kaizenblog
- 4:45 pm **CathyWebSavvyPR:** @jilliebfree alwas - jump in! <http://is.gd/cj8ED> #Kaizenblog
- 4:45 pm **accuconference:** @3keyscoach By showing that you care about them. It has to be mutual. #kaizenblog
- 4:45 pm **dannybrown:** @3keyscoach Guess it depends n negativity and how well you can recover (something Toyota must be thinking right now) #kaizenblog
- 4:45 pm **sanchezjb:** Achieving tipping points by making knowledge actionable requires #socialnetworking - within the org and w/ partners. #kaizenblog #gamechanger
- 4:46 pm **tomasacker:** RT @3keyscoach: So bottom line-Q3 How do you get people to care about your business? Care about them and feed their hungers. #kaizenblog
- 4:46 pm **3keyscoach:** @dannybrown Q2 how do you reach tipping point? With a big bang, or a steady/organic build? #kaizenblog
- 4:46 pm **marketwire:** @3keyscoach Solve the customer's problem and provide great service/support. #kaizenblog
- 4:46 pm **CathyWebSavvyPR:** RT @jeffthesensei Big bang is achieved with right solution/right time/right place/right influencers. [Timing + luck helps!] #Kaizenblog
- 4:46 pm **dannybrown:** @MaryAnnHalford Amen to that :) #kaizenblog
- 4:46 pm **stevemassi:** Q2 day to day trial and error = iteration? #kaizenblog
- 4:46 pm **ambercleveland:** It is that people care about something that is important to them & how your biz can do something for them. #kaizenblog
- 4:47 pm **dannybrown:** @karimacatherine Tend to find the most innovative and useful come from trial and error. Mostly error ;-)
#kaizenblog
- 4:47 pm **Note_to_CMO:** @3keyscoach Q3: Ppl care abt yr business when it is valid/solves a real problem and vivid/connects emotionally (oversimplified!) #kaizenblog

- 4:47 pm **ConversationAge:** RT @ambercleland: It is that people care about something that is important to them & how your biz can do something for them. #kaizenblog
- 4:47 pm **3keyscoach:** RT @sanchezjb Achieving tipping pts by mking knowledge actionable req's #socialnetworking w/in the org & w/ partners #gamechanger #kaizenblog
- 4:47 pm **RaynaNyc:** Q3: be customer-centric, be relevant, continual evolution & imprvmnt of prod/serv -- exceed expectation #kaizenblog
- 4:47 pm **jpearlstein:** @ConversationAge and coke was originally meant for headaches #kaizenblog
- 4:47 pm **jeffthesensei:** #kaizenblog A3: Being customer-centric and paying ti forward. Listening and acting on customer need quickly. Band ego has a bad smell.
- 4:47 pm **3keyscoach:** I'd say so. RT @stevemassi: Q2 day to day trial and error = iteration? #kaizenblog
- 4:48 pm **sanchezjb:** RT @Note_to_CMO RT @jeffthesensei #kaizenblog Big bang achieved w/right solution/time/ place/influencers. [Timing + luck helps!]
- 4:48 pm **ConversationAge:** Take for example this conversation. We care about what resonates with us -- that's what we RT and respond to #kaizenblog
- 4:48 pm **ashtynevans:** @3keyscoach One way is to show you care about them, for more than the obvious reasons. Each person is important and adds up #kaizenblog
- 4:48 pm **Note_to_CMO:** @tomasacker We live in a fragmented world w/ instant communication + access to info. We're all experts now, so no experts left. #kaizenblog
- 4:48 pm **huperniketes:** @3keyscoach A3 People don't care about biz, but its values and the employees they meet in the biz. #kaizenblog
- 4:48 pm **keithboss:** RT @ConversationAge: RT @ambercleland: It is that people care about something that is important to them & how your biz can do something for them. #kaizenblog
- 4:48 pm **tomasacker:** Need to deconstruct success. Not as simple as appears, by evidence of many "rock stars" second act. #kaizenblog
- 4:48 pm **RaynaNyc:** @note_to_CMO re Q3 couldn't have said it better :) #kaizenblog
- 4:48 pm **dannybrown:** RE. Q2: Steady is the ideal solution, but mix up with big bangs to keep/renew interest #kaizenblog
- 4:48 pm **karimacatherine:** RT @ambercleland: It is that people care about something that is important to them & how your biz can do something for them. #kaizenblog
- 4:49 pm **ambercleland:** RT @RaynaNyc: Q3: be customer-centric, be relevant, continual evolution & imprvmnt of prod/serv -- exceed expectation #kaizenblog
- 4:49 pm **CathyWebSavvyPR:** Q2 I think like most of marketing it is a blance - be creative (sexy), blance with substance = results #Kaizenblog

- 4:49 pm **CathyWebSavvyPR:** RT @dannybrown: RE. Q2: Steady is the ideal solution, but mix up with big bangs to keep/renew interest #kaizenblog #Kaizenblog
- 4:49 pm **3keyscoach:** RT @Note_to_CMO Q3:Ppl care abt yr biz when it's valid/solves real prob&vivid/connects emotionally (oversimplified!) #kaizenblog
- 4:49 pm **marketwire:** People will care when you create a solution to the customer's problems, then follow up with great service. #kaizenblog
- 4:49 pm **MaryAnnHalford:** RT @ConversationAge: Take for example this conversation. We care about what resonates with us -- thats what we RT and respond to #kaizenblog
- 4:49 pm **huperniketes:** @3keyscoach How does the biz reflect customer's values? #kaizenblog
- 4:49 pm **3keyscoach:** RT @tomasacker: Need to deconstruct success. Not as simple as appears, by evidence of many "rock stars" second act. #kaizenblog
- 4:50 pm **3keyscoach:** @huperniketes Can you same more? #kaizenblog
- 4:50 pm **ConversationAge:** @tomasacker does success build success? You know what it feels like, what the experience is, organize process to get there #kaizenblog
- 4:50 pm **tomasacker:** RT @Note_to_CMO: @tomasacker We live in fragmented world. We're all experts now, so no experts left. Exactly. Diminishes value. #kaizenblog
- 4:50 pm **CathyWebSavvyPR:** Q1 I will say that todays cult of the celebrity makes us thinkg that the big bang is all important. but not so Con'td #Kaizenblog
- 4:50 pm **CASUDI:** @3keyscoach A3 Really solve some PAIN ~ #kaizenblog [correct]
- 4:50 pm **karimacatherine:** A3 : if you want people to care about your business, Care for them as well and make them the center of your business. #kaizenblog
- 4:50 pm **3keyscoach:** RT @marketwire: People will care when you create a solution to the customer's problems, then follow up with great service. #kaizenblog
- 4:50 pm **dannybrown:** RE. Q3: You can't "get" ppl to care about your biz. You can only hope they do by the actions you take and service you give. #kaizenblog
- 4:50 pm **jeffthesensei:** @Note_to_CMO #kaizenblog Disagree. Being an expert is more than knowledge or access. Its knowing how to apply it and achieve goals.
- 4:50 pm **MaryAnnHalford:** RT @CathyWebSavvyPR: Q2 I think like most of marketing it's a blance - be creative (sexy), blance w substance = results>AGREE #kaizenblog
- 4:50 pm **ambercleveland:** RT @marketwire: People will care when you create a solution to the customers problems, then follow up with great service. #kaizenblog

- 4:50 pm **jpearlstein:** @3keyscoach @Note_to_CMO Q3: People care what you do when it benefits them financially, physically, or emotionally #kaizenblog
- 4:51 pm **Note_to_CMO:** Interesting to reflect on this convo against venture capitalist expectations of instant bang - slow + steady unacceptable. #kaizenblog
- 4:51 pm **MaryAnnHalford:** @ConversationAge success can beget success as long as you don't get caught up in your hubris #kaizenblog
- 4:51 pm **CathyWebSavvyPR:** Q1 - cont'd But 100 connected customers that love what you do, beats 5,000 ppl who clicked like #Kaizenblog
- 4:51 pm **jpearlstein:** RT @3keyscoach: RT @marketwire: People will care when you create a solution to the customer's problems, then follow up with great service. #kaizenblog
- 4:51 pm **sanchezjb:** RT @ashtynevans @3keyscoach 1 way is 2 show u care about them, 4 more than obvious reasons. Each person is important & adds up #kaizenblog
- 4:51 pm **ConversationAge:** RT @Note_to_CMO: Ireflect on this convo against venture capitalist expectations of instant bang - slow + steady unacceptable #kaizenblog
- 4:51 pm **CASUDI:** RT@jpearlstein @3keyscoach @Note_to_CMO Q3: People care what U do when it benefits them financially, physically, or emotionally #kaizenblog
- 4:51 pm **3keyscoach:** @CathyWebSavvyPR #smallbiz doesn't always have resources to produce Big Bang. Measuring against rock stars could be discouraging #kaizenblog
- 4:51 pm **MaryAnnHalford:** RT @CASUDI: @3keyscoach A3 Really solve some PAIN ~ #kaizenblog [correct] >SOLVING PAIN POINT CRITICAL TO BIZ SUCCESS #kaizenblog
- 4:51 pm **CathyWebSavvyPR:** gotta run - great chat - look forward to transcript #Kaizenblog
- 4:52 pm **huperniketes:** @ConversationAge And that's the key to creating the tipping point: a resonating message that others pass on. #kaizenblog
- 4:52 pm **Note_to_CMO:** @ConversationAge Success builds success because of vividness/sexiness, I'd say. How many celebs have billion \$ biz empires? #kaizenblog
- 4:52 pm **TroyClaus:** RT @dannybrown: RE. Q3: You can't "get" ppl to care about your biz. You can only hope they do by the actions you take and service you give. #kaizenblog
- 4:52 pm **keithboss:** @Note_to_CMO not just venture capital, can slow and steady succeed in public company? #kaizenblog
- 4:52 pm **marketwire:** RT @huperniketes: @ConversationAge And thats the key to creating the tipping point: a resonating message that others pass on. #kaizenblog
- 4:52 pm **MaryAnnHalford:** @Note_to_CMO VC's first focus on if solution can solve major pain point & then fund to scale ability to solve #kaizenblog

- 4:52 pm **jpearlstein:** @ConversationAge @Note_to_CMO patience, patience, patience #kaizenblog
- 4:52 pm **ShannonRenee:** RT @CathyWebSavvyPR: Q1 - cont'd But 100 connected customers that love what U do, beats 5K ppl who clicked like #Kaizenblog [YOU SAID IT]
- 4:53 pm **tomasacker:** RT @ConversationAge: Does success build success? Used to last LONG time. Temporary now. Only as good as last movie. #kaizenblog
- 4:53 pm **jpearlstein:** @Note_to_CMO better questions how many celebs are able to sustain it? #kaizenblog
- 4:53 pm **3keyscoach:** RT @Note_to_CMO Interesting 2 reflect this convo against VC expectations of instant bang slow + steady unacceptable #kaizenblog
- 4:53 pm **CASUDI:** @MaryAnnHalford creating a vitamin (feel good /better) not nearly as good as solving REAL pain ~#kaizenblog
- 4:53 pm **Note_to_CMO:** @jpearlstein Patience is a virtue - but in Silicon Valley, not much virtue. Expectations are very fast. #kaizenblog
- 4:54 pm **tomasacker:** RT @Note_to_CMO: @ConversationAge Success builds success because of vividness/sexiness. Indeed. Feed hungers for celebrity. #kaizenblog
- 4:54 pm **ConversationAge:** @CASUDI @3keyscoach @Note_to_CMO U may be interested in this interview by @Jonathanfields dimensions of work <http://ow.ly/1Ofc0> #kaizenblog
- 4:54 pm **3keyscoach:** Thinking about biz longevity-Not everyone is looking to be bought/merge. Big Bang/slow growth becomes important #kaizenblog
- 4:54 pm **jeffthesensei:** #kaizenblog Not a good comparison to look at celebs who have immense media awareness versus a SME or even large enterprise. Different animal
- 4:55 pm **sanchezjb:** Q3: Read what Seth Godin's "Linchpin: Are You Indispensable?" & look @ how 2 apply that 2 ur biz/org. #kaizenblog
- 4:55 pm **karimacatherine:** @Note_to_CMO : I agree. Patience is not a virtue in the corporate world and elsewhere (?) #kaizenblog
- 4:55 pm **CASUDI:** @CathyWebSavvyPR Thanks for joining #kaizenblog ~ Ive been in/out w calls today unfortunately losing momentum
- 4:55 pm **Note_to_CMO:** @jpearlstein Re celebs and long term success, dont know - P Diddy, Tyra, Olsen twins, etc... #kaizenblog
- 4:55 pm **3keyscoach:** 6 minutes left to main body of this convo. I can stick around for 15 min. Will write recap over wknd #kaizenblog
- 4:55 pm **RaynaNyc:** Success breeds success only when u have a plan & msrmt 2 identify successes, & expand upon them. Part of strategy even w/celebs #kaizenblog
- 4:55 pm **MaryAnnHalford:** RT @sanchezjb: Q3: Read what Seth Godins "Linchpin: Are You Indispensable?" & look @ how 2 apply that 2 ur biz/org. >AGREE #kaizenblog

- 4:55 pm **jpearlstein:** @Note_to_CMO not just Silicon V. It's the result of living in the tech age. Everything is instant, so why not instant results? #kaizenblog
- 4:56 pm **sanchezjb:** RT @3keyscoach Thinking about biz longevity-Not everyone is looking 2b bought/merge. Big Bang/slow growth becomes important #kaizenblog
- 4:56 pm **karimacatherine:** WHy did we shift to talking about celebs? :) #kaizenblog
- 4:56 pm **ConversationAge:** @tomasacker is it because it makes it possible for us to think we can also be successful? Someone is doing it = can be done #kaizenblog
- 4:56 pm **NoraCC:** RT @dannybrown: RE. Q3: You can't "get" ppl to care about your biz. You can only hope they do by the actions you take and service you give. #kaizenblog
- 4:56 pm **johncharlesWI:** RT @karimacatherine if you want people to care about your biz Care for them as well and make them the center of your business. #kaizenblog
- 4:56 pm **3keyscoach:** @Note_to_CMO @jpearlstein Successful celebs have figured out how to reinvent or ride trends. #kaizenblog
- 4:56 pm **Note_to_CMO:** @jpearlstein Agree, just a very distilled experience here - #kaizenblog
- 4:56 pm **jpearlstein:** @Note_to_CMO left out Jay-Z and Beyoncee, but look at what has happened to the Olsens, and so many other celebs and athletes #kaizenblog
- 4:56 pm **tomasacker:** RT @jeffthesensei: #kaizenblog Not a good comparison to look at celebs versus a SME or even large enterprise. Enterprises celebs too!
- 4:57 pm **3keyscoach:** @karimacatherine We're looking for words to describe how to show up in our biz, I think? #kaizenblog
- 4:57 pm **MaryAnnHalford:** @NoraCC but you can do all you can to enhance potential for people to care about your business #kaizenblog
- 4:57 pm **huperniketes:** @3keyscoach People prefer sexiness to boring, but they dislike instability & unknown more. #kaizenblog
- 4:57 pm **RaynaNyc:** I would also share this clip of Tom Peters on Boring Brands & being extraordinary (food 4 thought) <http://bit.ly/c9wJ5J> #kaizenblog
- 4:57 pm **jpearlstein:** @3keyscoach Can you continue to be successful by just riding trends? #kaizenblog
- 4:57 pm **ConversationAge:** RT @3keyscoach: @karimacatherine We're looking for words to describe how to show up in our biz, I think? #kaizenblog
- 4:57 pm **jeffthesensei:** #kaizenblog Sometimes business is successful in spite of itself. I know several business founders/mgmt who are clueless but very successful.
- 4:57 pm **Note_to_CMO:** @karimacatherine Sorry - my fault. Good distillation of sexiness launching biz's where slow + steady / unsexy would be lost #kaizenblog

- 4:57 pm **sanchezjb:** @dannybrown cc: @NoraCC Well said. "Caring" has to be earned, it is not given. #kaizenblog
- 4:58 pm **MaryAnnHalford:** Have worked with and been exposed to several A-list celebrities - they really work it . . . work it very hard or they perish #kaizenblog
- 4:58 pm **dannybrown:** RT @3keyscoach: Thinking about biz longevity-Not everyone is looking to be bought/merge. Big Bang/slow growth becomes important #kaizenblog
- 4:58 pm **3keyscoach:** Need entrepreneurial perspective embedded in SME's culture to remain relevant. #kaizenblog
- 4:58 pm **ConversationAge:** RT @huperniketes: @3keyscoach People prefer sexiness to boring, but they dislike instability & unknown more. #kaizenblog [excellent insight]
- 4:58 pm **CASUDI:** @karimacatherine perception of sexy and instant success , maybe :-) #kaizenblog
- 4:58 pm **LoisMarketing:** RT @karimacatherine if you want people to care about your biz Care for them as well and make them the center of your business. #kaizenblog
- 4:58 pm **tomasacker:** @ConversationAge I don't think we look for validation when we're on fire with an idea to make a difference. #kaizenblog
- 4:58 pm **3keyscoach:** @MaryAnnHalford Is there anything to learn from A-listers than can be applied to SME #kaizenblog
- 4:59 pm **ConversationAge:** RT @MaryAnnHalford: Have worked with / been exposed to several A-list celebs -they really work it . work it very hard or perish #kaizenblog
- 4:59 pm **3keyscoach:** Keep in mind that entrepreneurship isn't just for startups. Businesses grow & change over yrs #kaizenblog
- 4:59 pm **MaryAnnHalford:** @3keyscoach always be listening to your audience . . . always care about your audience . . .never stop caring #kaizenblog
- 4:59 pm **LoisMarketing:** RT @MaryAnnHalford: Have worked w and been exposed to several A-list celebrities - they really work it very hard or they perish #kaizenblog
- 5:00 pm **sanchezjb:** Have to leave today's #kaizenblog. Gr8 questions & discussion as always! Again, thanks to @ConversationAge & 3keyscoach for facilitating.
- 5:00 pm **jeffthesensei:** #kaizenblog its comparing apples and oranges other than the hard work. They are so different in reach/coverage for their brand.
- 5:00 pm **johncharlesWI:** (Be Outrageous?)RT @3keyscoach: @karimacatherine We're looking for words to describe how to show up in our biz, I think? #kaizenblog
- 5:00 pm **3keyscoach:** Terrific! RT @MaryAnnHalford always be listening to your audience . . . always care about your audience . . .never stop caring #kaizenblog

- 5:00 pm **karimacatherine:** Best example is Lady Gaga - Madonna shows that reinventing makes you relevant and can ensure longevity. --wow, love celebs :) #kaizenblog
- 5:01 pm **jpearlstein:** @ConversationAge Does sexiness infer risk? #kaizenblog
- 5:01 pm **3keyscoach:** @sanchezjb Thanks for joining in! #kaizenblog
- 5:01 pm **johncharlesWI:** RT @tomasacker: @ConversationAge I don't think we look for validation when we're on fire with an idea to make a difference. #kaizenblog
- 5:01 pm **Note_to_CMO:** Have to run, #kaizenblog - thank you for the convo!
- 5:01 pm **3keyscoach:** @johncharlesWI What does it mean to be outrageous? #kaizenblog
- 5:01 pm **huperniketes:** @3keyscoach One can focus on niche markets (fringe genres), then when TP reached there, move to mainstream. #kaizenblog
- 5:02 pm **MaryAnnHalford:** @Note_to_CMO great to meet you on #kaizenblog #kaizenblog
- 5:02 pm **3keyscoach:** Well, everyone, the main body of convo is over but feel free to stick around. I'll be here for 15 min. #kaizenblog
- 5:02 pm **ambercleveland:** Thanks everyone for a great chat. Really love the exchange. See you next week #kaizenblog
- 5:02 pm **ConversationAge:** @sanchezjb thank you for participating #kaizenblog
- 5:02 pm **3keyscoach:** @Note_to_CMO So glad you could join us! Love your insights! #kaizenblog
- 5:02 pm **karimacatherine:** RT @MaryAnnHalford: @Note_to_CMO great to meet you on #kaizenblog // same here #kaizenblog
- 5:02 pm **3keyscoach:** @ambercleveland Thanks for adding your 2 cents! See you next week! #kaizenblog
- 5:03 pm **MaryAnnHalford:** @3keyscoach @johncharlesWI being outrageous without a POV or strategy does NOT work #kaizenblog
- 5:03 pm **johncharlesWI:** (Passionate) RT @3keyscoach: @johncharlesWI What does it mean to be outrageous? #kaizenblog
- 5:03 pm **jpearlstein:** thanks everyone at #kaizenblog sorry to join late, i got caught up in meetings
- 5:03 pm **3keyscoach:** As always, big thanks to @ConversationAge (co-host & founder of this chat)! #kaizenblog
- 5:03 pm **marketwire:** Really enjoyed the chat. It's been awhile since I joined this one. Will definitely have to reserve some time! #kaizenblog
- 5:03 pm **3keyscoach:** YES! RT @MaryAnnHalford: @3keyscoach @johncharlesWI being outrageous without a POV or strategy does NOT work #kaizenblog
- 5:03 pm **RaynaNyc:** @conversationAge Thanks 4 the grt dialogue -- my fav intelligence hive. #kaizenblog
- 5:03 pm **dannybrown:** @sanchezjb @NoraCC Think too many "expect" ppl to care without too much input... #kaizenblog

- 5:03 pm **3keyscoach:** @3keyscoach Glad you could make it! #kaizenblog
- 5:04 pm **MaryAnnHalford:** RT @johncharlesWI: (Passionate) RT @3keyscoach: @johncharlesWI What does it mean to be outrageous? > FORGOT PASSION - AGREE #kaizenblog
- 5:04 pm **webby2001:** RT @tomasacker: @ConversationAge I don't think we look for validation when we're on fire with an idea to make a difference. #kaizenblog
- 5:04 pm **3keyscoach:** @marketwire We'd love to have you again! See you next week? #kaizenblog
- 5:04 pm **3keyscoach:** RT @dannybrown: @sanchezjb @NoraCC Think too many "expect" ppl to care without too much input... #kaizenblog
- 5:05 pm **johncharlesWI:** Now we're talking..when we have views of what that means #kaizenblog
- 5:05 pm **3keyscoach:** @marketwire Sorry I tweeted myself by mistake! Thanks for joining! See you next week? #kaizenblog
- 5:05 pm **MaryAnnHalford:** thanks @conversationage and @3keyscoach - very stimulating #kaizenblog chat today!
- 5:05 pm **LoisMarketing:** Sorry to have joined so late! See you next week. Thanks @3keyscoach and everyone #kaizenblog
- 5:06 pm **karimacatherine:** RT @MaryAnnHalford: thanks @conversationage and @3keyscoach - very stimulating #kaizenblog chat today! // SECOND THAT #kaizenblog
- 5:06 pm **marketwire:** Someone likes talking to herself ;-) RT @3keyscoach: @3keyscoach Glad you could make it! #kaizenblog
- 5:06 pm **karimacatherine:** @johncharlesWI : Thanks for the RT. Great to see you on #kaizenblog today
- 5:07 pm **3keyscoach:** @marketwire Very funny! And I do try to save that for my off-line time. <cheeky LOL> #kaizenblog
- 5:07 pm **jpearlstein:** #FF for #kaizenblog @3keyscoach @ConversationAge @Note_to_CMO @CASUDI catch you all next week!
- 5:07 pm **marketwire:** @3keyscoach I most definitely will try. I just put a weekly recurrence meeting in outlook so I don't forget! #kaizenblog
- 5:08 pm **3keyscoach:** @LoisMarketing No worries about being late. Glad you were w/ us! #kaizenblog
- 5:08 pm **3keyscoach:** @jpearlstein Thanks for #FF See you next week! #kaizenblog
- 5:08 pm **3keyscoach:** @marketwire Awesome! #kaizenblog
- 5:09 pm **ConversationAge:** Woo-hoo! #kaizenblog today -- 456 tweets, 45 contributors!
- 5:09 pm **3keyscoach:** If you want to know when recap is posted, please @reply or DM me! #kaizenblog
- 5:09 pm **theresamoretti:** RT @tomasacker: @ConversationAge I don't think we look for validation when we're on fire with an idea to make a difference. #kaizenblog

- 5:10 pm **tomasacker:** Thanks everyone! @3keycoach @ConversationAge You've been doing a lot of giving. If you need anything, please let me know. #kaizenblog
- 5:10 pm **MaryAnnHalford:** RT @ConversationAge: Woo-hoo! #kaizenblog today -- 456 tweets, 45 contributors! >VERY COOL
- 5:10 pm **ConversationAge:** @tomasacker thank you for adding your valuable insights and experience to the conversation @3keycoach #kaizenblog
- 5:11 pm **marketwire:** Ditto RT @tomasacker: Thanks every1! @3keycoach @ConversationAge Uve been doing a lot of giving.If you need anything, pls LMK #kaizenblog
- 5:11 pm **3keycoach:** That's great! Thanks, everyone! We're growing! RT @ConversationAge: Woo-hoo! #kaizenblog today -- 456 tweets, 45 contributors!
- 5:11 pm **jpearlstein:** @3keycoach let me know about the recap :) #kaizenblog
- 5:11 pm **3keycoach:** @tomasacker Thank you, Tom. We appreciate having you bring such value to convo! @ConversationAge #kaizenblog
- 5:12 pm **3keycoach:** @marketwire Lovely, thank you! #kaizenblog
- 5:12 pm **3keycoach:** @jpearlstein Done! #kaizenblog
- 5:12 pm **ConversationAge:** @Marketwire thank you, Nick for participating so actively/energizing the conversation @3keycoach #kaizenblog
- 5:13 pm **CASUDI:** Congratulations RT@ConversationAge Woo-hoo! #kaizenblog today -- 456 tweets, 45 contributors! ///@3keycoach ~ CHEERS TO ALL
- 5:13 pm **3keycoach:** @CASUDI We're having fun now! #kaizenblog
- 5:15 pm **3keycoach:** Look for tweets (usually Tues) from @ConversationAge or me to see what we're discussing! #kaizenblog
- 5:16 pm **ConversationAge:** Transcript of today's #kaizenblog chat <http://ow.ly/1OfVt> - thank you everyone for participating
- 5:19 pm **ConversationAge:** Interesting read after #kaizenblog chat - When Ideas Have Sex: How free exchange between ppl increases prosperity + trust <http://ow.ly/1Og1y>
- 5:50 pm **whatswhat_sian:** @3keycoach Sorry didn't do #kaizenblog today. Was busy dealing with this <http://bit.ly/bxNJhN> Good one for how not to deal with clients!!
- 6:27 pm **BethHarte:** @tomasacker @ConversationAge I can't believe I missed #KaizenBlog with you both -- I am a huge fan of your brains! ;-) Have a great weekend.
- 7:08 pm **thebrandbuilder:** @Note_to_CMO hyperspecialization is great, but too many "strategists" have no tactical background, and that's dangerous. #kaizenblog

- 7:10 pm **thebrandbuilder:** @Note_to_CMO Someone in a strategic role who doesn't have tactical experience tends to create strategies that cannot be executed #kaizenblog
- 7:32 pm **Moiseslopez:** RT @ConversationAge Take for example this conversation. We care about what resonates with us -- that's what we RT and respond to #kaizenblog
- 7:44 pm **Moiseslopez:** RT @ConversationAge Transcript of today's #kaizenblog chat <http://ow.ly/1OfVt> - thank you everyone for participating
- 8:44 pm **johanmarc:** RT @thebrandbuilder: @Note_to_CMO hyperspecialization is great, but too many "strategists" have no tactical background, and that's dangerous. #kaizenblog
- 9:06 pm **CathyWebSavvyPR:** .@sanchezjb I really liked what you had to say during #kaizenblog today. good stuff
- 9:24 pm **sanchezjb:** @CathyWebSavvyPR Thank u. Ur pts about getting mgmt buy-n 2 "connect the dots" were well made. However, case studies r emerging. #kaizenblog
- 9:34 pm **sanchezjb:** @CathyWebSavvyPR @ConversationAge & @3keyscoach tee up strong questions that make for gr8 conversation & learning. #kaizenblog
- 9:40 pm **marinic:** @ConversationAge @threekeyscoach #kaizenblog thnks for answerng my Q but I hd to go out so hvn't attended, will comment on recap

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