



The PARAGON Perspective

PARAGON DEVELOPMENT

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From the President

For those of you not familiar with us and may have received this as a ‘forward’ from the original recipient, The PARAGON Perspective is sponsored by PARAGON Development.

We want to use this newsletter to do the following:

- Share information we have learned that we consider important concerning best practices, trends, successes and failures, conferences, and other elements that will enable all of you to grow your organizations with maximum top and bottom line results.
- Share information about select client initiatives that may be of interest based on technologies, markets, or business needs that you believe could fit within the scope of those client's interests.
- Share personal observations and even humorous items given to us by others.

All issues of *The Paragon Perspective* are archived on our website, so you may easily pass along past issues to colleagues.

This month’s editorial is about integrating innovation in an organization. We will present some interesting approaches our clients take and some things that work and don't work.

Jack T. Peregrim
Pres., PARAGON Development
Peregrim@ParagonDevelopment.com

Paragon Update

PARAGON has a new postal address: PO Box 185490, Hamden, CT. 06518-0490. Please change your records to the new address.

Several new projects have a strong market focus with clients targeting a market without a specific technology or product. They are looking to gain better insight in these markets so they can invest in the right new products in the future. We also have new projects looking at strategic growth through M&A.

Conferences

Licensing Executive Society
Chapter Meetings

We have been asked to remind our readers that there are numerous LES local chapter meetings being held in April and they offer excellent programs based on content as well as the potential to interact locally with members and guests who share mutual interests in technology transfer and IP issues.



Two particular ones that we have been asked to highlight are the New Jersey Chapter Meeting on April 8 in Basking Ridge and the Philadelphia Chapter Meeting in Philadelphia on April 9. More information on each can be found through the LES general website and click on chapters. That website is: LESUSACanada.org

Biological Wastewater-- Activated Sludge Process Control
8am - 4:30pm, May 12 & 13, 2014
at: Water Resources Department
City of St Petersburg - 1650 Third Ave N., St Petersburg, FL 33713

The seminar will be presented by Tracey Finnegan, Environmental Leverage. For more information contact Bryan Cook, Bioengineering Specialist - 630-906-9791 or visit <http://environmentalleverage.com/newsletters/StPetersburg,FL20142dayOperator.pdf>.

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Technology Transfer/Capabilities

This section is open for clients, friends, and other newsletter recipients to spotlight technologies they have available for licensing, acquisition, development, or could be available to use. Please send a description of your technology to be posted in this section for future newsletters. Inquiries can either be sent directly to those who have posted information, or, we could forward any/all inquiries to you. This section highlights non-client project technologies.

This newsletter has a distribution of over six thousand individuals who are in executive positions who either oversee or practice new business development, so the audience has the potential to generate legitimate interest. We do reserve the right to withhold posting any technology closely related to ones in which we have a client conflict.

- A client has new, patented bacteria for breaking down waste that is specially formulated for cold weather applications. These bacteria will break down waste and will grow at 4° C and lower offering functionality at temperatures that have no comparable alternative.

For more information contact: Tracy Finnegan at (630) 906-9791 or ELFEnvirnmental@Aol.Com

- A client has a new technology that improves the performance and lowers the cost of Type 3 compressed gas cylinders.

If interested, please direct inquiries to Jack Peregrim, Peregrim@ParagonDevelopment.Com, (203) 288-4154

Technologies of Interest

Clients have expressed interest in investing, licensing, acquiring, or partnering in the following:

- A client is looking for new technologies and products that improve upon traditional ion exchange resins.

If interested, please direct inquiries to Jack Peregrim, Peregrim@ParagonDevelopment.Com, (203) 288-4154

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Quotes of the Month

“Kindness is the language the blind can see and the deaf can hear.” *Mark Twain*

“The greatest glory in living lies not in never falling, but rising every time we fall.” *Nelson Mandela*

“They know enough who know how to learn.” *Henry Adams*

“You've got to do your own growing, no matter how tall your grandfather was.” *Irish proverb*

“Man needs to go outside himself in order to find repose and reveal himself.” *José Martí*

“Invention is the generating of relevant new things. Innovation is the generation value from invention.” *Jack T. Peregrim*

“You cannot dream yourself into character, you must hammer and forge yourself one.” James A. Froude

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Interesting Words

Polyphiloprogenitive: (pol-ee-fi-luh-pro-JEN-uh-tiv) Adjective
Extremely prolific.

Desuetude: (DES-wi-tood) Noun
A state of disuse.

Sciolism: (SY-uh-liz-uhm) Noun
Pretentious display of superficial knowledge.

Acedia: (uh-SEE-dee-uh) Noun
Apathy, boredom, sloth.

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“Integrating Innovation”

Background:

There have been many different approaches to sparking innovation over the years including facility engineering designs encouraging people to meet and talk and programs to bring in outsiders from other industries and programs to cross fertilize innovation by moving people from different functions into new ones. Each approach has had successes and compromises. We are now facing new realities like enabling technologies and our global business environment that require constant adjustments. That is what we are going to share this month with a focus on how to integrate innovation internally but from many places. This isn't presenting any new major methodologies but the changes within programs that people have done that make them effective.

Observations:

Of course, the largest change in the last 10 years is certainly the new and efficient ways to communicate. Connections and collaborations that used to take months just a generation ago now can occur in real time thanks to the internet and supporting hardware and software. Today we can see and talk with someone across the world as if they were in a room with us and have people from many locations join in. A primary benefit is the productivity improvement but another high value is in innovation which can stem from the sharing and developing of ideas and perspectives based on whether the organization and participants use the interaction for innovation and not simply for communications and productivity.

Lessons Learned:

- Innovation occurs best if it is a stated objective. We have one client who insists that the leader in any video or teleconference ask if there are any innovative ideas at the end of each meeting, sometimes even following up with a survey. The participants know they will always be asked and with everyone in the meeting alert to this, there are exchanges that may not happen otherwise both within the scope of the agenda and outside of it. Since implementing this procedure less than 3 years ago, it has resulted in process breakthroughs, valuable new business models, and successful new products for this client.
- Interactions should start with probing and yet open ended questions. Too often we stick to very narrowly crafted agendas whether it is a virtual or in-person meeting. We could easily begin a meeting by asking everyone if they have had any new ideas or different perspectives since the last meeting or if any progress has been made in developing an old idea.
- Ask groups to improve on any ideas brought forward without overtly changing them. If the idea is different consider it a new item, but encourage everyone to support the first idea with improvements before moving onto a new one.
- Set up regular but flexible interactions globally using video and not just written communications. The time differences and our busy schedules make this complicated but not impossible. One client has business teams in Europe, Asia, and the U.S. They are on video conferences every week at the business level and many of the function groups do that as well. They share their local experiences and activities which creates innovation while spreading it through the organization rapidly. What makes it work for them is that they have a person assigned every quarter who is the communications coordinator and advocate. That person schedules these sharing interactions and ensures

their occurrence. Not everyone attends every meeting but their upper management looks at the attendees and acknowledges those who contribute while encouraging others who have been missing the meetings.

- Share the successes! A chemical client puts successes in their company newsletter that have come from virtual meetings and every quarter there will be an acknowledgement about one of the teams that generated an innovation from their collaborations.
- Don't limit innovations to new technologies and products. Innovations happen within finance, accounting, human resources, operations, transportation, ANY functional area, not to mention between functional areas. Innovation is everyone's responsibility and challenge.
- Document new ideas and share with others who weren't present to see if they can improve on any and then embrace and support them. Marketing can share ideas with R&D and operations can share ideas with HR.

Summary:

We can go on for many pages and there are hundreds of books widely published about innovation but we wanted to just highlight our experiences and perspectives with a focus on internal innovations and a few ways to integrate it better within an organization.

PS:

We want to remind our readers that this section of the newsletter is open to anyone with a development topic or an approach they would like to share or even just comments or criticisms of a past topic. Many of you - consultants, company managers, and academics - have very solid and profound contributions that could be presented in future newsletters as a guest contributor. We ask that your submission be from 300 to 800 words. Let us know and we will gladly distribute your topic to the thousands of people on our distribution list. We agree that the copyright and ownership be kept by the contributor and that our only right is to reproduce it in conjunction with this newsletter.

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Anecdotes

Thomas Paine

Benjamin Franklin said to Paine, "Where liberty is, there is my country." Paine answered, "Where liberty is not, there is mine."

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We hope you learned something from this and/or stimulated an action that leads to new opportunities for you and your organizations and that you will let others who might find this newsletter useful know about our publication. Previous issues of our newsletters can be found at <http://www.paragondevelopment.com/perspective.html>. If you would rather not receive the newsletter please respond to this email and include the word REMOVE in the subject line or in the message. To subscribe to our newsletter, please send an email to contact@paragondevelopment.com and include the word SUBSCRIBE in the subject line or message. We will never sell your email address to others.

We encourage you to visit our website at <http://www.paragondevelopment.com> to find out more about PARAGON Development, who we are and how we assist our clients.

Your friends at:

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