

Mastering 1 Page

FINDING & ORGANIZING THE WORDS TO WRITE

Internet Institute for Training in

EWORKSTYLE

Competitive Intelligence Books



The Tools:
Notebooks,
index cards,
pads, pens,
pencils,
markers, a
computer and
whatever else
you need to
capture your
ideas right
away.



Brainstorm
The Idea:
Find your
distinctive
personal style.
What would
you love to
write about?
Go against
the grain and
identify your
individuality,
your unique-
ness, your
interests and
your passions.



Get Your
Idea(s) on
Paper: Dis-
cipline. Yes
that's what
it requires
more than
anything else,
remember the
pen, remember
the pad and
have the
DISCIPLINE
to write ideas
down



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1. Writing 2. Self-Publishing 3. Self-Development I. Title

To the 18.6 million self-employed people
in the United States; running 70% of all businesses
as microenterprises; generating \$830 billion
of the United States' 13+ trillion GDP.

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Mastering 1 Page

FINDING & ORGANIZING THE WORDS TO WRITE

1 METHODS IN WRITING

Writing isn't easy, among other things it requires viewing things differently than others and recording them as you see them. However, challenging yourself to excel in this area means to reward your self-esteem and ego with the satisfaction of accomplishing something tough to the best of your ability!

All progress is change management and most people have difficulty imagining change creatively - their first instinct is to fight to keep things in the place they are comfortable with. Now if they participated in making things a particular way, then they may get emotional about your creative exploration, seeing questions to your values as undermining their participation in the creation of your status quo. Family particularly has a tendency to go into defence mode and/or over protect, they've watched you grow, understand your heart and are afraid for you. Some friends may fear you'll leave them behind and others less loyal may be crabs in a bucket - defining who you are based on their comfort with themselves. Others who may get uncomfortable with your writing include: professionals, peers and associates who need ego management. And yet, all of this is perfectly natural in a social circle and it's as human as it gets, but the fact is, these kinds of things are the background noise that takes away from your getting to know you. So try giving yourself a visioning session that allows you to get away from conservative types who may not have the imagination you do. Besides, the act of writing at the very least should allow you to

spend time listening to yourself until you have found your voice.

When it comes to artistic matters like writing - it's best in the beginning stages on any project - to keep your thoughts close to your chest so that you can flush out the idea and get it out of your head and completed before you are subject to the criticisms of others.

THE POWER OF WORDS

Some people throw around words as though they carry no impact or meaning. Others craft every word, using no extras to complicate a thought. When you first start writing you'll probably find yourself somewhere in between.

The wonderful thing about writing is you get to "Say It Loud" on paper and work the words into complete thoughts without offending anybody. In the case of that famous combination of three words authored by James Brown the impact was for millions, as it held the number 1 spot on the R&B chart for six weeks in the 60's. The lyrics to Say It Loud, I'm Black and I'm Proud addressed both the prejudices toward Blacks in America and the pride of working class Blacks by heralding their need for empowerment. The following paragraph from that song shows the simplicity of Brown's message - something that the average person could understand, as was proven by record sales.

Speak out, persuade, lecture, teach, tell jokes, enlighten, sell, convey, correct, inspire, entertain, empower - but most of all find your voice.

Now we demand a chance to do things for ourselves;
We're tired of beatin' our heads against the wall
And workin' for someone else.
We're people, we're just like the birds and the bees;
We'd rather die on our feet,
Than to keep livin' on our knees.
Say it loud, I'm black and I'm proud.

Verse Courtesy, Lyricsmania.com

James Brown used those simple sentences to sell the concept of self-respect in a way that came from his personal experience; which he saw was shared by an entire nation and even many people he hadn't considered as the album went on to sell world wide. Those plain, but powerful words came from one voice, looking for progress and making a straightforward, explanation for everyone to understand. He asked for fairness and equality while demanding change. Creative? Yes. Uncomplicated? Yes. So then writing it should have been easily accepted by those close to him right? Uhhh, I doubt it.

Imagine the difficulty that anyone within earshot would have had listening to James Brown work out the theory to express those lyrics. I'm sure he spent time alone to actually find the perfect tone of voice before the rhythm and music were added. Otherwise, we may never have had that song in our history – and if so, we may not have had the benefit of the national grass roots movements that were created as a result of James

Brown's voice belting that song.

For every type of writer there

is a different style of getting the writing done. I'm a deadline writer and as such, pontification must produce results or I don't get paid under contract. What that means is, I have to drive myself to get the information out; at least to start and then it flows, especially if I have professional experience in the area. But often, too many things are going on at the same time to remember what I wrote, why I was writing it and how it needed to be completed. So I've come up with a series of enjoyable and effective best practices that work toward writing, completing and editing your thoughts. You can take them, tear them apart and tweak them until they work for you.

COMMUNICATE YOUR STYLE: Use this time to act the way you feel: speak out, persuade, lecture, teach, tell jokes, enlighten, sell, convey, correct, inspire, entertain, empower - but most of all find your voice.

The tools you will need include: notebooks, index cards, pads, pens, pencils, markers, a computer and whatever else will help you capture your ideas right away. I mention this first because once the ideas flow, you'll need to write them down particularly if you are busy with, career, children etc. or you'll lose those precious moments of



Everyone has something to write about!

sparkling clarity – the gems you can capitalize on. Yes, your ideas are gems because they are often ideas that can be massaged, strung together, packaged and sold. So either you capitalize on them or someone else will. Look at Microsoft's method, they hire talented folks to think, give them the tools to massage and produce their thoughts and then string those thoughts together to package and sell. The upside is after 10 years or so Microsoft gives their gifted thinkers the option of a nice severance check. When thinkers leave, they hire others to replace them. Microsoft, like many internationally successful corporations, are gem gathering machines that make whatever they want out of the gems that they harvest.

Get your idea(s) on paper! Discipline, yes that's what it requires more than anything else, remember the pen, remember the pad and have the DISCIPLINE to write ideas down. You may have a great memory but you can't always rely on it to remember every little thing – particularly when your resources are intuitive and/or vast. Not to mention, the busier you get the more your memory gets relegated to other topics. When your mind is sharply focused on any element of

your research -- from looking for the perfect website to picking out the next place for your career training -- keep meticulous records. You will always need something written out so you can reference it later when the time comes to make your decisions. Don't forget to organize your space so you can find what you've written down.

Brainstorm for the idea(s). Find your distinctive personal style. What would you love to write about? Base your ideas on what you want, not what you fear. Go against the grain and identify your individuality, your uniqueness, your interests and your passions. Explore the many facets of your personality from the kind of child you were to the many hats you wear at home, at work and in your community. As each facet of your persona emerges, write down the parts of your identity you use to fire that part of your personality to make things happen. What themes are you seeing that are core to what you want to write about? Get it all out, write as much as you can down until you have emptied your think tank; take a few hours, several days whatever you need; but be vigilant about writing it all down.

Put your time, money and effort into something you believe in - like what you are writing about.

The following exercise is a revised use of one that was given by Michael Port in his text entitled, "Book Yourself Solid. Port used his expertise in advertising to show readers methods to think about themselves, including what they provide clients. I found it helpful to just take a moment to think about myself period; I believe you will too.

EXERCISE 1. Take 10 minutes to write out a "Brainstorm Idea." Name something that you are working on. Explain what it is in detail so that a novice will understand. Who are you working with? Why? What does working with them\alone entail? Why? When do you find the time to do it? Why? Where is it taking place? Why? Why is it important to you? How will it look when complete?

EXERCISE 2. After you've filled your page, organize your information in chronological order. It may be easier to do this by listing a table of contents according to what needs to happen first, second, etc. and then pull out those parts of the story and change the sequencing to match.

EXERCISE 3. On separate sheets of paper, or a computer redraft your story based on the order you resequenced.

FUN WITH RESEARCH

Put your time, money and effort into something you believe in - like what you are writing about. Make the time to do the research that will fill in and expand your idea(s). Whether you continue Exercise 1 or move on to explore aspects of your multifaceted research identity, be sure to complete your thoughts. There are many ways to gather interesting, applicable and pertinent information. Visit your local library, take out and read 5 titles on your idea(s). Go to your local book store and purchase 10 magazines and more books on the subject(s) of your interest. Search the internet for your subject and read and click through every link on 50 Google pages of approaches to the topic. Collect the good links in your "Favorites" to later reference and export to your database. Learn by osmosis: immerse yourself in the middle of a crowded the city weekend and watch and feel for connections to your idea(s) - take your notebook and jot them down. Attend events such as lectures, museums and other information exchanges that stimulate creative visuals and cross conversations to your idea. Make time to travel with wanderlust and bring your pad;



Consider writing about group dynamics, sports, fitness, food, sharing tasks, youth soccer or even business competition.

take an afternoon and explore new places in your neighborhood and city\town; take a day trip across your state or a weekend about your region. Introduce yourself to interesting people, strike up conversations with shop keepers and try on new perspectives with like travelers. Use visuals with lots of cues, see movies that stimulate your interest; listen to your favorite music and try some new kinds of movies and music too. Most important of all, mix it up, switch routines and multi-task to keep from being bored because writing is tedious and isolating work. Keep in mind you'll need breaks to let go of it all, so make time to visit friends and family. You'll be surprised how ideas flow when you're not trying to think - so keep your pad and pen with you.

List your references as you go along for yourself and others to explore further, as well as to give credit where due – you may not remember them later; and on the Internet, you may not find them again.

***Learn by osmosis:
immerse yourself in the
middle of a crowded
city weekend and watch
and feel for connections
to your idea(s) - take
your notebook and jot
them down.***

Give yourself a whole brainstorming weekend, with tea and crumpets - where you are equipped with plenty of 4" post it notes, pads and various colored pens and markers.

CAREFUL, COMPELLING, EFFICIENT EDITING WITH FLAIR & POLISH

Once you've got a lot of stuff written down there are many methods to pull it together, but always use Exercise 2 to organize your thinking.

- 1) When writing for any concept, start with a brainstorming session where you can think of all of the ideas that you want to convey. Use charts, lists, observations, dreams, intuition; everything and anything that applies to the concept, get it all on paper. As things come to mind, write them down for later reference. Give yourself a whole brainstorming weekend, with tea and crumpets - where you are equipped with plenty of 4" post it notes, pads and various colored pens and markers. Don't have post it notes then make notes by folding sheets of 8"x11" paper in quarters and cutting them on the folds. Write down everything you want to do in your text - I mean everything you've ever thought of. Put each train of thought on a different note, in a different color pen\marker. Continue adding ideas to your brainstorming session and where you can, fill in the concepts that you want to convey.
- 2) Then sort the themes into broad categories and put together the matching components. This can happen either by rewriting or placing ideas into different piles of who, what, where, when why and how. You can also organize your notes into 3 categories with 1 being the top priority and 3 being the lowest. Once you are done, take the number 1 priority and organize it into what needs to be done first. After you've completed thinking about your number 1 category, ask yourself if your other categories apply or should they be separate writing topics altogether and treat them accordingly.
- 3) Once the broad categories are sorted, organize the pages into chapters with first things first. Think seriously on who or what you are talking about. If you are writing about people; Are they male/female? What age group? What ethnicity, community, lifestyle? What are they doing that's making you write in them? If you are writing from an interview; What is important to the individual you are writing about? If you are setting a scene - then personalize

make time to read it out loud; not when you are tired or fried, but when you are refreshed and ready and have everything in order.

it by place, time of day, stage of life and start to completion (scene end). Don't rush by clumping scenarios together; let your words savor each description. If there is a relationship or relational elements that apply, then personally refer to what is happening by community, population, region, nation, between nations, etc. and connect the 'why' with those concerns\ interests. Show the reasons the subject is important now. If it's about your qualifications, then tell how you are qualified, why you are interested and what you can bring to the intended reader that will help them.

- 4) Next break the chapters into paragraphs by chronological order in sequence of events; followed with paragraphs into sentences, while keeping the paragraphs organized.
- 5) Then, edit by punctuation, if you're not sure - don't overly punctuate. What you want is for people to understand each train of thought. If you are unsure about using a particular punctuation mark, leave it out.
- 6) Last, make time to read it out loud; not when you are tired or fried, but when you are refreshed and ready and have everything in order. Be sure to look up any words you are unsure of; make your corrections for tense (was or is); correctness of word (their or there); consistency of names (Eworkstyle or EWORKSTYLE.com) and then spell\ grammar check.

- 7) Once all of this intensely intricate work is done, put it down for a few days and forget about it. When you are refreshed, read it again with a new pair of eyes, make your almost final corrections. At this point, if you can, send it to a friend for their opinion.
- 8) Finally, leave it alone for another week or so and forget about it. When you're ready, find a comfortable place to sit, and slowly go over the entire body of work until you find no mistakes (if there are mistakes redo section 8). When you have a reading with no mistakes, you are ready to distribute, disseminate or self-publish.

I'm sure this process seems very comprehensive for one page, but that's because it's meant to be. What applies to one page, also applies to many pages. One page documents such as resumes, biography briefs and introductions are some of the most important creative writing you may ever do. Those documents require you to convince someone of your skills, personality and resourcefulness; before you get to present yourself; and usually among an assortment of other's similar submissions. Use the information and exercises in Mastering 1 Page to get the aforementioned, as well as other creative documents like speeches, OP ED letters, columns and essays completed with world-class mastery.

For more visit www.eworkstyle.com

The Importance of 1 Page

It doesn't matter, whether you enjoy writing or not, you should have mastery enough to get through that most important 1 page document with clarity and professionalism.

Some of the most important writing you'll ever do will come in the form of 1 page. Your first experience may be a resume, letter, newsletter, poem, bio, press release, head sheet, mission statement, legal affidavit, agreement or weekly report. It doesn't matter, whether you enjoy writing or not, you should have mastery enough to get through that most important 1 page document with clarity and professionalism. Give yourself plenty of time. Even as a professional, I've spent as many as 10 hours massaging the words on 1 page. Use the methods stated earlier: brainstorm, organize by content and chronology; then by paragraph, sentence, punctuation and spelling. Keep your pages in folders on your desk or on your computer where you can easily find them, so that you don't have to keep rewriting the same thing over and over again. When the time comes, pull up that previous version and edit it to meet the current need.

Don't be intimidated by writing, if you can write 1 page you can write 5. If you want to write a book, try 5 pages week. Aside from the experience of getting to know the inner workings of your mind, developing the discipline to write 5 pages per week will give you a life without being locked in the house writing during the sunny days of summer; missing all the networking events and developing the antisocial behavior of a mad scientist. Yes, I went there.

Most excellent writers – who make a living in the field, produce 1 book every other year, some produce more but I've found they have

a tendency to be often full of errors, omissions and general schlock, because quality takes time. 5 pages per week, times 50 weeks per year is 250 pages of material – that's more than an average book. Once you've developed your system of mastery, 5 pages can be done in a few hours and you still have time for other things, like eating, going for a walk and otherwise taking care of yourself; and your family, job, etc. will not suffer.

When preparing to write large publication such as a book, proposal, thesis or business plan, consider organizing your information up front – at least generally so you can separate the tangents. Different writers have different methods, but I like creating a title for the work with a subtitle that explains what the great title is about to keep myself focused. Create a table of contents that starts as a summary list of what you would like need to have in the text. These exercises are just flushing the information out – so don't worry about whether or not you keep the title or change the contents. The idea is to get your subject on paper in a way that you can organize it and fill it in as you go along. Try summarizing some of your content in one page similar to Exercise 1 where you give the 'who, what, where, when, why and how' of it. Use the first five sentences in your content summary to capture your audience. If you can't explain your story in 5 sentences, then you've got more work to do on why your audience should read it. The bottom line is if your audience isn't captured in the first 5 sentences, there's a good chance you'll lose them after that.

The Phoenix Approach

TO SELF DEVELOPMENT

EXCERPT

Develop Yourself and
Journal Your Knowledge

the **PHOENIX**

APPROACH TO SELF-DEVELOPMENT

**Methods to Navigate
Your Personal Journey
to Cultivate the
Genius Within**



PAULA ROBINSON

INTERNET INSTITUTE FOR TRAINING IN EWORKSTYLE BOOKS

2

ZONE OF DEVELOPMENT PHOENIX APPROACH TO SELF-DEVELOPMENT CULTIVATING THE GENIUS WITHIN

10%	25%	35%	40%	50%	50%	75%	100%	120+
	Minimum wage earner	Most people accept this much potential at full adulthood		Average life span will use this much potential	This much potential comes by craving beyond average knowledge	Knowledge Worker: genuine professional expertise comes here	This is mastery of your own personal genius!	This takes motivation, freedom and considerable hermitage.

Modeled after Jeff Howard's Efficacy Institute Seminar, MIT, 1990

Develop Yourself & Journal Your Knowledge to deliver more than fanfare.

Your technology is great, you communicate well, but what image do you project as a professional? Are you one of those who confuse the amount of money in your bank account with your personal worth? There's no amount of money or property that can ever measure your personal value. However, if you want to boost your self esteem, start and finish something important - develop yourself and your knowledge using lifelong learning.

MOST PEOPLE WILL REACH LESS THAN 50% OF THEIR PERSONAL POTENTIAL OVER THEIR ENTIRE LIFETIME.

In order to develop your personal potential, you must first understand what happens to most adults along their Zone of Development (ZOD). The chart above was created to demonstrate the actualization of achievement by percentage (%), the gray areas also generally stand for age and income. As you can see, most people hover at 35% to 50% of their personal potential. As a large majority of

people cluster in the lower zone, they begin to get comfortable and pull others back who try to progress forward into the black areas.

A growing number of people are becoming aware that they are in the driver's seat with their dream lives and that their destiny really is in their own hands. Once individuals begin to move beyond what is acceptable by "the crowd," they can invest themselves in what they want out of life. Those in the black area of the chart are not defined by age but by their personal and financial potential as they move beyond the low to average percentages.

WHERE DO YOU STAND IN YOUR ZONE OF DEVELOPMENT?

Watch for the
Phoenix Approach
this Fall 2008!

3 COMPETITIVE INTELLIGENCE

Through the purchase of and training to use a computer, the internet and writing well, we can mobilize to impact our incomes and our families' socialization.

CAPTURING & SHARING KNOWLEDGE

Before words were developed, events and activities were depicted with drawings using a stick in the sand, and/or plant and animal blood for illustrations on cavern walls. This teaching was done in tribal groups, where separate lessons were taught through various reenactments. The challenge; survival and quality of life in a very hostile land. Each child, teen and adult learned from those who had managed to live and prosper through the process. Thus, the “experienced” had the task of developing lessons designed to share their community’s past and present ‘stories of survival’ both great and small. This process of teaching intergenerational techniques in culture, nature, survival and quality of life is called socialization. As we’ve evolved and developed the use of words, reenactments have maintained their importance in our socialization. Today however living has become far more complex and expensive; so-much-so that parents and leaders no longer have the *luxury of time* to personally socialize their own community’s children. Our society in general has adapted public education as a mandatory form of training supplemented by reading, radio, theater, TV, movies and college, etc.

When we look back in time, we can see that where language was cumbersome (because it took many words to describe one scenario);

drawings, charts, and pictures were used. Today, language has evolved to more concise methods, but the phrase “a picture is worth a thousand words” still holds true.

Media, as we now know it, uses literary, auditory, visual and multi-sensory communications. We have gone from writing in the sand to writing in various forms of print media. Drawings have become photos and photos have become animated with the use of computers, television and film, evolved with sounds and language. The problem is, two situations have never really been addressed: 1) Those from the community, who have the experience of the culture, survival and quality of life are no longer telling the stories of socialization; 2) Mass media, who claims to be an entertainment venue, with no responsibility for the socialization process, is exploiting multi-sensory learning through advertising based on its industry’s commercial revenue needs.

The way we change our society’s socialization process is a difficult issue to be discussed, challenged and worked on over time. Meanwhile, we have the means to use words and creativity to connect with others through writing and telling our own stories using modern, affordable, web linked, computer based, communications technology. By empowering ourselves through the purchase of and training to use a computer, the internet and writing well, we can mobilize to impact our incomes and our families’ socialization.

Agricultural Revolution	Industrial Revolution	Technology Revolution	Information Economy	Global Integration	Human Services	Leisure Economy
1650-1860	1861-1970	1971-2001	2002-2007	2008-2018	2019-2030	2030+
210 years	109 years	30 years	5 years	10 years	21 years	Evolution
Farming	Manufacturing	Computers	Data	Internet	Sociology	Lifestyle
Farmers: raw surplus products, tobacco, lumber, cotton	Early Machinery	Advanced Machinery resulting in mass layoffs	Collective global Information doubling every 5 years	Regional development of intelligent community networks	Bringing all people onto one economic comfort level - globally	Freedom from economic oppression; At what environmental price?

The table above charts the market driven, global economic revolution including transitions in skills and training. The impact of the pace of learning (row 3), shows the number of years one has to get caught up with training to work during times of economic change. Because of the quickening pace of US GDP change (row 4), the Knowledge Worker has evolved as a person who has taken command of their expertise by learning everything about what they specialize in. A Knowledge Worker is self motivated, self taught, educated and diversely experienced.

We can also develop cooperative networks and resources to enrich our education, training and allow us to grow wealth from broadening our knowledge about the world we live in as we share this information.

IQ & Advertising

Psychologists believe that a person is the sum of their surroundings including their family, community, reading, education, training, relevant media, experiences and values. All that one is and all that one will become is based on whether or not they control their surroundings or allow their surroundings to control them. Employers not only agree with this theory - they pay accordingly.

The "IQ Theory" on the books at Harvard University, contends that the Intelligence Quotient is based on one's genes, and if one doesn't have the right genes one cannot think beyond what is deemed thinkable by the developers of the IQ theory.

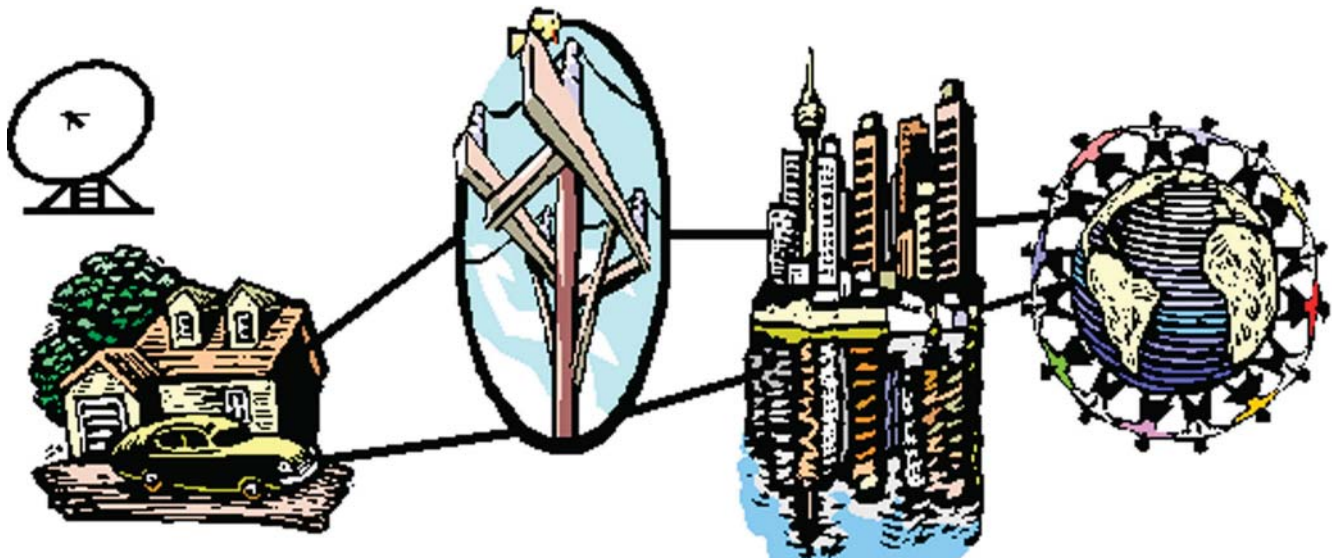
Market driven advertisers are less rigid about IQ; they theorize (and put their money behind the practice); if a person who has never heard of a thing—is exposed to it fifteen times, that person will remember it forever. Advertisers base billions annually on this theory, they call it commercialism. Think it's silly?

Exercise 4. Take a moment to recall the TV or radio jingles and/or slogans from your childhood that are no longer being used.

We can take lessons from the experiences of many other's, take for instance; actress/author Shirley MacLaine who wrote about parts of her life journey as a method of defining her growth in "Don't Fall Off The Mountain." Ms. MacLaine shared how she stayed among the Masai in Africa, wandered through India and climbed the Himalayan mountain kingdom of Bhutan. She also wrote about a trip to a place in India where she saw overwhelming poverty, describing starving people who could not afford to feed themselves nor care for

AVERAGE PEOPLE GLOBAL STORIES

Broadcast media was once reserved for those who owned, worked for or paid for a TV, Radio, Newspaper or Magazine company. Today, webcast media is available to everyone with an internet connection and a computer. By MASTERING 1 PAGE, each of us can now do global storytelling.



their children. In this story Ms. MacLaine told of people placing their children in garbage dumpsters; explaining how a local minister there opened a home for such abandoned children. The minister informed her how the abandoned children grew up crawling on all fours, growling and barking like the local dogs which they learned “behaviors” from. At the children’s home, the minister taught the basics of walking, table manners and wearing clothing successfully enough for the children to begin an education. What I learned from Shirley MacClain’s heart grabbing story was how my children did not appreciate all that I have done for them – they were teenagers at the time. I also got a better idea of just how much we take for granted.

South African President Nelson Mandela, in the book, *Long Walk to Freedom*, told of his

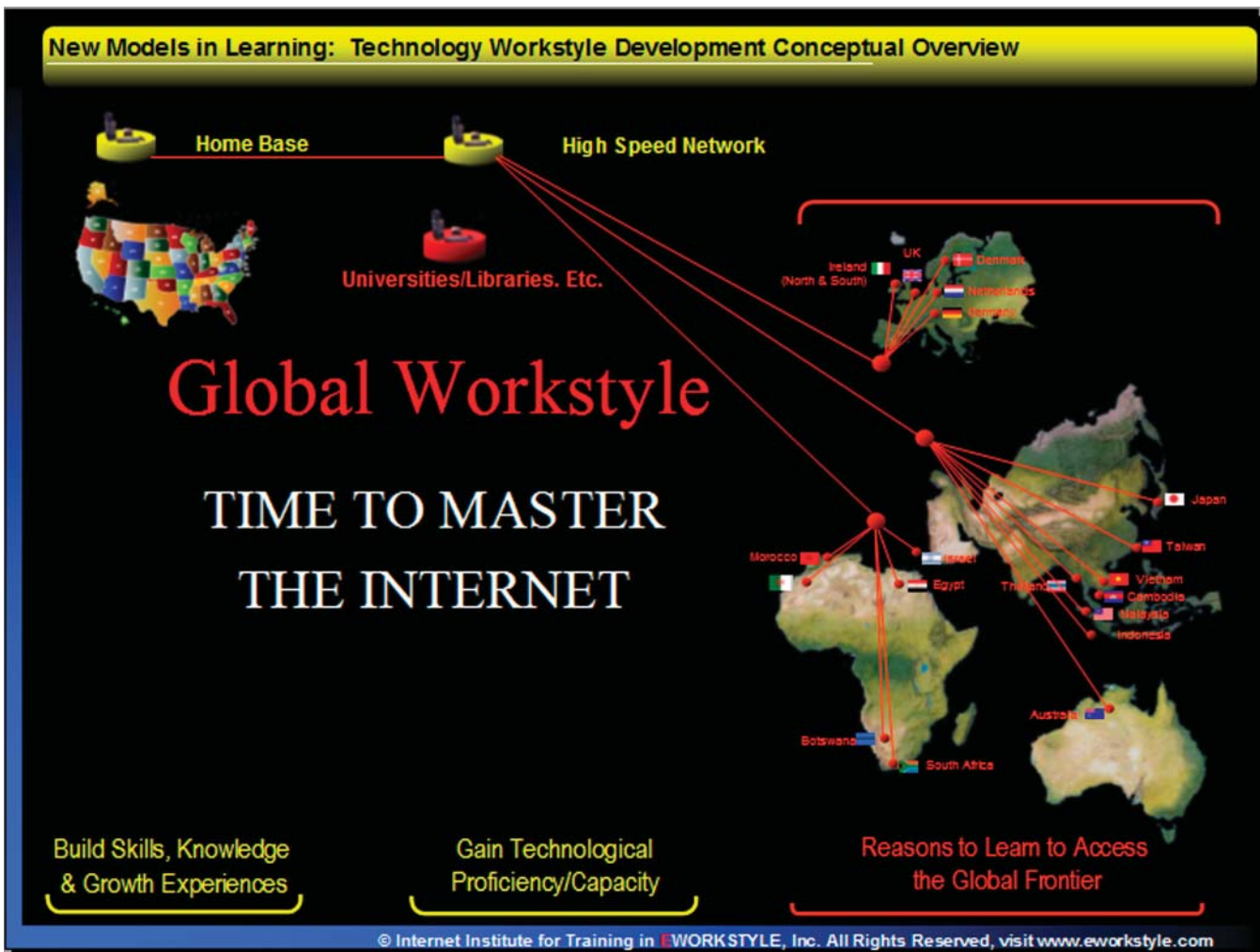
experiences in a fast paced, action\adventure style – that was a real page turner! Mandela’s style of communicating was a pleasant shock to me because I thought, in good conscience I would have to force myself to get through that two-inch paperback. I was so inspired - I read it in less than two-weeks. Then I made a point of attending ceremonies and parades for Mandela when he came to Boston. One day, I was driving through Matttapan, MA and I saw a billboard with three words on it, “Knowlege is Immediate,” authored by Nelson Mandela. Over the years, I’ve thought long and hard about the meaning of that phrase in many contexts. How powerful! If I ask and you tell me then I know it – immediately. There is no waiting time, no lag time, just ask and know. I’ve often paired Nelson’s phrase with another important to me, “Once you learn something that knowledge is yours forever.”

EWORKSTYLE Magazine

EXCERPT

**From Knowledge Work to
Competitive Intelligence**

TAKE COMMAND OF YOUR KNOWLEDGE!



Corporations first defined Knowledge Workers (coined by Peter Durcker in 1959), as part of their competitive investment strategy. Today, the term has become relevant in other ways as individuals have taken it upon themselves to define their areas of expertise and grow themselves to meet global and corporate demand. When one prepares for the marketplace today they are said to be going from knowledge work to competitive intelligence by using the communications tools to collaborate for an edge.

- A knowledge worker uses digital tools to brainstorm, research, define & add experience to original information.
- A knowledge worker then works with a team to edit, design, produce first draft(s) and manufacture first runs of original information which go out to a sampling of constituent(s).
- Once beta approvals, market testing and upgrades are integrated; knowledge workers provide the distribution strategies, including public relations, advertising, feedback, etc.

Knowledge work is really broad expertise that enables one person to take a process from idea to marketplace very much in the way corporations do. The big difference is that Knowledge Workers are quickly becoming entrepreneurs who capitalize on their own skills and abilities via consulting practice and micro enterprise through small business and enterprise development. In the US, 80% of the population has some form of small business from consulting practice to service enterprise albiet most are part-time from home.

YOUR COMPETITIVE INTELLIGENCE

The more time you put into building skills and cooperative relationships in the more you gain

Competitive intelligence is not to compete against your peers, but to network and collaborate among them, help them grow and allow them to help you. Together you can add to your group and conquer many obstacles toward the betterment of all concerned.

Intellectual capital is the sum of everything you have learned from your family and community, including all of your academic skills, everything you have ever read, and all of the professional experience you have earned, coupled with your contemporary growth and development (lifelong learning), which gives you a multi-dimensional, dynamic, intelligent knowledge base.

Implementing competitive intelligence is the ability to exercise a capacity to build a sustainable and growing career/professional network; using strategies that empower those in the network community, whether staying within a current company, or moving on to look for, work with, establish another.

The economic stability of today's generations will depend on their ability to communicate our knowledge in the context of intelligent, competitive empowerment networks. Without the ability to communicate knowledge and develop and engage in supportive networks, people will be relegated to an "out" cast system of low paying jobs.

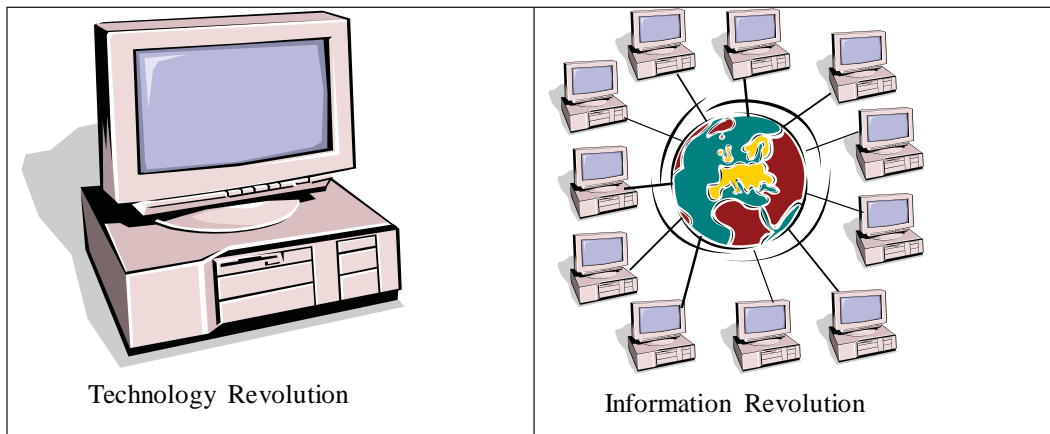
One's competitive intelligence IQ not only includes knowledge of the workforce within their area of expertise, materials, breadth of information and peer's abilities - it also must encompass a dynamic of place that can be put to use to create sustainable equity. As a professional capitalizing on your own competitive intelligence, you should be able

to define a region of place where you can support the interests within your industry; and use your knowledge and skills to provide information assets such as: news, advice, services, entertainment, communication, education, manufacturing, etc. for under-served interests within that region (defined by US Census or by the United Nations' Macro Regions).

You can divide the global marketplace into regional markets by area, interest and/or culture. To be world-class is to master an actionable understanding of three. To do so will also protect the investment equity of your expertise in that region. Then you must network throughout and refer professionals in your region to network among other regional sectors as you network through other regions.

By developing world-class communications skills, you can share your expertise and grow your social capital. Once you've mastered an expertise, try writing about hard figures, return-on-investments, knowledge assets, or write publications like this one to create workshops and conferences for your work.

In order to make sense of competitive intelligence, you must understand that because the world's collective global information is doubling every five years - it is impossible for any one company, industry, etc. to grasp it all so collaboration is key.



The conceptual illustrations above demonstrate how since 1995, the impact of technology together with the internet has resulted in the world's collective global information doubling every five years. The idea is if two people share their information with each other then they both have twice as much information. 2006, US census data showed there were 208 million internet users, 233 million cell phones and 172 million main lines where people were sharing their information in the United States alone.

Not only have we returned to a hunter\gatherer society - the hunters and gatherers of information are the new knowledge workers and "Creative Class" of the service economy.

According to author\professor Richard Florida, one of the leading public intellectuals on economic competitiveness; also emerging from the information economy is the "Rise of the Creative Class;" and the "Flight of the Creative Class," His so named books describe how knowledge workers from all walks of life are hired to create solutions to problems across companies, sectors and industries from lawn mowing to code writing for software applications to become a class of citizens whose incomes sustain the economy.

In order to be competitive, each of us must invest in knowledge assets the same way we invest in money or equipment - in the context of strategy. Then we must think about whether or not we have the ability to capitalize on our knowledge. If we don't have the ability to capitalize on ourselves, then we must find a way that we can afford to take advantage of who we are - lifelong learning is mandatory.

The following is a list of questions designed to get you thinking about your intellectual assets in an effort to help you assess them.

Exercise 5. Answer the following in writing and include these on your bio & resume.

- 1) Define your values and vision
- 2) Define your technical expertise
- 3) Outline your professional expertise
- 4) What are your skills in information?
- 5) What are your technology skills?
- 6) Are you ready for economic change?
- 7) What is your professional reputation?
- 8) Are you prepared academically?
- 9) Do you enjoy mental dexterity?
- 10) Can you improve planning skills?
- 11) Can you improve execution skills?
- 12) Can you improve organizing skills?
- 13) What are your management skills?
- 14) Can you transmit information?
- 15) Can you process/package information?
- 16) Are you a team player?
- 17) Do you enjoy empowering others?
- 18) Are you good at coaching/facilitation?
- 19) Can you sense & judge trends?
- 20) Can you build & create relationships?
- 21) Do you capitalize on your ideas?
- 22) Define your problem solving abilities.
- 23) How long is your learning curve?
- 24) Are you difficult or easy to replace?
- 25) How many languages do you know?
- 26) Do you invest in your development?
- 27) What are your world-class skills?

FROM KNOWLEDGE WORK & COMPETITIVE INTELLIGENCE TO COMMUNITY VERTICAL INTEGRATION

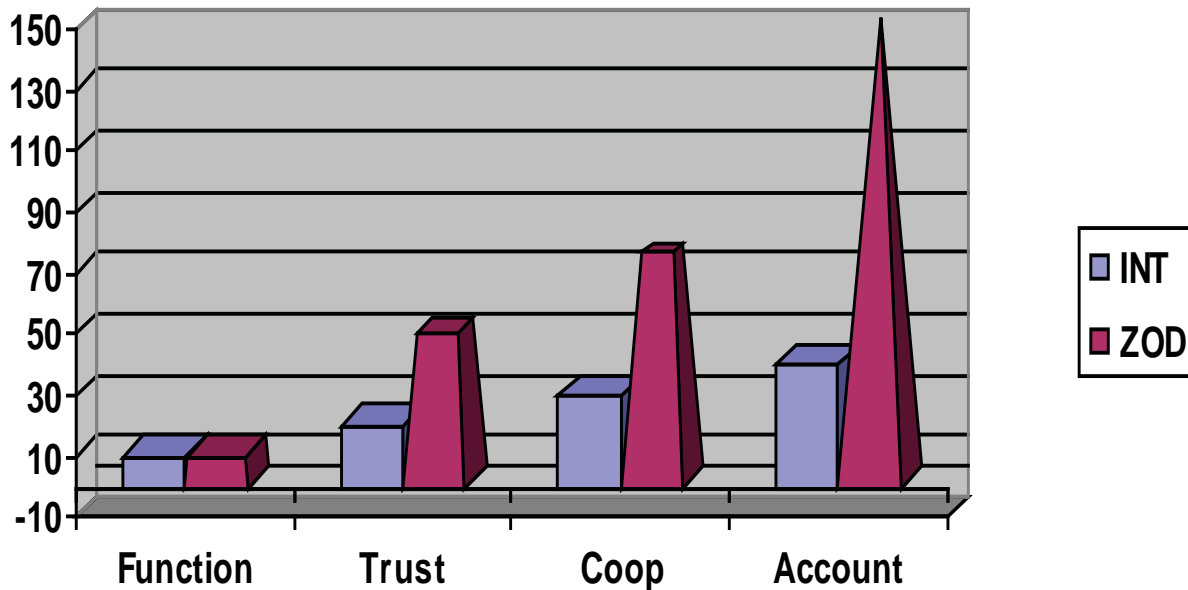
The term vertical integration comes from microeconomics to describe managerial control where companies producing different products\services form a hierarchy create a common owner to address a common need. A Vertical Integration System is a formula that stipulates intimate relationships evolve in stages, which build new stages to structure more intimate relationships and so on. In a community, a vertical integration system means citizens support one another's enterprises (e.g. competitive intelligence) which, builds a competitive business community to enhance their collective influence and capital resources toward achieving qualitative service delivery. This demands police, courts, federal government and even media portrayal; respect them locally, regionally, etc. An education in such communities is targeted to inform succeeding generations about the culture that has been formed, and influences the processes to reproduce the Vertical Integration System to ensure the success and protection of future generations.

Within under-served communities, a person who sees an opportunity to create a small business and contribute to their community; is beset by a number of barriers to achieving that goal before they begin. A banking\SBA rule of thumb for one who wants to take out a loan to start a business is to have\ borrow, three times the first year's expense

costs\inventory, and anticipate setting aside additional coverage (from their revenue); for the first three-to-five years – which will typically be slow starting. On average that comes to \$150,000 not including staffing or personal expenses. So if an entrepreneur can afford the loan, they often have to staff the site themselves and combine their home life\expenses. Hence many mom and pops purchase a home with a store front below and spend the next three or more years imprisoned between their home and the store front, until they can get themselves out of hock. When an entrepreneur goes to the government for help in the USA, the term “small business” is relegated to those enterprises making up to \$10 million dollars annually, with fewer than 10 employees. As such, government agencies and business bureaus provide services targeted specifically for the middle to higher end of this group. That's where the microenterprise has evolved. Microenterprises have been known to start with much less capital – anywhere between \$50 and \$35,000. By 2005, Microenterprise Development Programs in the USA served more than 10 million self-employed workers. However, the US Census Bureau reported there were 18.6 million self-employed people in the United States. The US Census also reported nearly 70% of all businesses in the United States were microenterprises which had gross receipts nearing \$830 billion.

Writing For Function, Trust, Cooperation & Accountability

IF IT AIN'T IN WRITING, IT'S A VOICE THAT DISAPPEARS - USUALLY UNADDRESSED



The chart above shows vertical integration (blue) next to zone of development (red) to demonstrate with function and trust, cooperatives create accountability. This coop model is used by social scientists and grass roots organizers. The idea here is, develop one's "self" then get cooperation in a group dynamic with knowledge workers.

Writing about your field of knowledge work as a practice toward self-development, professional development and microenterprise development is a viable and effective method toward building economic empowerment as an employee or consultant. As you grow your individual capacity (knowledge, skills & financial viability), you will enable yourself to extend your wealth and knowledge beyond your immediate needs to contribute to your family, community, city, state and region.

We must empower ourselves with world-class writing, technology and networking skills to participate in our global market share for our own stability and the financial future of our communities. In doing so, we can contribute locally and at home to the function, trust, cooperatives and accountability we hold dear.

As individuals we can empower ourselves with the skills of knowledge workers faster

than we can grow a cooperative group; so we must first master and grow our expertise.

That said, knowledge workers grow faster as a cooperative group than they do as individuals. And without knowledge workers communicating and group function is at best limited and dysfunctional. Once knowledge workers come together to communicate and address common needs in writing, they can map written systems for group function and agreements in trust, as well as create cooperative proposals and records of accountability; because they will have the skills and varying abilities to write to and support the cooperative as a whole. In return the cooperative can enhance the collective influence and capital resources that provide equity for underserved interests as needed, from locally to regionally and beyond - just as it achieved qualitative service delivery. For more, visit us online at www.eworkstyle.com

