

TGIF Taking Great Ideas Forward

Improving Northern Capital - Sustainable Development in the Northern Tier

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“Columbus didn't have a business plan when he discovered America.”

-Andrew Grove-

MEETINGS and EVENTS:

Links will provide additional information. Dates for recent additions are in **bold**.

<i>What</i>	<i>Date</i>	<i>Time</i>	<i>Where</i>
Great Lakes Restoration Conference	Sept 6-8	All Day	Chicago
Lake Superior Binational Forum	Sept. 7 & 8	All Day	Wawa, ON
Rustic Roads Board	Sept. 10 th	9:00 – noon	Madison
BCEDC Board Meeting	Sept. 10 th	10:00 – noon	Washburn Library
BIO Mid America Venture Forum	Sept. 24-26	All Day	Milwaukee
Great Lakes Commission	Oct 1 & 2	All Day	Chicago
Biotech & Medical Device	Oct. 18	All Day	Milwaukee
Bioneers	Oct. 19-21	All Day	San Mateo, CA
Making a Great Lake Superior Conference	Oct. 29, 30, 31	All Day	Duluth Convention Center
Inventors and Entrepreneur's Club	Nov. 1	5:30 pm	TBA
Wisconsin Early Stage Symposium	Nov. 14-15	All Day	Madison

ANTICIPATING IS THE FUTURE

Finding a balance between paralysis, analysis and action is a delicate issue for anyone contemplating a new venture whether the venture is a business, a not-for-profit organization or a personal quest. **Christopher Columbus** may not have had a business plan when he discovered

America, but you can bet a proper peso that the Nina, Pinta and Santa Maria didn't set sail without anticipation that had been worked out with the Queen. By most accounts, Columbus shopped his plans around Italy, Portugal and Spain before he was funded. **Queen Isabella** was part of a European pre-Columbian quest for wealth-building through trade-route domination and colonial expansion. The Queen and her court had to be convinced that Columbus' ventures would contribute to Spain's competitive edge.

Businesses don't plan to fail, but plenty of businesses fail to plan adequately. Planning can be anywhere across a spectrum from a skimpy sketch on the back of a napkin to an elegant entry in the Governor's Business Plan Contest. The right amount of planning is probably the amount that gives the entrepreneur and the entrepreneur's investors adequate confidence. The entrepreneur needs adequate confidence to go talk to potential investors. The investor needs adequate confidence to write checks. The key for both is to avoid all the confidence that goes with ignorance.

Planning within organizations has perhaps too often been denigrated with the label "analysis paralysis." What may seem like paralysis is most typically the perception of someone who has little or no stake in the outcome. Where a stakeholder hesitates, it may be that a gut is wrenching with a feeling that something is missing. Trusting instincts is not for the faint of heart. A fool acts on instinct unsupported by experience and the education that experience enables. **Pete Seeger** said; "Education is what you get when you read the fine print. Experience is what you get when you don't." The dumb don't do details.

Planning is anticipatory thinking and needs to be just sufficiently critical to avoid breaking an ankle in an unseen pit or getting blown to bits with an unanticipated land mine. **Napoleon** said; All planning is useless after the battle begins. His hubris caught up with him in Moscow. More recently hubris caught up with **George Bush & Co.** in Baghdad.

AT&T didn't do too badly anticipating the future [with these television "You Will" ads](#) from 1992. Wireless communication of a FAX from your beach chair, GPS maps displayed in your car, video conferencing, eBooks and Portable Documents didn't happen without a robust bit of business planning over the past 15 years.

LIGHTER SIDE:

from : Sports Jokes

There were two golf players. The first went to take the shot, and the ball landed in the pond, and sunk to the bottom. He walked up to the pond, stuck his club into the ground, and the water split in half. He walked in, and took another shot. Hole in two.

Next hole, a 200 yard par 3, the same player shot; it landed in the water, and was eaten by a fish. The fish swam to the surface and got swallowed by a bird. There was a lightning strike, and the bird spat out the fish, who spat out the ball. It fell into the hole. Hole in one.

Moses looked up, and said "That's the last time that I play with you, Dad!"

Take care and have a great weekend!

/BRUCE

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Bruce Lindgren is Principal of [B.Lindgren CONSULTING](#). The consulting practice serves small business, local government, school districts and non-profits providing support for research, grant development, technical writing, marketing support and project management. Bruce brings his background in biological sciences, education, small business and media technology to generate and implement ideas contributing solutions to mission critical challenges.

In addition Bruce maintains the following affiliations:

[Bayfield County Economic Development Corporation](#), (BCEDC) Director

[Inland Sea Society](#), (ISS) Director

[Lake Superior Binational Forum](#), (LSBF) US Delegation Co-Chair

[Raindrop Garden Gallery](#), (RGG) Co-owner

[IDEA Consortium LLC](#), Owner

[Chequamegon Institute, Inc.](#) Initial Registered Agent

[Coalition for Eco-Industrial Development](#), (CEID) Work Group Member

[Northwest Wisconsin Workforce Investment Board](#), (WIB) Member

The encircled fractal triangle represents an integrated cluster of seven ideas – economics, ecology, equity, ethics, experience, education and energy – that may be considered a core for sustainability studies. Bruce is available to present illustrated lectures and facilitate discussions about role of education in Industrial Ecology, Sustainable Development and the Sustainability Revolution.