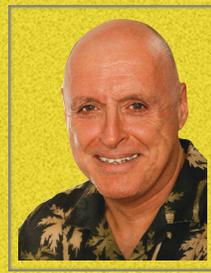


THE EXTRA POINT

BY JERRY ROBERTS



95 A Secret of Success You Can't Ignore

A secret that nobody should ignore. It's the one that has propelled most of the success stories of history. I'm Jerry Roberts and today, information that can save you years worth of time, stacks of money, and can set you off on a journey to wealth, adventure, and immense personal satisfaction. The only question is, "Why am I giving this away for free?" Ears up, for The Extra Point.

In the early days of personal computers the first widely adopted operating system was MS-DOS, from Microsoft. Users typed commands and the computer responded.

In the mid-80s Apple introduced their Macintosh computer, featuring a graphical user interface, icons to click on that would open programs and documents. It revolutionized how people thought about computing. Bill Gates, chairman of Microsoft, contacted Steve Jobs, the chairman of Apple, and asked for a visit.

Jobs saw ways for the two companies to work together and agreed. While Gates toured Apple he questioned software developers on their methods and strategy behind Apple's operating system. What he learned was the starting point for what became Windows.

So, did Gates steal from Apple? I suppose you can say that. DOS looked like the stone age compared to the Macintosh operating system, and Microsoft hadn't figured out an answer for it prior to him walking around Apple's headquarters. But here's what most people don't know. Apple had essentially done the same thing. Xerox Corp's Palo Alto Research Center had developed the graphical system but their New York-based leaders didn't understand it and wanted nothing to do with it. Jobs got wind of what Xerox was doing, asked to see it, and the rest is history. Apple's OS was taken from what Xerox had developed.

Here's the lesson. There are a lot of great ideas in the world. You don't have to invent everything yourself. Take an existing idea, add to it and make it better.

Allen Gannett, author of "The Creative Curve," says, "Entrepreneurs who are really good at what they do and have long-term success are actually just highly skilled at getting the right tension between novelty and familiarity."

This isn't about the outright stealing of another person's work. That happens and it's wrong. What I'm referring to is learning from someone else's efforts, adding your own twist and, in essence, reinventing it. Gannett says many great products have been based on the past ideas of others.

Albert Einstein did it. Today, Elon Musk is another. Manufacturers in every industry do it. The concept is the same for us. What works well in your line of work? Can you take that and improve on it? Do you see someone in another department or company handling their business a certain way, with success? Why can't you do the same? Better yet, take their method and add your own touches, and while familiar, it's sort of brand new all over again.

So be observant, borrow and adapt the best ideas, then find ways to make them uniquely yours. Mankind has always advanced by improving upon the creations of previous generations. You can, too.

That's The Extra Point. Get out there and make something good happen today. For 93.3 and the Ray Gibson Show, I'm Jerry Roberts.

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