

Launching Potentially Big Ideas

- The Idea
- Communications
- The Team
- Leveraging the Organization
- Development Approach
- Detractors and Ambushers
- Other Organizational Factors
- Guiding Principles

*fast
always on
everywhere
natural
intelligent
easy
trusted*

The Idea

The Idea

- Getting an Idea
- Formulating the concept
- Find out who knows what
- Validation

*fast
always on
everywhere
natural
intelligent
easy
trusted*

Communications

Communications

- Develop a simple theme
- Tell the story outside in
- Tell the story to everyone everywhere
- Build a team of evangelists
- Be lead evangelist - don't protect content

*fast
always on
everywhere
natural
intelligent
easy
trusted*

The Team

The Team

- Identify the visionaries and listen hard
- Encourage pointing out your weaknesses
- Trust them to the hilt
- Pay them well
- Lose one person - gain a department

*fast
always on
everywhere
natural
intelligent
easy
trusted*

Leverage the Organization

Leverage the Organization

- alphaWorks
- Olympics
- WebAhead
- Extreme Blue
- The Names Matter

*fast
always on
everywhere
natural
intelligent
easy
trusted*

Development Approach

Development Approach

- Small teams - maximum freedom of action
- Fail and fail often
- Avoid one-size-fits-all
- Make easy things easy
- Think Integration

*fast
always on
everywhere
natural
intelligent
easy
trusted*

Detractors and ambushers

Detractors and ambushers

- Understand their issue
- If you can't change it, ignore it
- Find other allies
- Form vs. Substance

*fast
always on
everywhere
natural
intelligent
easy
trusted*

Other Organizational Factors

Other Organizational Factors

- Air cover
- Taskmaster
- Luck

*fast
always on
everywhere
natural
intelligent
easy
trusted*

Guiding Principles

Guiding Principles

- Think Big, Start simple, Iterate quickly
- Just enough is good enough / trial by fire
- Sense and respond / Plan build deliver
- Think globally and act locally
- Think Inside-Out

*fast
always on
everywhere
natural
intelligent
easy
trusted*

The Future of the Internet

The Future of the Internet

*fast
always on
everywhere
natural
intelligent
easy
trusted*

John R. Patrick

**President
Attitude LLC**

The Big Picture

- The Internet has grown to it's infancy
- Power of the click
- Expectations rising by the day
- Net Attitude needed
- The Internet evolving rapidly

*fast
always on
everywhere
natural
intelligent
easy
trusted*

Pervasive Internet

The Pervasive Internet

- Millions of businesses
- Billions of people
- Trillions of devices
- Everything connected to everything
- Security and Privacy possible at all levels

*fast
always on
everywhere
natural
intelligent
easy
trusted*

Power of the Click

Power Of The Click

- End-to-end solutions
- Click here to call
- The Opportunity is Huge

*fast
always on
everywhere
natural
intelligent
easy
trusted*

The Bubble

e-government & education

- Early leadership and innovation
- Growth coming from grass roots
- Lifelong learning via the web
- Limited by learning how to learn
- Schools and libraries will change

*fast
always on
everywhere
natural
intelligent
easy
trusted*

Opportunity

The Bubble: Bust or Boom?

- The Internet was not the problem
- Water does not flow uphill
- Same economy – new tools
- Bubble #2 ?

*fast
always on
everywhere
natural
intelligent
easy
trusted*

The Internet



Fast
Always On
Everywhere
Natural
Easy
Intelligent
Trusted

Fast

- Adam Smith's Invisible Hand
- Optical Backbone
- Torrents of Bits
- Shifting Bottlenecks

*fast
always on
everywhere
natural
intelligent
easy
trusted*

Always On

Always On

- Dial-NOT!
- IPEverything
- WiFi: the reality exceeds the hype
- Pringles and Stratellites

*fast
always on
everywhere
natural
intelligent
easy
trusted*

Everywhere

Everywhere

- Where is the Internet anyway?
- Ubiquitous browsers
- “Long” Distance?

*fast
always on
everywhere
natural
intelligent
easy
trusted*

Natural

Natural

- Social Networking not just social
- Wikimedia - The Writeable Web
- Blogging/podcasting revolution
- Gaming exploding
- Let's play tag – The Long Tail

*fast
always on
everywhere
natural
intelligent
easy
trusted*

Intelligent

Intelligent

- Ajax: content isn't what it used to be
- Global Application Web unfolding
- Everything at your service
- World Community Grid - good for your health

*fast
always on
everywhere
natural
intelligent
easy
trusted*

Easy

Easy

- OpenDocument, Open Inventions
- Linux changing the game
- You Who?
- IT infrastructure: Real or Virtual?

*fast
always on
everywhere
natural
intelligent
easy
trusted*

Trusted

Trusted

- Security redefined
- Privacy policy and framework essential
- Linkage of brand and digital ID
- Healthcare and Finance ready to go
- Block bad things with technology – not laws

*fast
always on
everywhere
natural
intelligent
easy
trusted*

Net Attitude

How To Survive (and thrive)

- Think Outside In -- Listen to the people
- Think Big, Act Bold, Start Simple, Iterate Fast
- Anticipate the evolution of the Internet
- Build a framework for On Demand
- Get a Taste of Net Attitude: talk to kids

*fast
always on
everywhere
natural
intelligent
easy
trusted*

patrickWeb

Monday, July 9, 2007

iPhone - continued



A number of people commented about the [mini review](#) of the iPhone from yesterday. Early experience from others mostly matches mine but some have pointed out things I missed -- both positive and negative. After another day of use I am also learning new things that you can or can't do. One thing I don't like is the way [SMS](#) works. A list of your prior messages is available but I have not been able to figure out how to send another message to someone in the list without having to key in their name again. With regard to [Safari](#) it was pointed out to me that you can zoom the screen. You can either double-tap on the screen or use two fingers to touch and either pinch or reverse-pinch. If you want to see a "pinch" in action take a look [here](#). The zoom is a very nice feature but I still find the browser to be quirky. I suspect it will be compared to the new [Opera mini version 4](#) which is now in beta. All things considered after the first few days, I am still [captivated](#) by the [iPhone](#). I am sure many more things will be learned in the days ahead. I especially look forward to seeing some new applications become available. One thing I suspect many people would like to see is a chat client. [Meebo](#) works through the browser but it is not really designed for mobile.

[Internet Technology](#) , [Mobile](#) July 9, 2007 05:37 PM

Sunday, July 8, 2007

iPhone Out of the Bottle



Back in [January](#) I said I couldn't wait to get an [iPhone](#). Of course, I did wait, but not in line. The order was placed online the evening of June 29th and the confirming email said shipping would be within 2-4 weeks. Much to my surprise the iPhone left [Shenzhen](#), China six days later and after [Fedex](#) stops in Anchorage, Indianapolis, Allentown, and Pittston the amazing logistics system dropped off the iPhone at the lakehouse the next day, Friday. From late that morning through the afternoon I was [captivated](#).

I don't claim to be a product reviewer but this posting will be my attempt to share reactions and opinions about the iPhone. The bottom line is a big

<http://patrickweb.com/index.php>

home

- affiliations
- store
- profile
- in the news
- engagements
- travels
- point of view
- photo gallery
- technology
- links
- hobbies
- contact me
- wall street
- weblog

Google

Search

- Web
- patrickweb.com

email this page

pages served
5,409,141

patrickWeb

Hi! Glad you stopped by.



... my name is John Patrick and Attitude LLC is the name of my company. My activities include writing, [speaking](#), and [board service](#). I am fortunate to have quite a few [affiliations](#) and I get to work with people from whom I am constantly learning. Prior to "retirement", I was vice president of Internet Technology at [IBM Corporation](#). Nearly everything I have ever said or written is here at patrickWeb or in my book, [Net Attitude](#). As of today, the patrickWeb blog contains 779 postings. I hope you enjoy reading them -- and listening to some musical selections!

... my name is John Patrick and Attitude LLC is the name of my company.

My activities include writing, speaking, and board service. I am fortunate to have quite a few affiliations and I get to work with people from whom I am constantly learning. Prior to "retirement", I was vice president of Internet Technology at IBM Corporation. Nearly everything I have ever said or written is here at patrickWeb or in my book, Net Attitude. As of today, the patrickWeb blog contains 779 postings. I hope you enjoy reading them -- and listening to some musical selections!



[Geocaches](#) found: 76. [Benchmarks](#) found: 77. [Trike](#) miles: 6,700