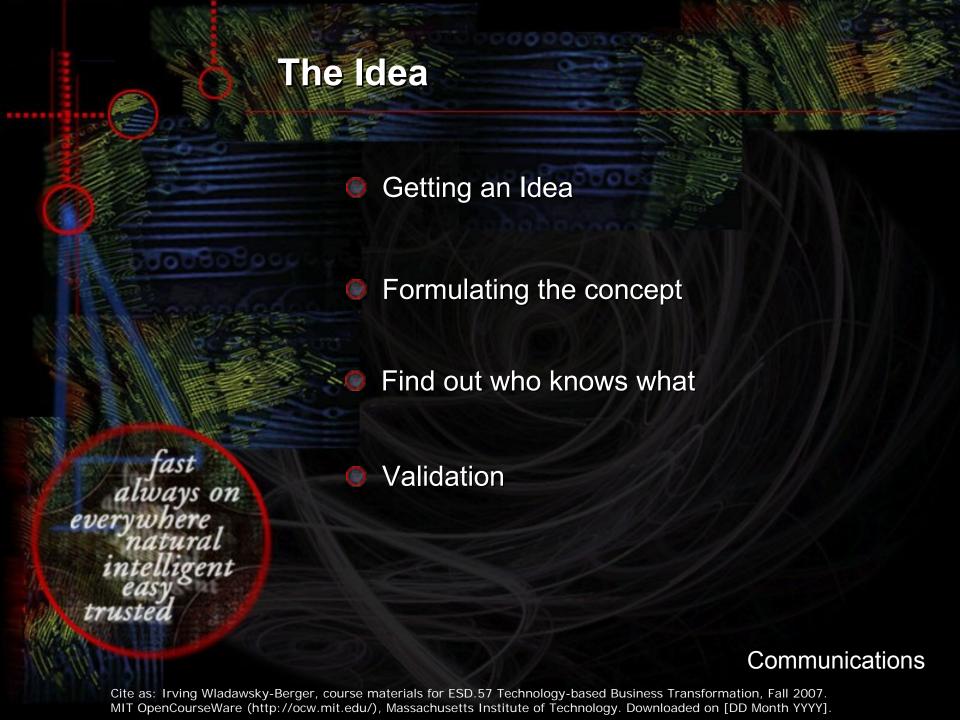
Launching Potentially Big Ideas

- 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

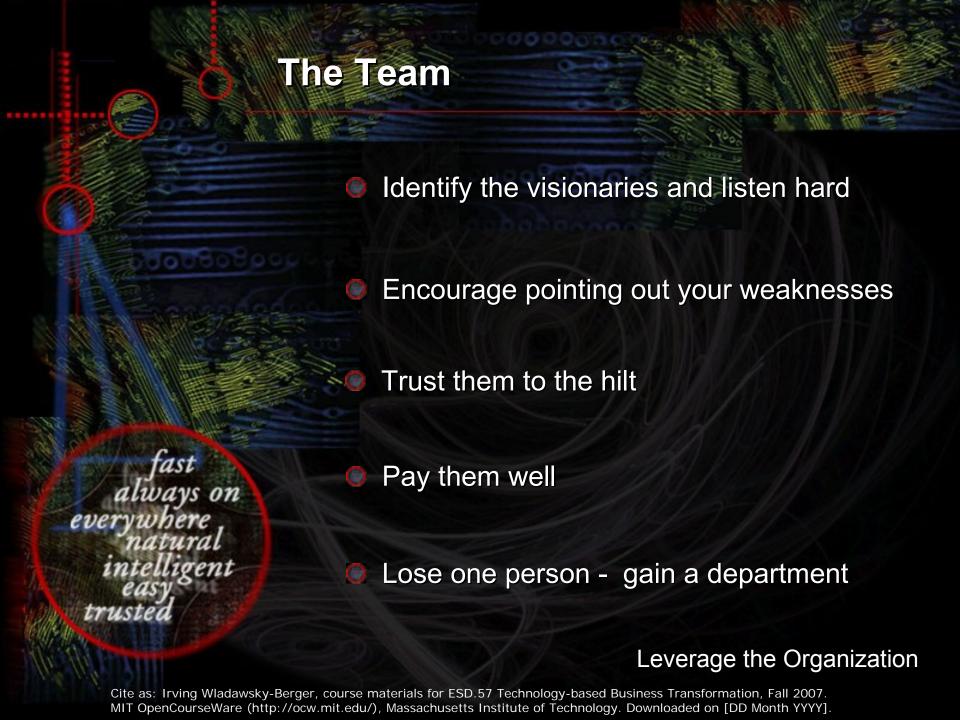
The Idea



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

The Team

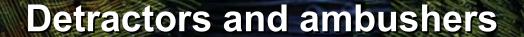






- Small teams maximum freedom of action
- Fail and fail often
- Avoid one-size-fits-all
- Make easy things easy
- Think Integration

Detractors and ambushers

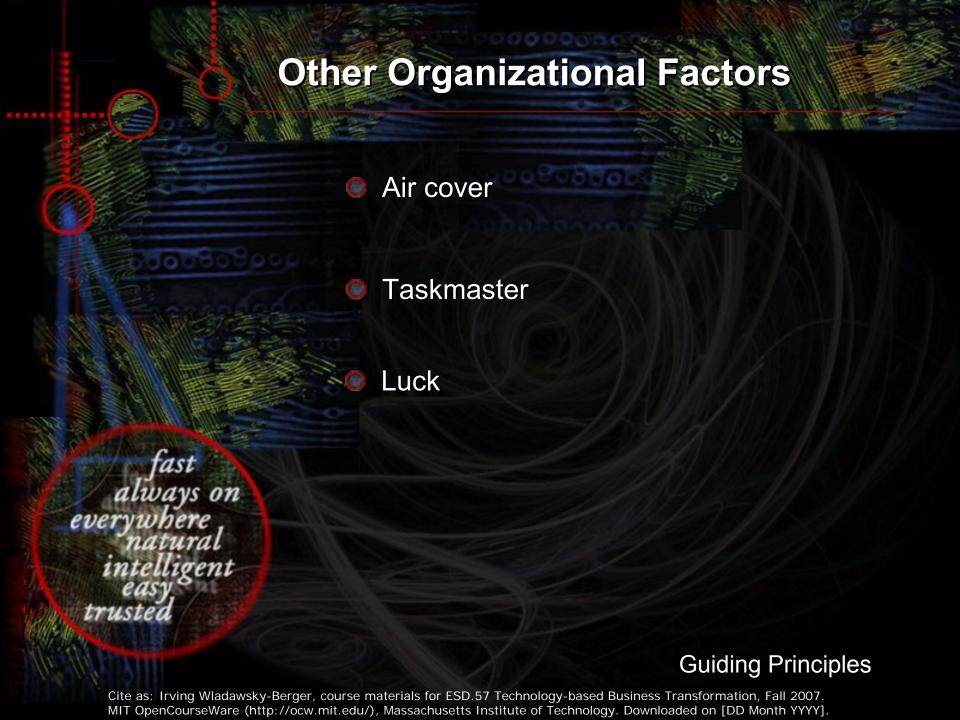


Understand their issue

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

always on everywhere natural intelligent easy trusted

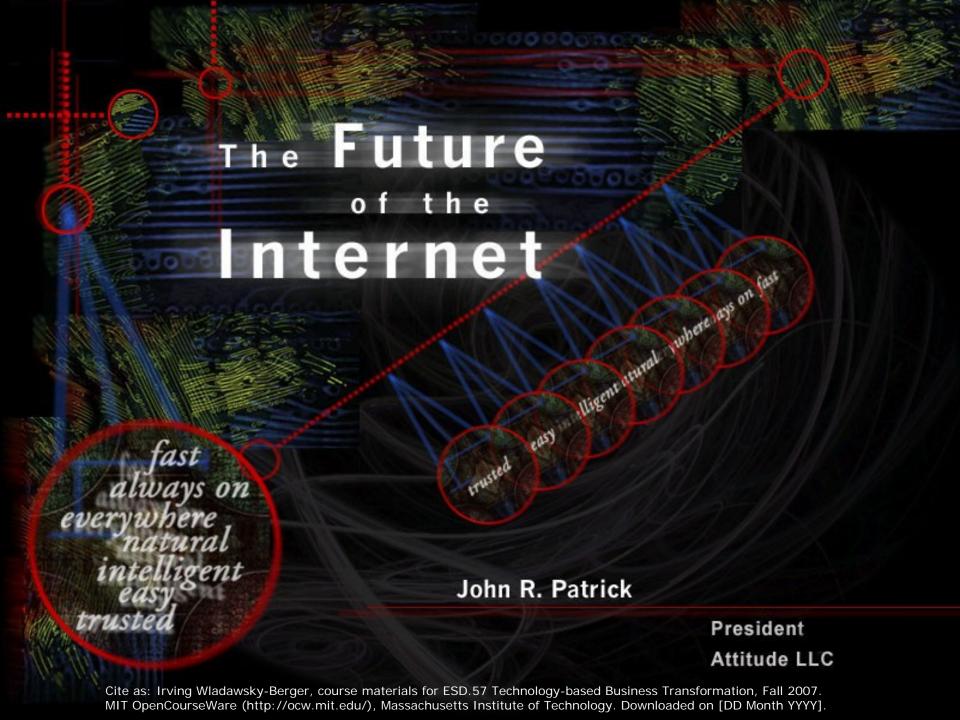
Other Organizational Factors



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

The Future of the Internet





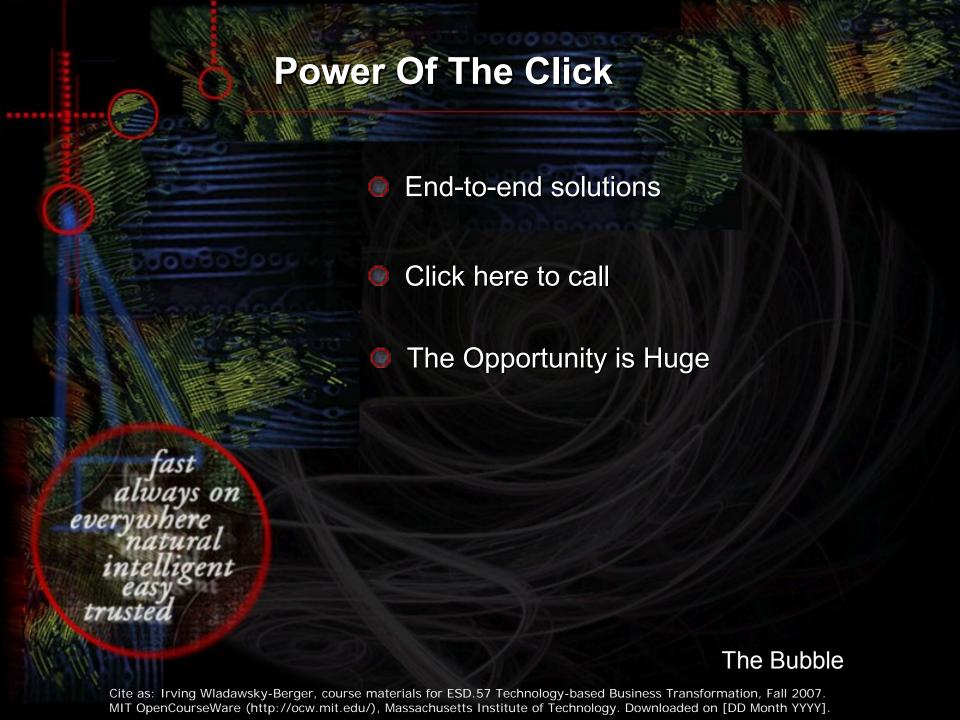
- The Internet has grown to it's infancy
- Power of the click
- Expectations rising by the day
- Net Attitude needed
- The Internet evolving rapidly

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

Power of the Click



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

Opportunity

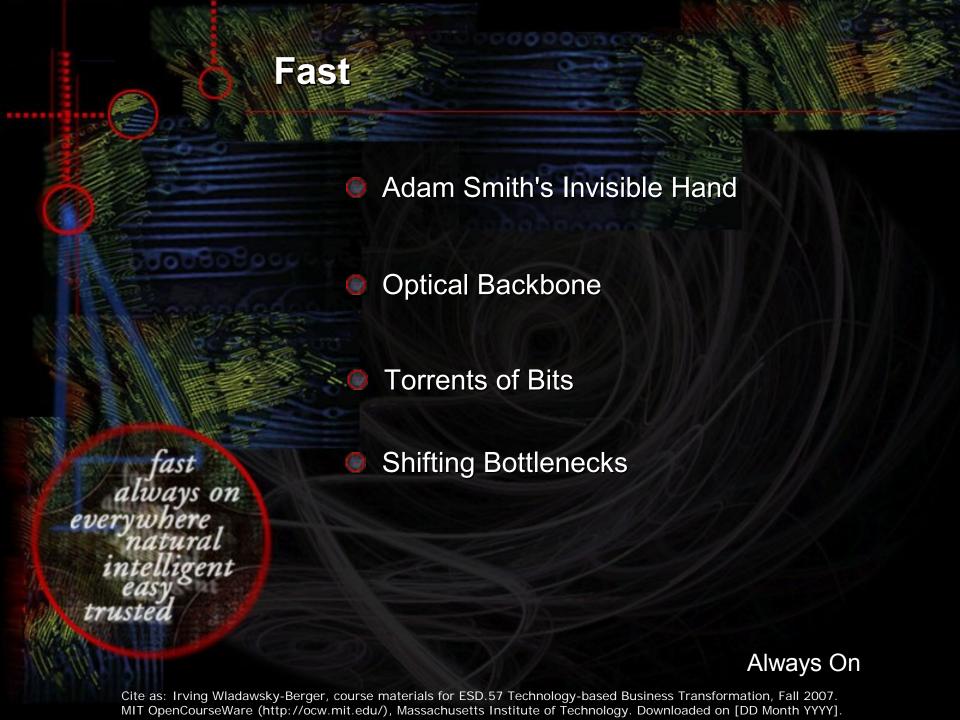
The Bubble: Bust or Boom?

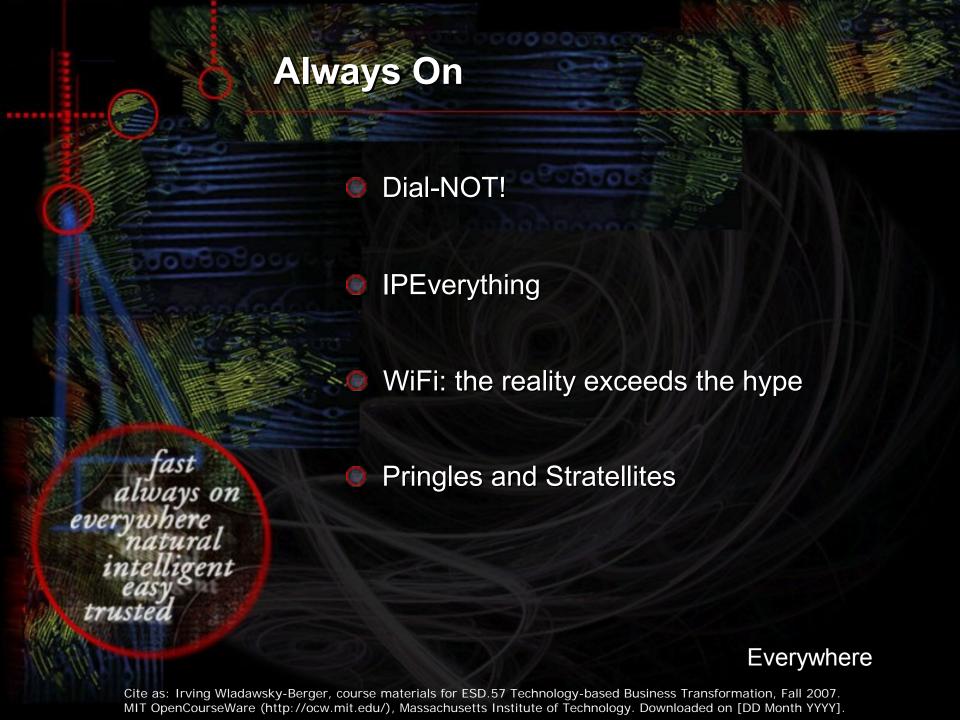
- The Internet was not the problem
- Water does not flow uphill
- Same economy new tools
- Bubble #2 ?

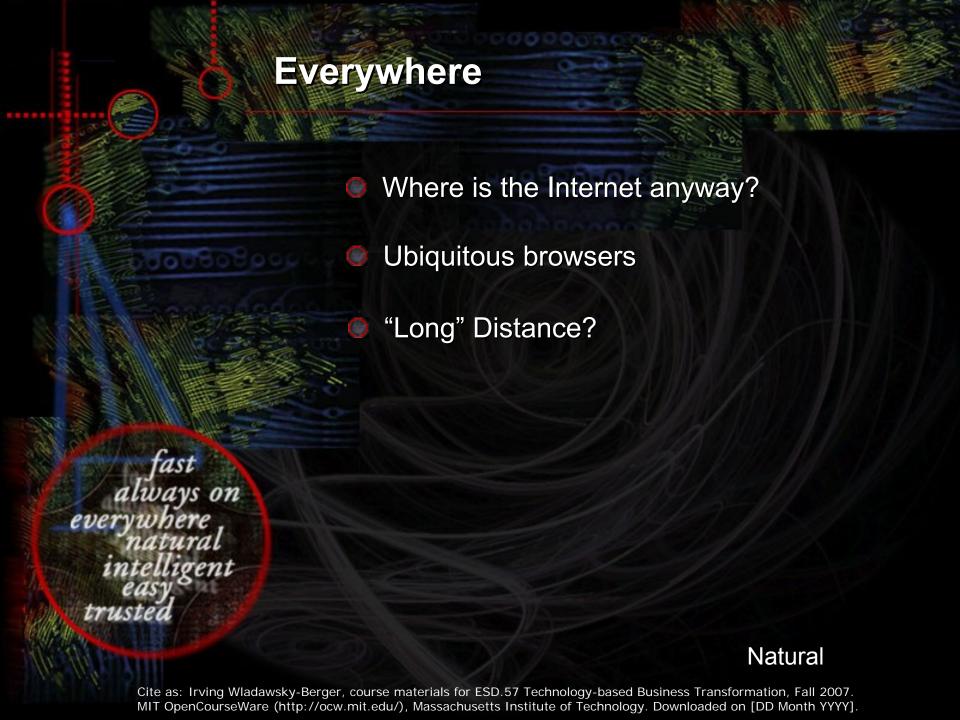
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The Internet

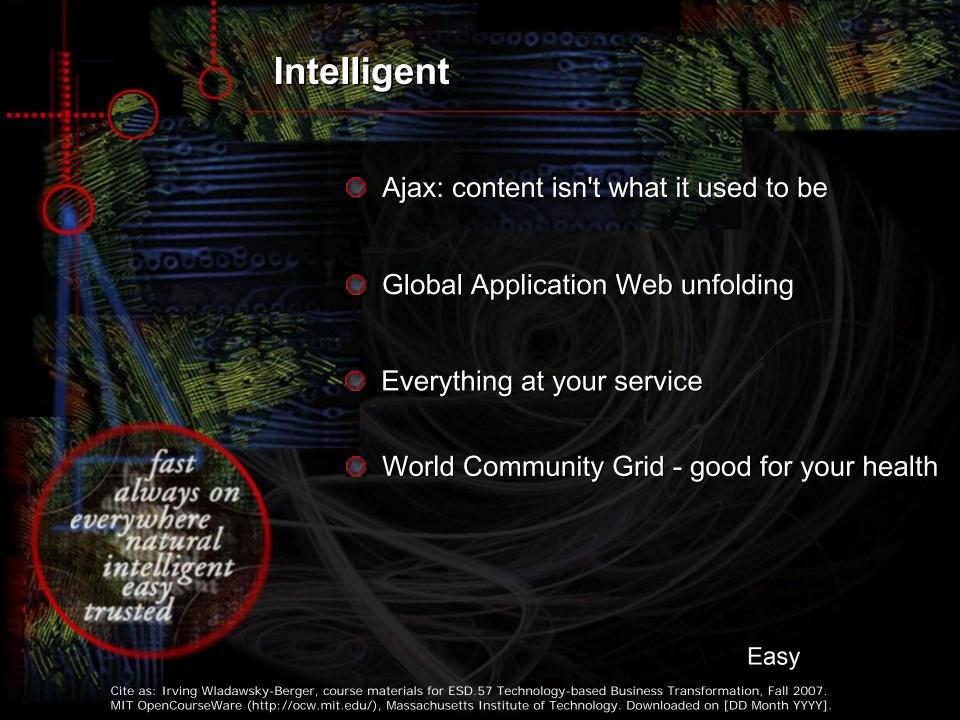


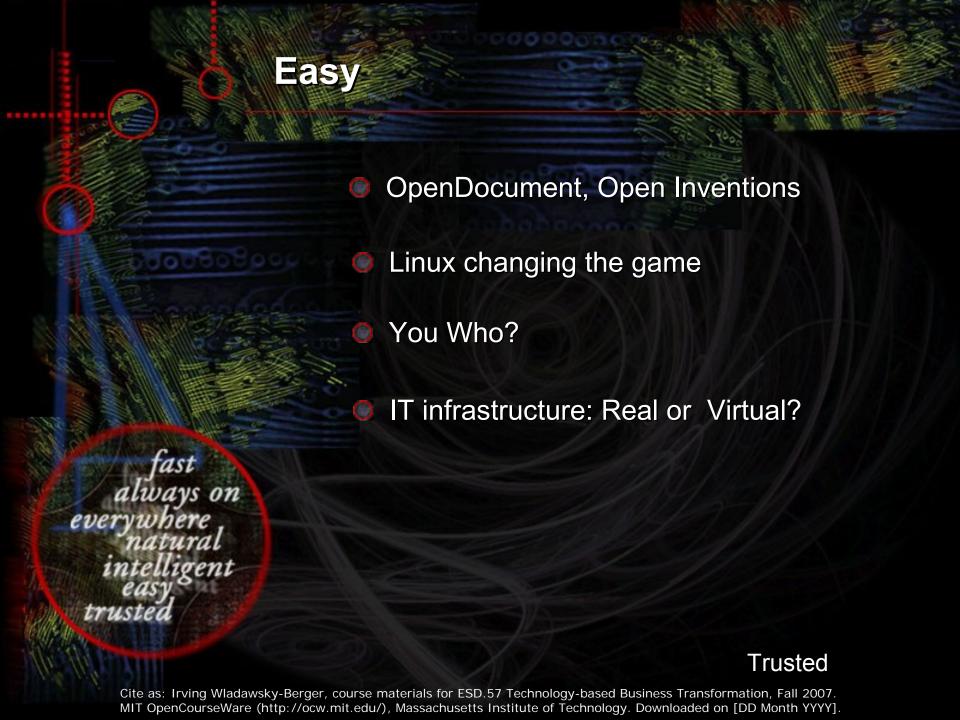














How To Survive (and thrive)

- 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

Hi! Glad you stopped by.



... my name is John Patrick and Attitude LLC is the nam of my company. My activities include writing, speaking, and board service. I am fortunate to have quite *Net Attitude* a few affiliations and I get to work

with people from whom I am constantly learning. Prior to "e-

tirement", 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

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 <u>Safari</u> 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 <u>here</u>. 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 <u>captivated</u> by the <u>iPhone</u>. 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 24 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 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