



Getting Results: The (7) Essentials

www.13ways.ca

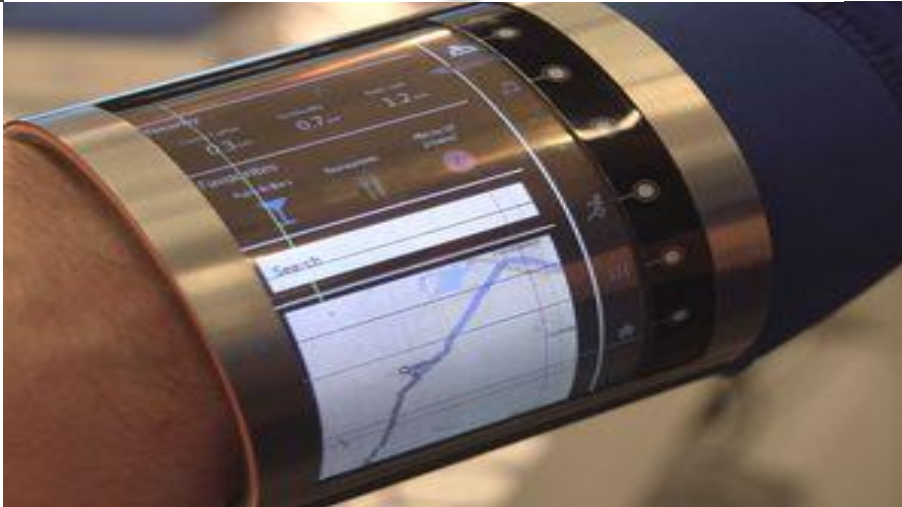
Times . . . They Are A-Changing



Yesterday and Today (Tele)Phones



Yesterday and Today . . . Computers

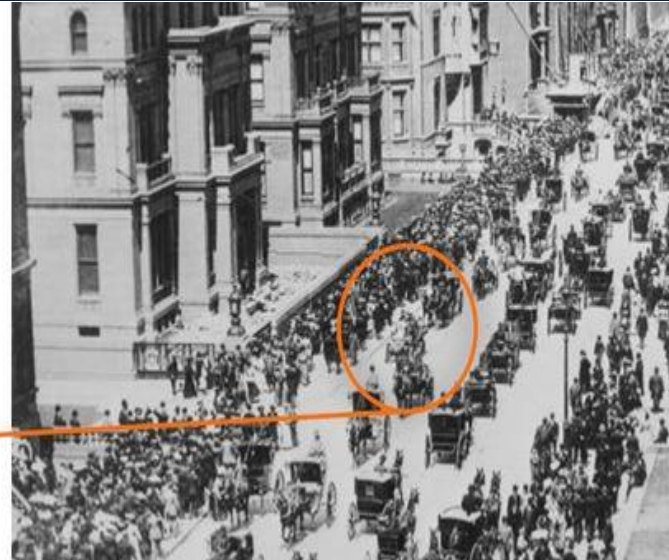


Yesterday and Today . . . Vehicles



5th AVE NYC
1900

Where is
the
car?



5th AVE NYC
1913

Where is
the
horse?



The Rate of Change ... is Changing

Law	Moore's	Kryder's	Hendy's	Butter's	Nielson's	Rose's
Technology	Circuit Transistors	Data Storage	Digital Imaging	Optical Fiber Transmission	Home Network Speed	Quantum Computing
Months to Double	24	13	24	9	21	12

The Rate of Change ... is Changing

\$1,000 - double every 24 months ...

\$32,000

\$1,024,000

\$32,768,000

Every 12 months ...

\$1,024,000

\$1,046,576,000 (billion!)

\$1,073,741,824,000 (trillion!)



Changing Communities



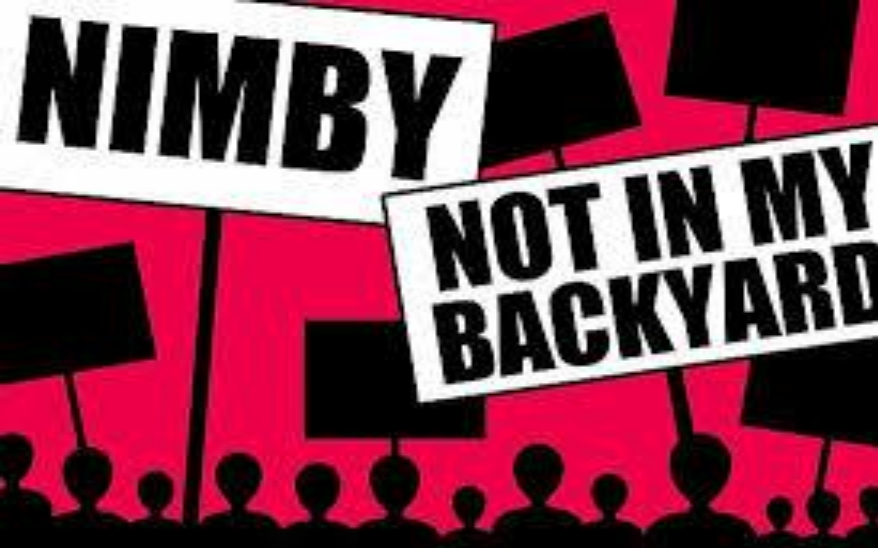
Changing Values



Generational Values



The Resisters



TERRORISTS POSE A VERY SMALL THREAT TO AMERICANS

Understanding the Public: Irrational Fears and Critical Incidents

CAUSE OF DEATH	LIFETIME ODDS
Heart disease	1 in 7
Cancer	1 in 7
Any injury	1 in 21
Chronic lung disease	1 in 27
Accidents	1 in 31
Stroke	1 in 31
Alzheimer's disease	1 in 47
Diabetes	1 in 53
Influenza/pneumonia	1 in 70
Kidney disease	1 in 85
Suicide	1 in 98
Any motor vehicle incident	1 in 113
Falling	1 in 133
Murder	1 in 249
Assault by gun	1 in 358
Car/van/truck incidents	1 in 565
Suffocation	1 in 608
Walking	1 in 672
Motorcycle	1 in 949
Drowning	1 in 1,183

CAUSE OF DEATH	LIFETIME ODDS
Choking on food	1 in 3,409
Bicycling	1 in 4,337
Accidental gunshot	1 in 7,945
Police	1 in 8,359
Airplane and spaceship incidents	1 in 9,738
Heat wave	1 in 10,785
Electricity/radiation/heat/pressure	1 in 14,697
Animal attack or accident	1 in 30,167
Sharp objects accident	1 in 30,863
Foreign-born terrorists (all forms)	1 in 45,808
Tornado	1 in 60,000
Cataclysmic storm	1 in 63,685
Asteroid (global impact)	1 in 75,000
Legal execution	1 in 111,449
Dog attack	1 in 114,634
Earthquake	1 in 130,000
Bus, train, or streetcar	1 in 160,487
Lightning	1 in 174,443
Stinging by hornets, wasps, and bees	1 in 308,629
Asteroid (regional impact)	1 in 1,600,000

Understanding the Public: Cognitive Biases

Confirmation Bias – we agree with people who agree with us – [Google](#)

In-group Bias – we agree with people in our tribe (love insiders, suspicious of outsiders) – [BBQ](#)

Gamblers Fallacy – overweighing previous events as predicting future outcomes – [Coin Toss](#)

Ownership Bias – we value more what we already possess – [The Ticket Paradox](#)

Neglecting Probability – ignoring scientific probability in favour of irrational fears – [Flying, Driving, and Terrorism](#)

Observational Selection Bias – suddenly noticing something and believing its frequency has increased – [Jeep and Pregnant Women](#)

Status-Quo Bias – make choices to keep things the same, fear different choices mean change – [Relationships](#)

Negativity Bias – pay attention and give more weight to bad news as an old survival instinct – [Reacting to the Noise in the Bush](#)

Bandwagon Effect – group think, opinion polls, town hall meetings – [Fit In and Win](#)

Projection Bias – we assume others are like us – good or bad – [Trusting and Cheats](#)

The Current Moment Bias – living in the present and move pleasure to now, pain to later – [Savings and a Donut](#)

Anchoring Effect – places us in a position and we move relatively from that anchor – [Start the Bidding](#)

Post-purchase Rationalization – stems from the principal of commitment – [TV](#)

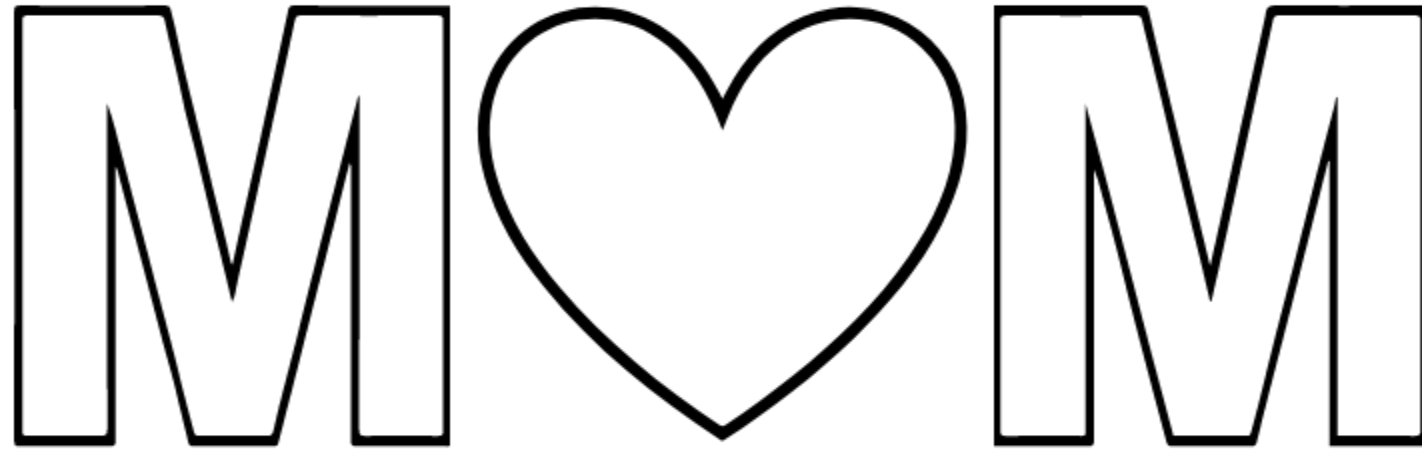
120 Year Old Lines In The Sand



Achieving Failure – Ego and Independence



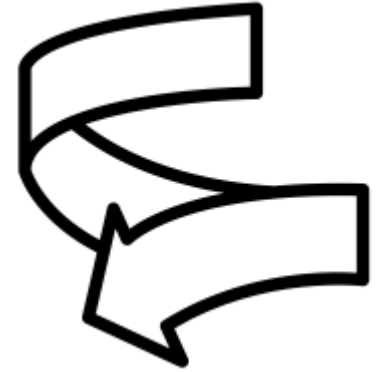
I Have Seen The Enemy . . .



The Result



right for what is thought to
relation or from any point
point of view.
Conspiracy theory
situation that invokes a
conspiracy, generally of
or harmful act carried o
right for what is thoug
lation or from any p



Autonomy



VANISHED



Embrace what makes you
UNIQUE



WHO?



THE STORY



- 1. Cooperation and Collaboration**
- 2. Quality of Life**
- 3. Housing and Workforce**
- 4. Infrastructure**
- 5. Taxes**

- 1.Engagement**
- 2.Assessment**
- 3.Strategy**
- 4.Budget**
- 5.Brand/Culture**
- 6.Market**
- 7.Rinse and Repeat**

Tell The Whole Story



Problem

Challenges

Opportunities

Solution



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