

THINKING BACKWARDS TO MOVE FORWARD



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As it is true in life, it is so in business: there is no such thing as “going back to square one.” I am not sure how or why, but without a doubt we remember our stumbles with much more intensity and internal drama than we do our well-thought-out or serendipitous business successes. They stick with us and haunt us – but perhaps for good reason. They are the inevitable learning tools that we use not only to hone skills but also to remind us of the unpredictability of both product development and consumers’ appetite for adoption. MBA earned – by trial!

When you’re in this place, you aren’t starting over. Rather, you’re moving forward with more knowledge, power, strength of character, and committed determination. After you pick your chin up off the floor and restore your ambition, the true action really takes place. We are a funny society; we recognize “hitting it out of the park” like it is as easy as finding the prize in a box of Cracker Jacks. I’m not sure where that came from. In reality, successes that appear to occur almost overnight almost always follow endless hours of research and development, strategic analysis, and execution processes. Many projects and ideas end up on the cutting room floor during the journey to get there. It’s only after these significant trials that we can proclaim, as I like to say, “Eureka! A hit!”

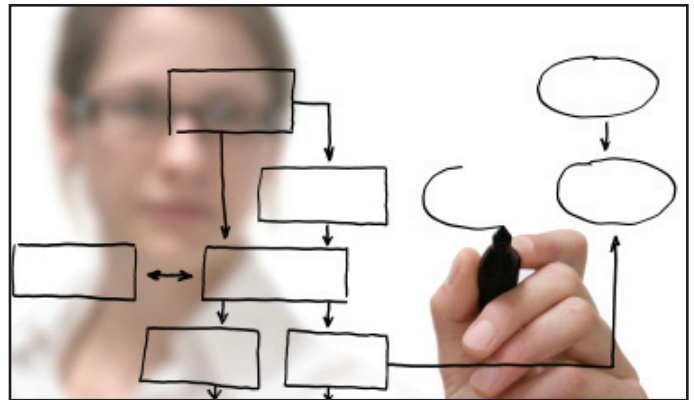
The reality is that success rarely flows seamlessly. As an entrepreneur, you develop the mental image of a concept until you are passionate about its potential. Passion drives the process until you either hit a wall or stumble.

I have learned that “the stumble” is the single most important stage in the development of an entrepreneurial idea; it demands that you question your process, defend your concept, and perfect the outcome.

This is when the brevity of concept success supports and encourages us beyond the dull necessity and evil of the funding process. Without such acquired confidence of concept – and the ability to look at and address challenges, potential failures, and corrections – it is improbable that we will see the ultimate realization of our concepts. And let’s be frank: great ideas are great, but they require funding and support to be realized. In the real world, finding funding is perhaps one of the most difficult hurdles for both start-ups and scaling businesses that require an investment of capital to grow.

With so many swirling, repetitive actions required for success, does this seem like an overwhelming kaleidoscope of activity? Yes, it certainly can. However, it reminds us that each and every experience, whether it is our first or tenth, is very valuable in respect to the final equation of concept survival and success.

Enjoy the ride!



**WINDSOR ESSEX
CAPITAL ANGEL
NETWORK**

Because I have both lived and identified with the challenge outlined on this page, I am proud to announce the launch of the Windsor-Essex Capital Angel Network, which has been funded by FedDev Ontario. The local chapter’s five directors hope to support business innovation by providing investment funds and advice to the local businesses that will help shape the future economy. Please visit www.weangelnetwork.com for an overview and to find contact information.