



Last year, I did something I had never done in my entire life. **If you guessed I skydived onto a nude beach on the Cote d'Azur, congratulations! You have quite a vivid imagination.**

No; caught up in the (Katz-scratch) fever of our times, I made my first foray into politics last year. Mind you, not so mundane as the U.S. Presidential election. No, **I plunged headlong into Massachusetts town politics!**

For me, libraries serve as a unifying resource to the local community, so I exercised my civic duty to become a [Stow Randall Library Trustee](#). I should have gotten the message when I ran unopposed!

On a recent library visit to discuss some business with our director, Melissa, our conversation moved from our kids, teenagers in general and, by logical extension, **obsessive behavior.**

**Melissa:** "Speaking of obsessive behavior, my husband always seems to be on his cellphone, even when we're on vacation. He says he needs to stay in contact with his guys."

**Me:** "What does he do?"

**Melissa:** "Oh, his company **builds and installs fine cabinetry.** He's always checking in to make sure their questions or issues on the job are addressed before any mistakes are made."

**Me:** "Is your husband a perfectionist?"

**Melissa:** "Well, he built the most **beautiful maple cabinets** for our kitchen but for the longest time, he couldn't decide what door hardware to use."

**Me:** "So, how did you open the cabinets?"

**Melissa:** "Oh, he just folded over some **duct tape** to open and close the doors."

Aside from the aesthetics of gun metal gray duct tape to walnut-stained maple cabinetry, I asked "And how long did that go on?" Melissa thought about it for a while. **"Oh, about eighteen months."**

Well I don't know about you but Melissa's husband's behavior clearly wasn't obsessive. As any good software or ergonomics engineer would tell you, this situation was just a simple UI (user interface)/UX (user experience) decision. **Knobs or handles, anyone?**



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## Procrastination

**S**ometimes in the guise of seeking perfection, be it in engineering or the arts, procrastination goes deep to our core personality flaws. It's been said that Leonardo Da Vinci spent four years painting the Mona Lisa, yet regretted "never having completed a single work." But as Steve Jobs succinctly put it **"Real artists ship."** (apparently he didn't know Da Vinci).

# Fast FACTS



“ That's the thing about business. Facts and numbers and results actually count. It's not just about words as it is in politics.”

- Carly Fiorina



Congratulations to Winter 2016 [EforAll Pitch](#) class and to our "mentoree" [Dennis Regan](#) from [Select Patch](#) for all their hard work becoming skilled entrepreneurs. **Salute!**

An unexpected result: I won the inaugural **Social Media award** for best live tweeting during the EforAll Awards ceremony.

They  me; they really  me!



Mr. Duhigg, author of the book, "[The Power of Habit](#)", prepares a mix of story telling and science to explain how to improve at all aspects of your life in "[Smarter Faster Better](#)" by examining how, rather than what, we do. Enjoy!



Shipping something new out to waiting customers can be quite challenging. For example, I'm still waiting for the Kickstarter awards from the "[SOS Self-powered Phone Charger](#)" and the "[Coolest Cooler: the 21st Century Cooler that's Actually Cooler](#)" projects I backed many months ago. **So how do you avoid procrastination/perfection and get motivated to finish something important?**

Without compromising your innovative and creative spirit too much, **motivating yourself** comes down to **four** basic steps:

- First, **have a non-negotiable, purposeful goal with yourself** and make sure you don't make promises you can't keep (presidential candidates, please note).
- Secondly, **focus on providing the core features of your product or service** that define your "value proposition" (and work like h\*\*\* to get those right).
- Third, Ship it, Danno (sorry, Hawaii Five-0 reference). In other words, **have a execution plan** to get to the goal.
- Fourth, **prepare to pivot** when you receive the inevitable market feedback (or before your spouse starts complaining about the duct tape).

Getting those steps right, as I've heard somewhere, "**Yuge!**"

**P.S.** Speaking of motivation, in the recent issue of [The New Yorker](#), Louis Menand reviews Charles Duhigg's book "**Smarter Faster Better**" (which I'm recommending for this month's read) about mastering personal productivity.

**In a cautionary tale** from his book, Mr. Duhigg had a bad habit of needing a distraction at a certain time of his workday leading him to eating a cookie, among other things. Using his behavior modification techniques, he vowed to chat with a colleague instead, no longer needing the cookie and becoming a better, more disciplined person. Or so it seems. As Mr. Menand rightly points out, **life is short; eat the cookie!**

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