



# Innovations

Review Twice, Implement Once. Doing IT Right the First Time.



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## TOP 4 STRATEGIES I LEARNED FROM DAYMOND JOHN TO IMPROVE LEADERSHIP AND GROW MY BUSINESS

This past June, I got to hear the one and only Daymond John speak at a small private event. You may know Daymond as a successful entrepreneur who has appeared on the hit ABC show Shark Tank. Best known as the founder of the clothing brand, FUBU, he is also the author of *The Power of Broke* — an insightful look into his life and what he did to find success.

Daymond brought a lot of that insight to the room. While he had a lot of great things to say, there were four business strategies that really struck a chord with me — strategies any business can learn from to improve.

### Invest In People

This is the most important thing for a business to realize, as Daymond put it. He talked about how he (and the Sharks) invests in people, not companies. Think about it: companies come and go. In fact, most companies will go. On the other hand, people learn from their experiences (good and bad), and they grow. Putting your people first is what gives companies staying power. Your team matters and your clients matter, and you should make every effort to ensure they know that.

### Don't Be Reactive — Be Responsive

A lot of businesses are reactionary. This was a lesson Daymond learned working with prolific rapper and music producer LL Cool J in the late 1980s. When you react to something, you're already behind the times. Part of LL Cool J's success in the rap world was being responsive. He

didn't just jump on trends, he helped create them. He recognized the rap world was constantly changing in terms of sound, lyrics and style (including his fashion).

Daymond was able to market his FUBU clothing because he was doing things other clothing makers weren't. He was taking risks, working exceptionally hard (another one of Daymond's points was "always be hustling") and was willing to respond to changes in the marketplace.



### Be True to Your Word

When Daymond first got the call from Mark Burnett to join Shark Tank, Daymond knew he had to turn down the show. Signing onto Shark Tank meant he couldn't appear on any other shows, and he was already working with the Kardashians — a family who, at the time, wasn't quite the household brand name they are today.

Daymond told Burnett he was going to stick with the Kardashians because he had given them his word (and likely signed a few contracts with them). He wanted to help the Kardashians get their brands moving. He saw their potential. The family got word that Daymond had turned down the Shark Tank deal and said, "No, don't let us get in your way!"

Daymond also recognized that the Kardashians are savvy businesspeople. As he put it, "They know their analytics." And that's true! That's why they found success on TV and in stores around the world where their many products are sold. But he wasn't about to leave them high and dry

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for his own gain. Eventually, they found a solution, and he joined Shark Tank, but he wasn't going to compromise his integrity. And that's something none of us should compromise on.

### Remember, You Are The Brand

The biggest brands are distilled down to three, four, five words. People know these words by heart, including Nike (Just Do It) and Apple (Think Different). You should have your own 2-5 words. "If you can't describe yourself in 2-5 words and you walk into a room, you leave it up to us to interpret."

Another thing to remember is that people associate your social media with your brand — whether you're a business intentionally posting content related to your brand, or you're an individual posting about your last vacation. What you share on social media is shared through a lens — your lens. Pictures, posts, you name it — it's all a part of your brand.

That said, posting something negative will hurt that brand. It's always important to be mindful of what you post and encourage your team to do the same. Having rules and policies regarding what can and cannot be shared on social media will go a long way in preventing a catastrophe.

These four points only skim the surface of what Daymond talked about, but these are crucial things we all can learn from. It was great to hear him speak and to hear his story, and I send my thanks to him for all of his wonderful insights!

### On the Lighter Side

We're all HOME SCHOOLED in many ways .

- |   |  |
|---|--|
| 1) My mother taught me TO APPRECIATE A JOB WELL DONE.<br>"If you're going to kill each other, do it outside. I just finished cleaning." | 14) My mother taught me about BEHAVIOR MODIFICATION .<br>"Stop acting like your father!"   |
| 2) My mother taught me RELIGION.<br>"You better pray that will come out of the carpet."   | 15) My mother taught me about ENVY.<br>"There are millions of less fortunate children in this world who don't have wonderful parents like you do." |
| 3) My father taught me about TIME TRAVEL.<br>"If you don't straighten up, I'm going to knock you into the middle of next week!"         | 16) My mother taught me about ANTICIPATION.<br>"Just wait until we get home."  |
| 4) My father taught me LOGIC.<br>"Because I said so, that's why ."  | 17) My mother taught me about RECEIVING.<br>"You are going to get it from your father when you get home!"  |
| 5) My mother taught me MORE LOGIC .<br>"If you fall out of that swing and break your neck, you're not going to the store with me."      | 18) My mother taught me MEDICAL SCIENCE.<br>"If you don't stop crossing your eyes, they are going to get stuck that way."                          |
| 6) My mother taught me FORESIGHT.<br>"Make sure you wear clean underwear, in case you're in an accident."                               | 19) My mother taught me ESP.<br>"Put your sweater on; don't you think I know when you are cold?"   |
| 7) My father taught me IRONY.<br>"Keep crying, and I'll give you something to cry about."   | 20) My father taught me HUMOR.<br>"When that lawn mower cuts off your toes, don't come running to me."   |
| 8) My mother taught me about the science of OSMOSIS.<br>"Shut your mouth and eat your supper."  | 21) My mother taught me HOW TO BECOME AN ADULT.<br>"If you don't eat your vegetables, you'll never grow up."                                       |
| 9) My mother taught me about CONTORTIONISM.<br>"Just you look at that dirt on the back of your neck!"                                   | 22) My mother taught me GENETICS.<br>"You're just like your father."   |
| 10) My mother taught me about STAMINA.<br>"You'll sit there until all that spinach is gone."  | 23) My mother taught me about my ROOTS.<br>"Shut that door behind you. Do you think you were born in a barn?"                                      |
| 11) My mother taught me about WEATHER.<br>"This room of yours looks as if a tornado went through it."                                   | 24) My mother taught me WISDOM.<br>"When you get to be my age, you'll understand."   |
| 12) My mother taught me about HYPOCRISY.<br>"If I told you once, I've told you a million times, don't exaggerate!"                      | 25) My father taught me about JUSTICE .<br>"One day you'll have kids, and I hope they turn out just like you!"                                     |
| 13) My father taught me the CIRCLE OF LIFE.<br>"I brought you into this world, and I can take you out..."                               |  |

## Are you aware of the new driving laws recently passed in Illinois?

### DISTRACTED DRIVING IN ILLINOIS

In 2009, the Illinois Legislature first took on the issue of distracted driving by advancing a state law banning texting while driving. This year, Illinois took these efforts a step further, tightening restrictions and increasing penalties for the use of handheld cell phones and electronic devices by drivers in a moving vehicle.

Now, as of 7/1/19, **using any mobile device that is not hands-free while driving is a moving violation** with stiffer penalties, including suspending the driver's licenses of repeat offenders. **This includes holding a mobile device at a stop sign, at a red light or while sitting in traffic.** And Gov. Pritzker is considering legislation to increase fines, in some cases, for first-time violators to \$1,000 to further discourage distracted driving.

Illinois law prohibits the use of hand-held cellphones, texting or using other electronic communications while operating a motor vehicle. Hands-free devices or Blue Tooth technology is allowed for persons age 19 and older.

The only time Illinois drivers can use a cell phone that is not hands free is:

- To report an emergency situation.
- While parked on the shoulder of a roadway.
- While stopped due to normal traffic being obstructed and the vehicle is in neutral or park.

Drivers who are in a crash resulting from distracted driving may face criminal penalties and incarceration.

It is also important to know that nearly any use of a cell phone is against the law. We often hear drivers with excuses such as:

- "I was not texting while driving."
- "I was not talking on the phone."
- "I was on the speakerphone."
- "I was just checking my phone for the time."
- "I was using my phone for directions."
- "I was dialing a number for a hands-free call."

None of these are valid legal excuses. In fact, they can be seen as admissions of guilt. Talking on the phone is illegal if it is in your hand. Texting while driving is also illegal under the law.

### SCOTT'S LAW STRENGTHENED

Governor J.B. Pritzker recently signed a package of legislation to expand Scott's Law in an effort to protect law enforcement, first responders, road workers and the everyday motorist.

Scott's Law, sometimes known as the "Move Over" Law, requires **drivers to slow down and move over safely when approaching any vehicle with hazard lights flashing.** First enacted in 2002, the law is named after Lt. Scott Gillen of the Chicago Fire Department who was struck and killed by an intoxicated driver on the Dan Ryan Expressway while assisting at a crash scene.

Several state troopers have lost their lives this year on the state's roadways; two were killed when drivers violated Scott's Law. In addition to honoring the memory of Troopers Christopher Lambert, Brooke Jones-Story and Gerald Ellis, Public Act 101-173, **increases the minimum fine for a first-time Scott's Law violation to \$250 and to \$750 for subsequent violations.** All Scott's Law violations will also result in a \$250 assessment fee, which will be deposited into a statewide dedicated fund to produce driver education materials to ensure the next generation of drivers fully understands the importance of this life-saving law. To support these efforts, the Secretary of State will include written questions on Scott's Law in the driver's license test.

**The new law also increases criminal penalties to a Class A misdemeanor, punishable by up to one year in jail, if violation results in damage to another vehicle or a Class 4 felony, punishable by up to one to three years in prison, if violation results in an injury or death of another person.** An aggravating factor will also be added to reckless homicide charges if Scott's Law was violated.

Additionally, the legislative package includes efforts to further research Scott's Law violations and increase work zone safety:

- Public Act 101-174 creates the Move Over Task Force to study the causes of violations and ways to protect law enforcement, emergency responders and Illinois residents. The Task Force, which includes representatives from the Illinois Tollway, must present its findings and recommendations by January 1, 2020.
- **Public Act 101-172 increases penalties for violations that occur in work zones.** Drivers who disobey traffic-control devices within designated highway construction or maintenance zones **face a penalty between \$100 and \$1,000. Penalties for drivers ignoring construction or maintenance zone rules, when workers are present, have increased from \$10,000 to \$25,000.**

Working with transportation, safety and government leaders, the Illinois Tollway is spearheading the Give Them Distance campaign to educate drivers and students about the importance of the Move Over Law and steps to take if stalled or stranded on the side of the road. You can find out more information at [illinoistollway.com](http://illinoistollway.com).



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## Shiny New Gadget of the Month

## Amazon Smart Plug



This popular Alexa-compatible smart plug is the easiest (and most affordable way) to make your appliances, lights, gadgets, and more "smart." Simply plug it in and from there, you can voice control your

electronics and home items in addition to powering them remotely and setting up schedules for them.

Since these sleek plugs work with the Alexa app on your phone, you don't have to own a smart home hub, like an Echo Dot or Echo Show, to use them. Using them together though, will further simplify your life and daily routine.

Put the plugs to use by setting up a timer for your coffee maker, so you can wake up to the smell of your favorite brew every morning. Schedule your lights to go on every evening, ensuring you never have to come home to a dark house. Or another bright idea — reduce your standby usage and overall energy use (and electrical bill) by turning off outlets connected to items like computers, air conditioning units, printers, etc.

Just remember to securely set-up any IoT device (like this one) so that you're not vulnerable to hackers and the like.

Don't know how? Just ask us!

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Hogwarts, Hogsmeade, and butterbeer... Oh my!

Nicole married Kyle on 9/1/19 before heading to the Wizarding World of Harry Potter to start their magical adventures together.

**CONGRATULATIONS  
YOU TWO!**

