

# Winspiration

leading news of the link

February 19 2010

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“You need to understand that 90% of your ideas will be garbage.”

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## Useless discovery... Useful?

By Gary Bertwistle, Friend of the link

Iconic actor Paul Newman, famous for his roles in movies like *The Sting*, *Butch Cassidy and the Sun Dance Kid* and *the Colour of Money*, was being interviewed by James Lipton on *Inside the Actors Studio*. Lipton commented that he had read how important rehearsal was to Newman. Newman replied, "I have always liked the exploration. In fact on some occasions I would lock myself in a hotel room with a 12 pack of Budweiser, just to see where I could go with this thing. You would be happy to know that 90% of this discovery was useless. It seemed eccentric and exciting at the time, and yet (he pauses) 10% of it was from a place I didn't know about. It took me down avenues that I don't think I would have otherwise explored."

This is intrinsically one of the problems with the corporate world and our individual minds. We are always editing, and if we don't find the idea we want as quickly as we would like, we soon lose our creative mojo and start saying things like, 'I'm not creative'.

If a corporate organisation is sitting in a brainstorm session and the idea doesn't come quickly within the allocated time frame, then the session is deemed unsuccessful. To truly dig down for your great ideas you need to understand that 90% of your ideas will be garbage. But there is always something in the remaining 10% that will be gold. It will be the juice that makes all the exploration worthwhile. It is the company and the individual that is prepared to hang in there and throw out 90% of their ideas that will succeed by creating a new path that no one before them would have seen or attempted to walk down. The great fashion designers, musicians, graphic designers, landscapers or builders all know that 90% of the things that go through their mind will be crap, yet they persist with courage looking for that 10% that will bring them success. So next time you are stuck for an idea and you keep coming up with throw away ideas, just visualise Butch Cassidy (or grab a six pack of Budweiser beers!)

Reproduced for Winspiration with Gary's permission.

## Naked beetroot.

Riotous laughter from our new building mates after unknown occupant of 7<sup>th</sup> floor rides mountain bike into glass Doors when trying to EXIT building and ends up in a massive, hairy, 6 foot 3 " Director of Business Development sized heap on the ground without even getting outside !!! Startled onlookers didn't know where to look as the big man slowly rose to his feet and attempted his exit again, this time walking said bike, and approximately the same colour as a highly embarrassed naked Beetroot might achieve on being caught by his Mothers entire family whilst fornicating with the Tomatoes.

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"Signed, Sealed,  
Delivered."

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## Stop the Schlock!

There was an awkward moment this week, as there often is; but this week was something different, something special, something... unexpected.

Many of us in the Melbourne office were eagerly awaiting the return on our very own Chopper Reid, Mel Farrugia, who went out to hunt down a rare contract, rumored to be worth (in direct terms) quite a bit of coin.

The doors of the penthouse flung open, Mel's hair fanned like some sort of peacock on heat and a grin that you could only see replicated in early versions of Ren and Stimpy we cued up Stevie Wonder's "Signed, Sealed, Delivered" on the iPod, loud. The crowd now decidedly divided, I was unsure who was with me, and of course who was not. Needless to say I have spent 3 days wondering if an apology is in order, or not.

The good news... Mel brought back a direct contract for Quest apartments for \$45K, awesome work, the bad is that I offended our entire tech crew, and certainly Batsey. JB, I unreservedly apologise for my outburst. It was very funny though.

## A big week for 'triangulation'

In media terms, Triangulation means we see all "3" sides of the decision making process. It is an intensely satisfying position to be in, and this week we saw the power of just how effective it can be.

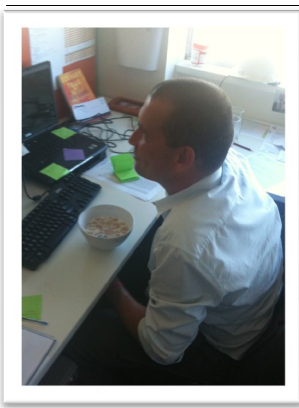
Kieran and Holly recently presented to the account service and creative teams for Tourism Australia on our capabilities. After this fabulous, all signing, all dancing show, they were then invited to reproduce (with a slight change in language and approach) the presentation to the client (They work in Darling Park 2, home of all things that keep our tech team occupied). All of this great work whilst standing shoulder-to-shoulder with the media agency team has allowed us to continue our strong relationship with Tourism Australia. Kieran and Holly are about to "sign off" a very delicious contract which will also include our new "live editorial" desk capabilities. Well don guys.

In a similar set-up, Ben and Rhiannon were seen lavishly entertaining the Marketing Director from IBM (Corinda's birthday is today), the creative team from Singleton, Ogilvy & Mather and the fabulous Mindshare Media Team this week, great work, and I hear that there was some special negotiations going on at that event. It was also reported, although unconfirmed that Ben was seen deeply inebriated, clad in a school uniform the early hours of the morning, asleep on Bondi Beach after attending last night's AC/DC concert. Anyone with information, please contact Tim Chilcott.



POWERBROKERS: The MD and TD strategizing at a local Chinese in Melbourne's sleepy suburb of St Kilda.

BELOW: CFO and CHO (1 person, tow personalities) chows down on Special K for lunch?



## A message (finally) from the MD.

I'm back! And it feeeeeeeels good!

I have been thinking a lot about our future direction over the last few months and I'm EXCITED. I want to work with you all to explore some ideas when we get together for our strategy day. It's going to be BIG.

It's also time to get our values program moving forward again. Think C's. There are two elements to this we need to work on:

Over the next month or so I'll be working with each of you to help with these Service Statements.

We can also incorporate some departmental financial performance information which Tim is working on (think CAPITAL). The idea is to understand our customers better and start tracking our performance so we can celebrate our wins. I'll put together a mockup of one and take you all through it. I'll help you with it as required. You'll hear from me further about this soon.

I would also like to start getting together with you in small groups (think a regular breakfast or lunch and COMMUNICATION) to discuss these Service Statements and ideas for improvement, initiatives etc.

Again, it's good to be back. I'm excited.

OLI

## More on the Ari Gold style outburst.

Sighted in Melbourne office – an over agitated overdressed (Pinstripes and LOTS of them obviously the Sydney look de-jour) Sales Director apparently trying to mimick the exciting Samba routines from carnivale as he jived and hopped to an imaginary music only he could hear – 3 minutes after Mel signed up Quest for 45K and 10 seconds after JB told him to turn down the celebration music. (Note Sub Ed will check this is included verbatim)

## Designer stubble behind the wheel.

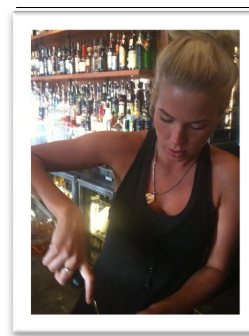
Whose BMW was spotted driving erratically through most of the Eastern Suburbs of Sydney, pulling to several screaming halts and accelerating away at enormous speeds, often with well built blonde ladies entering, exiting or merely readjusting arrangements. We understand the owner of vehicle may also be attempting a Sonny Crocket Miami Vice style arrangement with facial, and hopefully only facial, hair. How the AC/DC concert was Bakes?

## Chopper, warned on arrival.

Best wishes to our very own tigress Mel "the Maltese Terrier" Farrugia who arrived in Bangkok yesterday to a travel warning from Government advising of an imminent coup and probable riot in the Thai capital. No doubt after dealing with Smack daddy for 6 months Mel is as well prepared as we could hope - Give Em Hell Mel and hope to see you again soon.



TRIANGULATING: Bakes and the Marketing team from IBM Australia. He makes it look soooo easy.



ANOTHER, HEIR CHILCOTT? A newcomer to Australia, Nicole of the Shelbourne Hotel in Sydney enquires of our CFO's health after his last visit to Sydney. What happened?

## Live editorial desk, immanent.

This project is developing the capability for us to create and deliver our own editorial channels to our screens. We will be able to easily create and schedule custom editorial that can attract sponsorship. Eg we currently we have a property channel that runs Monday & Friday and is sponsored by BankWest. The project is scheduled for completion mid March

RIGHT: An example of our new indicator templates. Awesome.

Many of our lift screens are required to also display floor numbers as well as media. The format for these screens close to a 50/50 split with our media on the bottom half. The layout has been redesigned to give a much more equitable split of 80% media 20% lift info (see images). The Building Managers across the network have signed off on it so the rollout is on. Yaniv will be busy over the coming weeks individually converting each of the buildings – a tedious and detailed task but one that will result in much better media presentation on the screens of many of our premium buildings.

## Gotta run for something, may as well be kids.

Run for the Kids is the biggest fun run event in the Universe and raises money for the Royal Children's Hospital Good Friday appeal. The fantastic 14.6K course through the Domain Tunnel, over the Bolte Bridge and finishing at the Tan. With 6 weeks to go the Inlink team training started in earnest last week with Monday, Wednesday and Friday lunchtime 5K runs around Albert Park Lake. 29,996 other competitors are expected to jump at the chance to run with the Inlink team of Janine, Rich, Geoff and maybe ChillBoy - if he can get his head around exercising sans lycra and not stopping every 15 minutes for a team-hug and a latte. Lucy can't make the big day but is still

## A word from tech-town!

These last few weeks have certainly been tumultuous! We have eased into our new surrounds quite well, and the post reports for January, expected to be an epic fail, were not as bad as we all thought they would be. 98% of our screens over January were on and playing what they were supposed to be playing! We aim to be at 98.75% by end of March. (FTW!!)

The new server room is still yet to be completed, but the main operational gear (ie the portal, foyer building servers and flux capacitors) have all been working very successfully from the US. Luckily this was completed one

**GATEWAY**  
DEXUS  
CORPAC PARTNERS PTY LTD  
LAZARD ASSET MANAGEMENT PACIFIC

10:11 AM Friday, November 21

**business**

Graincorp Ltd has posted an annual loss of almost \$20 million for the second consecutive year but says it will return to profitability in fiscal 2009.

TODAY 20 FRI 21 SAT 16

WPL \$33.99 ▼ 2.86% RIO \$65.74 ▼ 3.32%

Tenant Directory 8:01 inlink

Commonwealth Service Centre Knowledge & Document Knowledge Management Records Management

**national**

**No relief in sight from SA heatwave**

South Australians will have to wait at least another week for relief from the record-breaking heatwave.

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TODAY 23 SAT 19 SUN 23

BXB \$8.67 ▲ 1.52% AWC \$2.52 ▲ 5.44%

## Gran Prix party update –

suntanned MD an all around good egg Oliver Roydhouse has been pondering the upside/downside equation on proposed Grand Office opening Party / Cultural Day / Strategy Day around the little race in Australia's event capital.

Judging by the look on his face after I pitched the idea, which suggested the impression I had broken wind loudly in his office before immediately leaving and closing the door, we are in deep trouble getting this important business function "over the line". Send emails, texts, anything you can think of to [o.roydhouse@inlink.com.au](mailto:o.roydhouse@inlink.com.au) or 0411 642 161, possibly mentioning how handsome you remember his being, and how tremendously funny he is.