



## Argentum Strategy Group - Looking At Your Business Differently

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**Spring 2011**

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### Greetings!

In this issue, we share some great examples of how thinking differently can help companies succeed. We start off with an overview of Simon Sinek's terrific TEDx presentation that essentially looks at value propositions from his distinctive "inside out" perspective.

There is also an article we love that examines the ways that successful entrepreneurs truly think differently than their successful corporate counterparts. Finally, this issue wraps up with a case study of an Argentum client who requested Marketing Coaching so he could learn more about marketing his company by collaborating with us.

In other news, we are excited that two of the companies we work with have recently received accolades!

- Congratulations to [InContext Solutions](#), creator of virtual 3D environments for consumer applications including quantitative research like virtual shelf set studies. They've just been named a 2011 *CPG Cool Vendor* by Gartner.
- Congratulations to [XIOLINK](#), a company that provides IT as a service to help businesses improve their ROI. The new XIOLINK data center has just earned them the honor of being named an *InfoWorld Green15* company.

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## Inside Out Value Propositions



### WHY ARE YOU IN BUSINESS?

If you haven't yet watched Simon Sinek's TEDx video that explores his model, *The Golden Circle*, you really should [WATCH IT HERE](#). Although Sinek focuses on applying the Golden Circle specifically to leadership, I think it is highly relevant for how any marketer or entrepreneurial business should think about approaching marketing.

Sinek's premise is that most leaders and companies mistakenly focus their positioning on their product's benefits instead of their unique point of difference. His contention is that being passionate about your "why" is the key to energizing not only your internal team but your customers, too.

This "why" is often the reason why your business was started: because you (or the founder) passionately believed that you had a unique way of meeting an unmet need. To understand how Sinek's model relates to a classic value proposition, substitute "why" for "Point of Difference" in this [positioning framework](#).

Sinek cites some great examples of how companies like Apple and leaders like Martin Luther King, Jr. have found success by focusing on the why. He also uses TIVO as an example of what happens when you fail to speak passionately about your unique point of difference to a relevant audience.

## Favorite Articles

### WE READ IT ALL SO YOU DON'T HAVE TO

We regularly read a library's worth of periodicals in order to share the most relevant articles, thought leadership and just plain thought-provoking items with our clients. This is one of our recent favorites.



### ENTREPRENEURS THINK DIFFERENTLY

Not surprisingly, successful entrepreneurs approach problem solving very differently than do their equally successful large company peers. It all boils down to something called *effectual reasoning*.

In plain English that basically means that entrepreneurs are "brilliant improvisers" and create their goals along the way, based on specific situations and the tools available to them at the time. Their corporate counterparts, on the other hand, excel at deliberately setting goals to solve specific problems and then creating plans to achieve those goals.

Saras Sarasvathy's fascinating study findings were summarized in a great *Inc.* magazine article, *How Great Entrepreneurs Think*. [Click Here](#) to read the full article.

## Recent Client Engagement

### MARKETING COACHING

One of our newer clients surprised (and delighted) us by asking to work in a coaching relationship rather than via a traditional consulting role.

This client is an amazing, classically bootstrapping entrepreneur. Without formal training, he is continually looking to learn about ways to run his business better.

Together, we have been working on solving many of the typical challenges facing a younger entrepreneurial company. To read more about our relationship and what we've been working on [CLICK HERE](#).

With our five-year anniversary fast approaching on June 1, we wanted to take a moment to thank you for your support and your business!

We also appreciate your continued referrals, and are always excited to meet new businesses in the \$3M-\$100M revenue range that might need our supplemental marketing strategy services. We also happily continue to help companies of all sizes lead growth initiatives and other projects when they are under-staffed or in transition. Please feel free to pass our information along!

Regards,

A handwritten signature in blue ink that reads "Susan".

Susan Silver  
President  
Argentum Strategy Group

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Try it *FREE* today.