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January 2013

Issue: 3



January 2013 Newsletter

Correction

Our January CEO Roundtable has moved to Tuesday January 22 and will be held in the Board Room at The Bancorp Bank in Philadelphia. [Details here](#)

Happy New Year

We're kicking off the new year with a bang. I'm thrilled to announce that CEO Focus - Philadelphia is a sponsor of [Smart CEO Magazine's Future 50 Awards Dinner](#). Join us on January 17th as we applaud 50 business leaders who are making a difference in the Philadelphia area today.

Mobile is the word

Three keys to what mobile means for your business

The bases are loaded and mobile technology is ready to hit this one out of the park. Ok, so I've mixed a few metaphors here. But this is important and I want to get your attention. To take it one step further; it's just the second inning.

So what is really going on here? Simple we are at the tipping point and if you are not thinking about how to use mobile technology to connect with your customers, employees and vendors then you are going to get run over. It's really that simple and it's true for all businesses, governments, schools, and trades.

How do I know, well Mary said so. Mary Meeker that is and she knows what she is talking about as a partner at Kleiner Perkins, Caufield and Byers; the VC firm in the center of the action in Silicon Valley.

Two weeks ago one of my CEO Focus associates sent me a copy of her presentation on just how persuasive the change is and how fast it is moving. A quick read and my eyes opened to just how dramatic the change has been over the past two years.

Upcoming Events

**CEO Roundtable
Tuesday
January 22, 2013**

**What are your plans for
transformational growth
in 2013?**

Join a select group of CEOs for a roundtable discussion on how to drive growth in 2013. Among other topics we will be tackling is how to use mobile technology to better connect with customers

**CEO Workshop
Wednesday
February 27, 2013**

**The 51 Fatal Business
Errors and How to
Avoid Them:**

From his work with thousands of business owners from around the country, author Jim Muehlhausen has identified the key mistakes business owners make that keep them from being as successful as they want.

The inflection point is here. It is time to catch the wave. [See her full presentation here.](#)

Her three key points are:

- Internet growth remains robust, rapid mobile adoption is still in its early stages
- Re-imagination of nearly everything
- Asset light - from hand to cloud and back. The rise of the Sharing Economy

How rapid is the mobile adoption?

- 42% growth in 2012 of global smart phone subscribers
- 50% of all US Phone subscriptions are smart phones
- iPad growth is 3X iPhone growth
- Android is even faster; 6X iPhone growth
- 12/09 1% of internet traffic was mobile
- 12/10 4% of internet traffic was mobile
- 12/12 14% of internet traffic was mobile
- Any doubt that by 12/15 50% of internet traffic will be mobile?

The tipping point is here. The time to re-imagine your business is NOW.

- The mobile wave is being powered by new devices, touch based user interface (android/IOS), and ubiquitous internet connectivity
- Your customer HAS the entire world at her finger tips (information, pictures, prices, comparisons, reviews, terms, you name it) and is using it right now to decided if she is going to buy from you. What are you telling her?

The rise of the sharing economy.

This really gets me excited.

In the early 80s I studied computer science in college and was amazed at the change Windows and Intel (and the personal computer) brought to the world. I remember when the first PC hit the desk of the corporate programmer sitting next to me in 1985. Not me mind you ... I was still coding in COBOL and delivering punch cards to the mainframe.

As a management consultant in the 90s what I could do on a PC manipulating gigantic amounts of health care data would have made a NASA scientist from the 60s blush. I knew it at the time. Power was shifting from the big company (mainframe) to smaller, nimble teams who could do some rudimentary programming.

Now today, the computing power in my iPhone is 100X more sophisticated than the old PC I worked on in the 90s. Plus we are all connected all the time by the internet.

This change is bigger.

People still need goods and services, cars and diapers, lawyers and accountants, programmers and sales people. Some businesses will go away (think Encyclopedia Britannica) for sure but your business

Join Philadelphia area CEOs and Business Owners for a lively discussion and put your company in position to succeed in 2013

All attendees will receive a complimentary copy of his book

[Click here to hear what past attendees have said about the workshop](#)

can thrive by embracing the change. Today we want it all, right away and in the palm of our hand.

Are you ready? I hope so. Your competitor is working on it tonight. I guarantee it.

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