


# Väitöskirja elämästä

Aineistoa LinkedInistä 2012-2014

Jukka Paakkanen 3.8.2014

Osa 4 / 4 (sivut 151-196)

Kerro tuotteesta yllättävästi ja innostavasti  
- käytä arjessa avautuvat tilanteet - osoita  
tuotteen arvo kuluttajalle



**TO BE SUCCESSFUL  
YOU DON'T NEED  
BEAUTIFUL FACE  
AND HEROIC BODY,  
WHAT YOU NEED IS  
SKILFUL MIND AND  
ABILITY TO PERFORM.**

The Pessimist Says      The Optimist Says      The Sales Rep Says



*"Let's talk  
about the  
benefits  
of ice."*



Det har jag aldrig provat tidigare  
så det klarar jag helt säkert.  
- Pippi Långstrump



← 50% AIR  
← 50% WATER

**TECHNICALLY**  
THE GLASS IS COMPLETELY FULL

Keskity myydessäsi tuotteeseen  
itseesi markkinoinnin sijaan -  
asiakas ostaa tuotteen

Dear Helpdesk,  
Thank you for creating my account so fast.  
Though it is very funny, but how could I sell our products  
with an email address as [bitch@accorhotel.com](mailto:bitch@accorhotel.com)?  
Please change it ASAP.

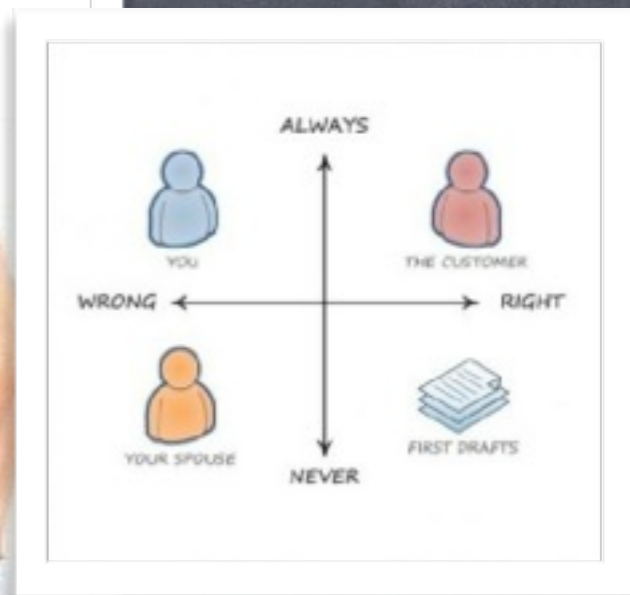
Thank you in advance.  
Bill Tchavlovsky

---

Dear Mr Tchavlovsky  
Unfortunately account names are generated from your  
initials, we cannot change it.  
You can believe me.

Regards,  
Ajani Erkson [ajerk@accorhotel.com](mailto:ajerk@accorhotel.com)

# Tiekartta menestykseen onnistumisen tae - laadi suunnitelma varasuunnitelmiin



# Toimeenpaine suunnitelmasi valmistautuen yllätyksiin ja suunnanmuutoksiin

I don't trust words,  
I trust actions.

WELL DONE IS  
BETTER THAN WELL  
SAID.

BENJAMIN FRANKLIN

Dad: I want you to marry a girl of my choice.

Son: No!

Dad: The girl is Bill Gates' daughter.

...Son: Then okay.

Dad goes to Bill Gates.

...Dad: I want your daughter to marry my son.

Bill Gates: No!

Dad: My son is the CEO of World Bank.

Bill Gates: Then okay.

Dad goes to the President of the World Bank.

Dad: Appoint my son as CEO.

President: No!

Dad: He is the son-in-law of Bill Gates.

President: Then ok.

This is BUSINESS

# Asiakaskunta on liiketoiminnan voimavara ja edellytys

**THE PURPOSE OF  
BUSINESS IS TO  
CREATE AND  
KEEP A  
CUSTOMER.**

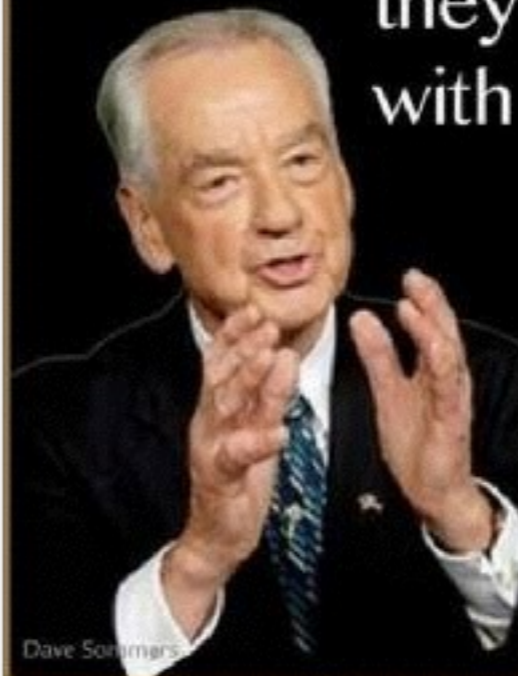


QUOTEHD.COM

**Peter Drucker**  
Austrian-American Author

1909 - 2005

If people like you,  
they'll listen to you,  
But if they trust you,  
they'll do business  
with you. ~Zig Ziglar

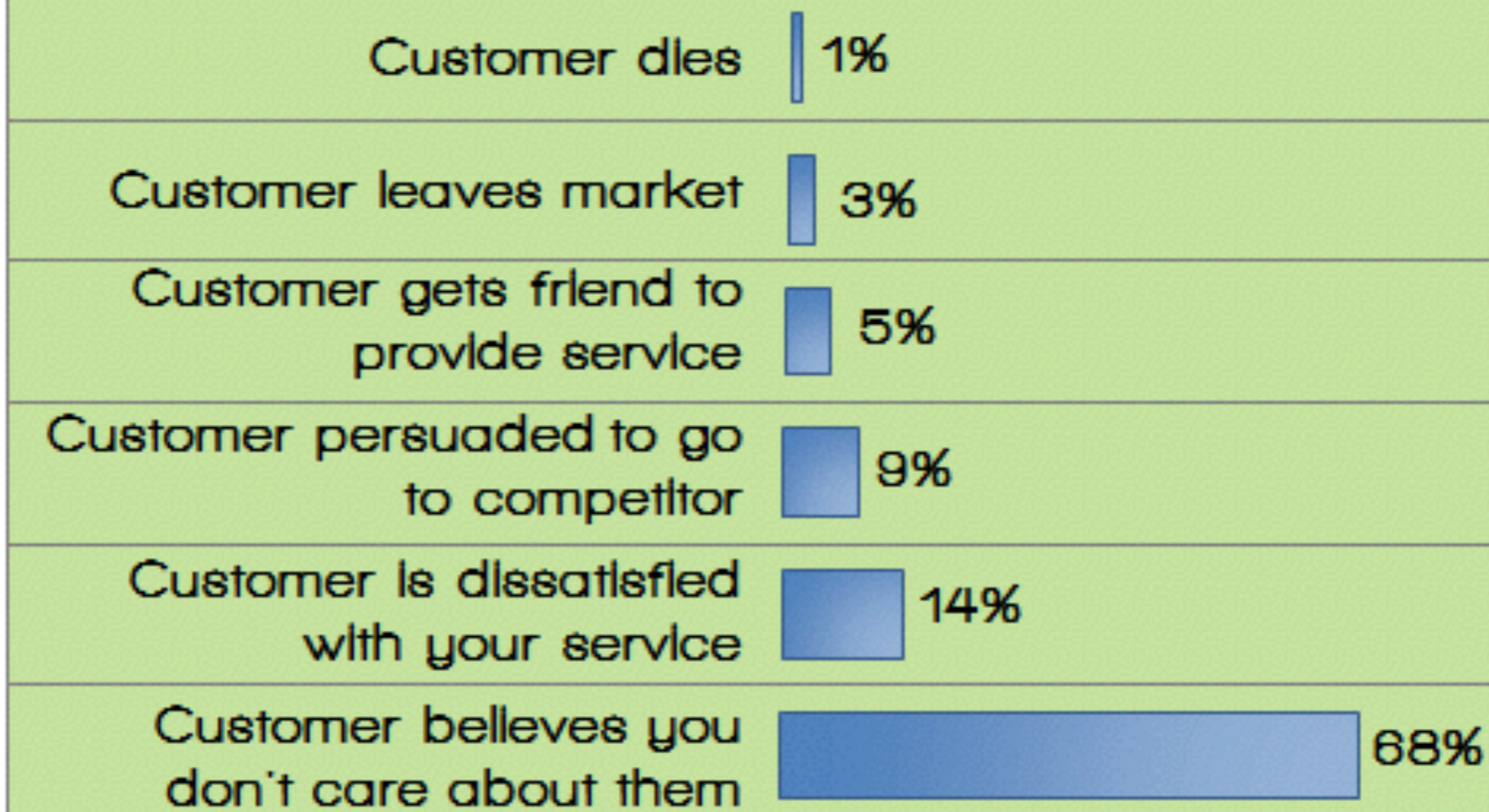


Dave Sommers

thegreatquotes.com

# Asiakaslähtöisyys tarjoaa Liiketoiminnalle jatkuvuuden lupauksen

## Why Do Customers Leave a Company?

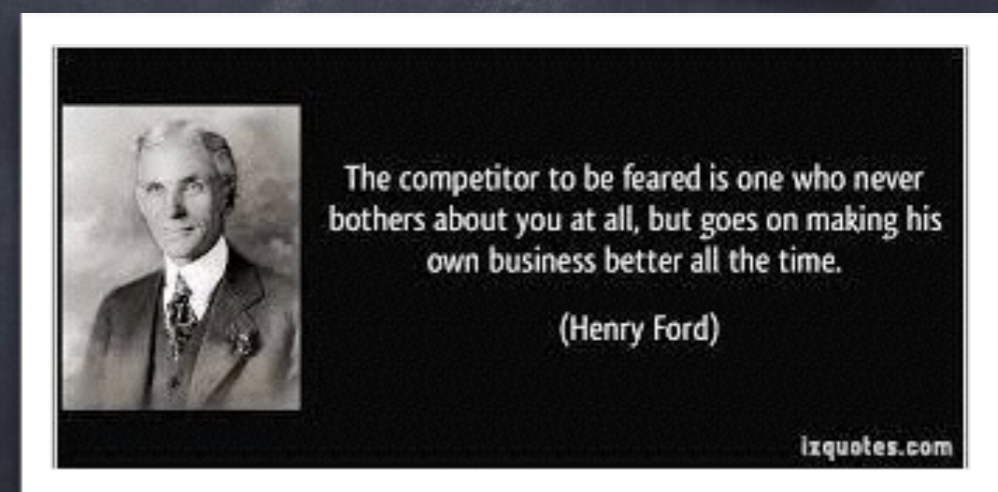


# Jatkuvuuden varmistamiseksi kehitä tuotetta ja tuo uusia tuotteita markkinoille

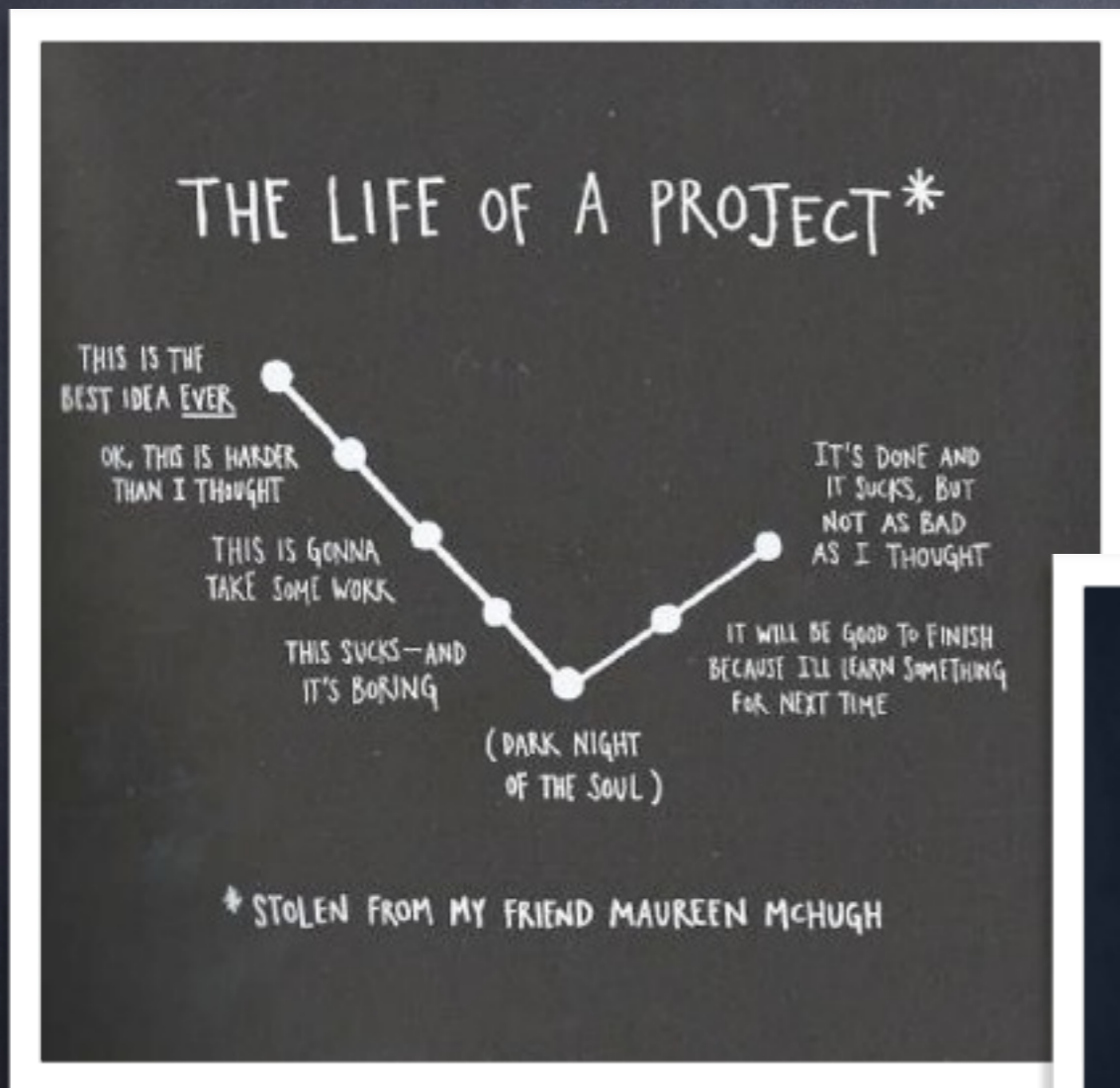
**TOP 10 TOXIC BUSINESS PHRASES**



1	We have <i>always</i> done it that way	2	That's <i>not the way</i> we do things around here
3	That's the way we do things around here	4	Doesn't matter what we say. <i>Nothing</i> will change anyway
5	Don't <i>boil the ocean</i>	6	Don't set the bar <i>too high</i>
7	We're <i>different</i>	8	It won't <i>hurt</i> us
9	When you are gone we <i>HAVE</i> to live with it	10	If it ain't broke, <i>why</i> fix it



Projekteilla on aina alku ja loppu  
- kaikki hyväkin loppuu aikanaan -  
siksi on kehitettävä uutta jatkuvasti



Projekti:  
Hanke, jossa kyvyttömät yrittävät saada haluttomia tekemään mahdottomia.



Päätämättömyys kostahtuu  
aina jälkikäteen -  
näköalattomuus välittömästi

The largest enemy of change and leadership isn't a "no". It's a "not yet"...Change almost never fails because it's too early. It almost always fails because it's too late.

Seth Godin, Author



# Muutoksen edellyttämät tekijät

## The Equation for Change

VISION	+	SKILLS	+	INCENTIVE	+	RESOURCE	+	ACTION PLAN	=	CHANGE
x	+	SKILLS	+	INCENTIVE	+	RESOURCE	+	ACTION PLAN	=	CONFUSION
VISION	+	x	+	INCENTIVE	+	RESOURCE	+	ACTION PLAN	=	ANXIETY
VISION	+	SKILLS	+	x	+	RESOURCE	+	ACTION PLAN	=	GRADUAL CHANGE
VISION	+	SKILLS	+	INCENTIVE	+	x	+	ACTION PLAN	=	FRUSTRATION
VISION	+	SKILLS	+	INCENTIVE	+	RESOURCE	+	x	=	FALSE START

Pyri rohkeasti  
tavoitteeseen joka päivä

Set a goal **SO BIG**  
that you can't achieve  
it until **YOU GROW**  
**INTO THE PERSON**  
**WHO CAN.** - UNKNOWN

CAREER STROKE



**Courage**  
doesn't always roar.  
Sometimes courage is  
the little voice at the  
end of the day that  
says I'll try again  
tomorrow

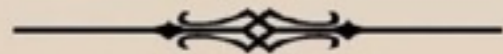
Mary Anne Radmacher

[www.facebook.com/careerstroke](http://www.facebook.com/careerstroke)

Liiketoiminnan mallinne on talo,  
jossa visio on perustus, missio  
on seinät ja arvot ovat katto

## *Integrity*

is choosing your  
thoughts and actions  
based on values rather  
than personal gain



“Vision without  
execution is  
just  
hallucination.”

- Henry Ford



Vision without action  
is a daydream.  
Action without vision  
is a nightmare.  
~Japanese Proverb

# Liiketoiminta edellyttää sitoutumista tavoitteisiin

“No matter how great the talent or efforts, some things just take time. You can't produce a baby in one month by making nine women pregnant”

- Warren Buffet



Put your heart, mind, and soul into even your smallest acts. This is the secret of success.

- Swami Sivananda



# Omnistumisen askelmerkit

Every successful person  
has a painful story,  
Every painful story  
has a successful ending.  
Accept the pain and  
get ready to success.

Bharat Chetry

"If you don't go after what  
you want, you'll never  
have it. If you don't  
ask, the answer is  
always no. If you  
don't step forward,  
you're always in the  
same place." -Nora Roberts



**If you want**

**change,**

»»»» STOP SITTING »»»»

*and start making*

»»»» **moves.** »»»»

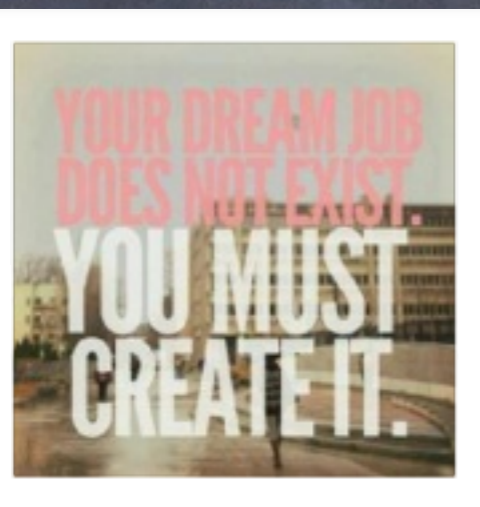
qaarbichasscareer.com

# Chances of Success



Design by:  **Ninja** Infographic

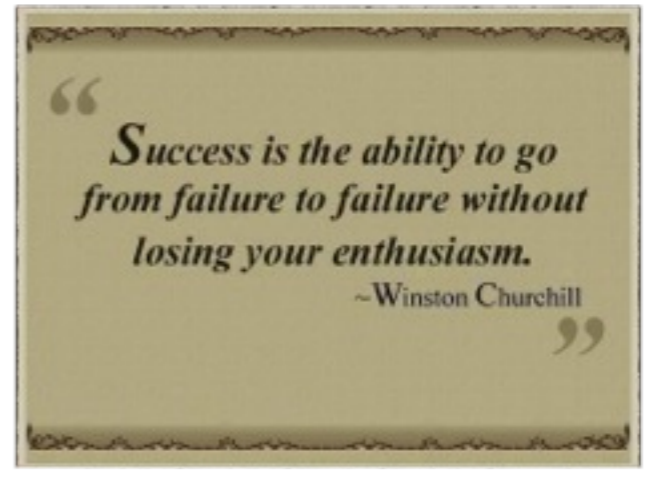
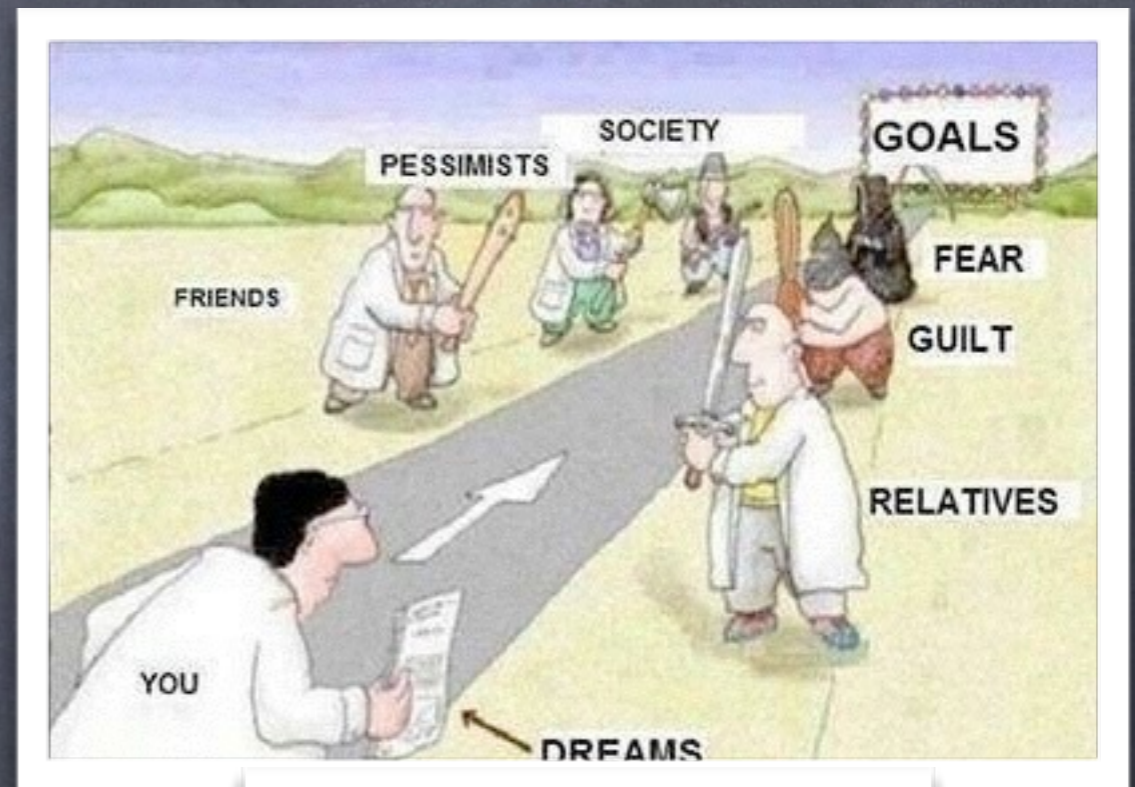
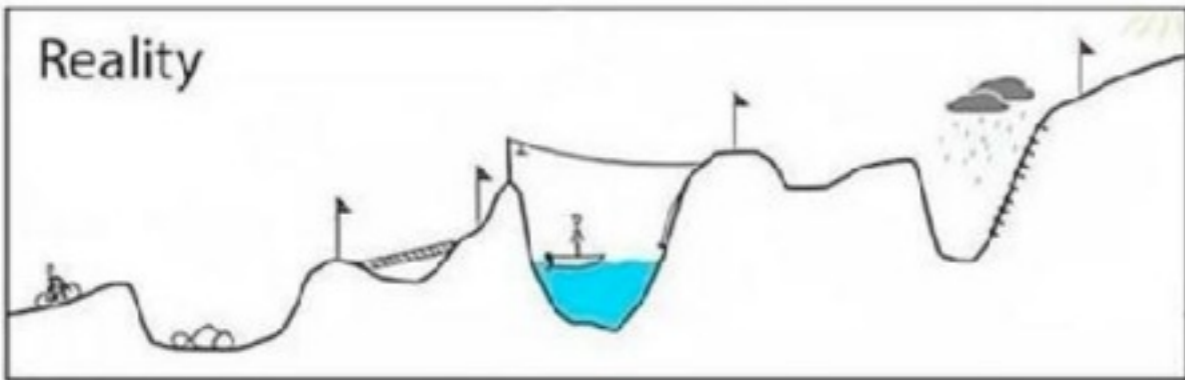
# Menestys vaatii paljon työtä



Your plan



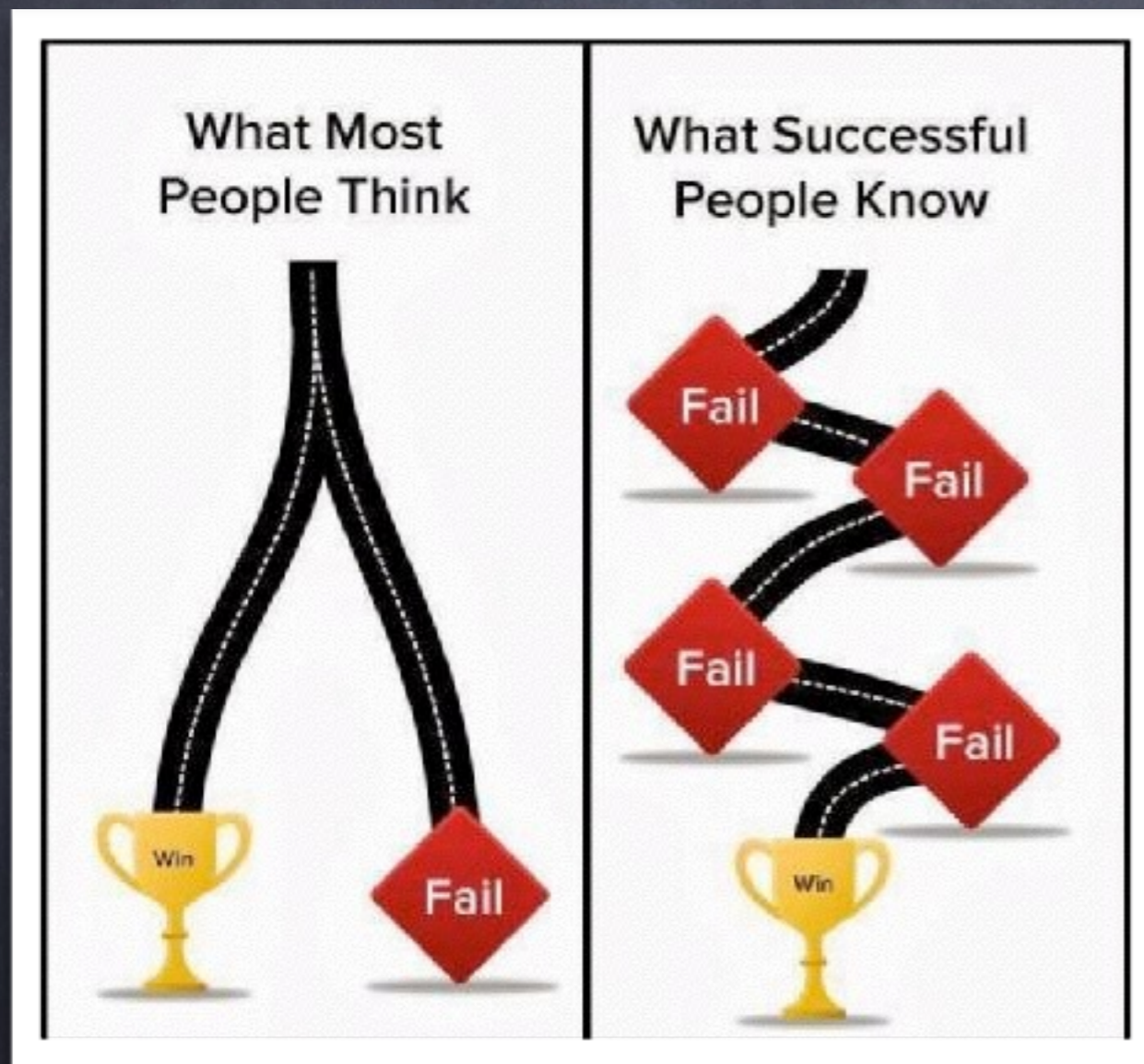
Reality



# HOW TO START A START-UP

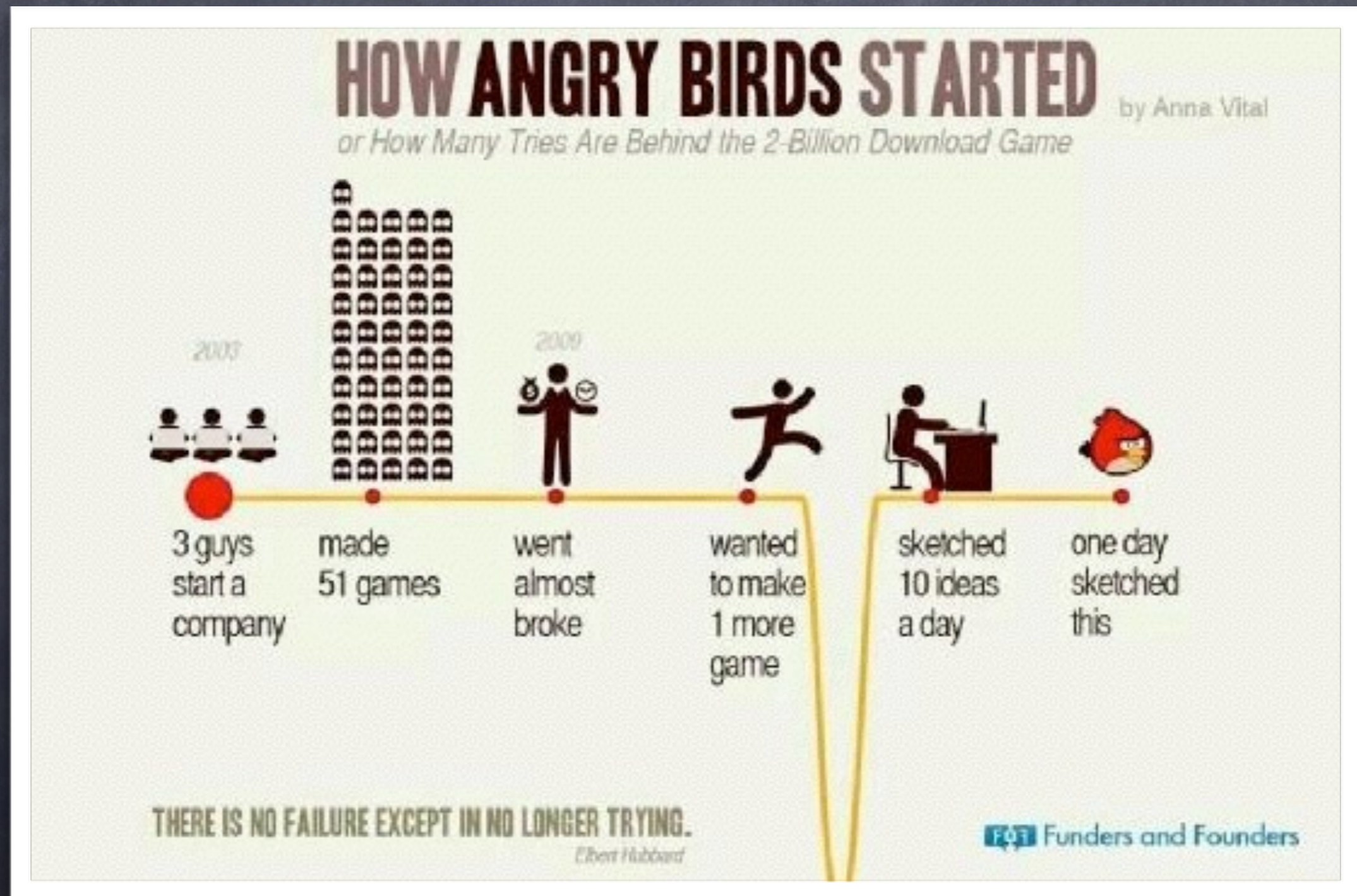


# Harvat onnistumiset osuvat kohdalle ensi kerralla

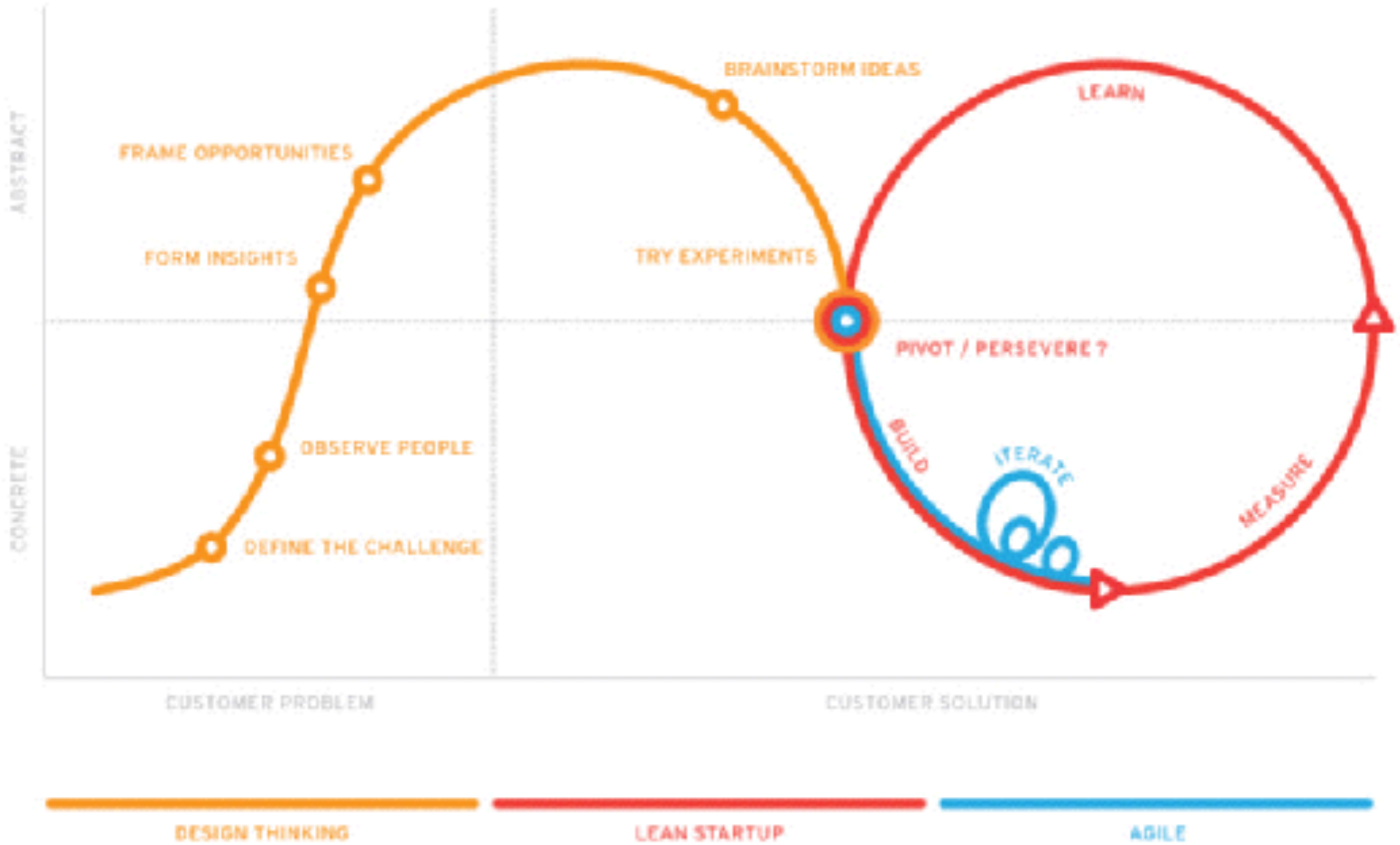


FAILURE IS ONLY  
A TEMPORARY  
CHANGE  
IN DIRECTION  
TO SET YOU  
STRAIGHT  
FOR YOUR NEXT  
SUCCESS.

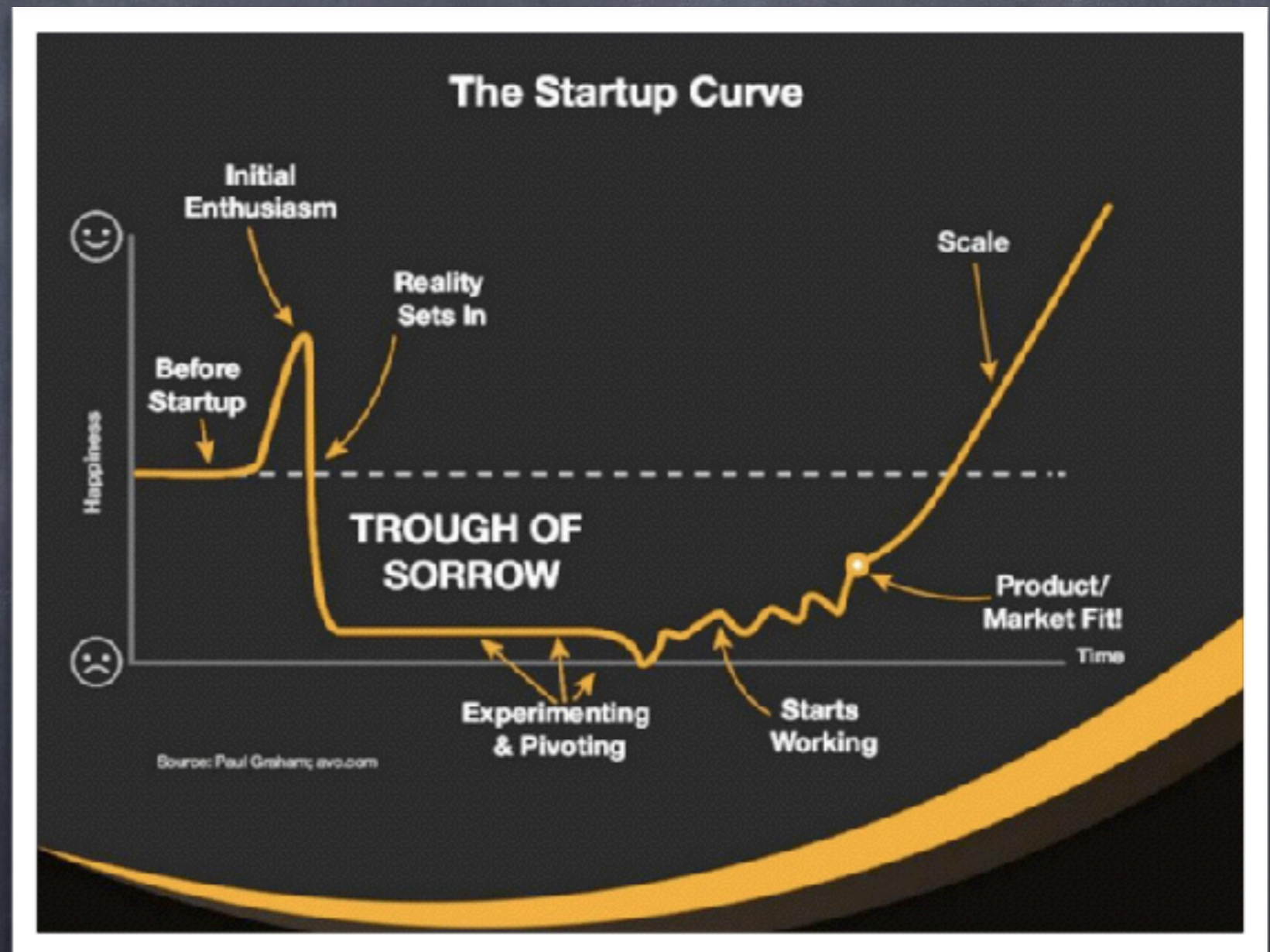
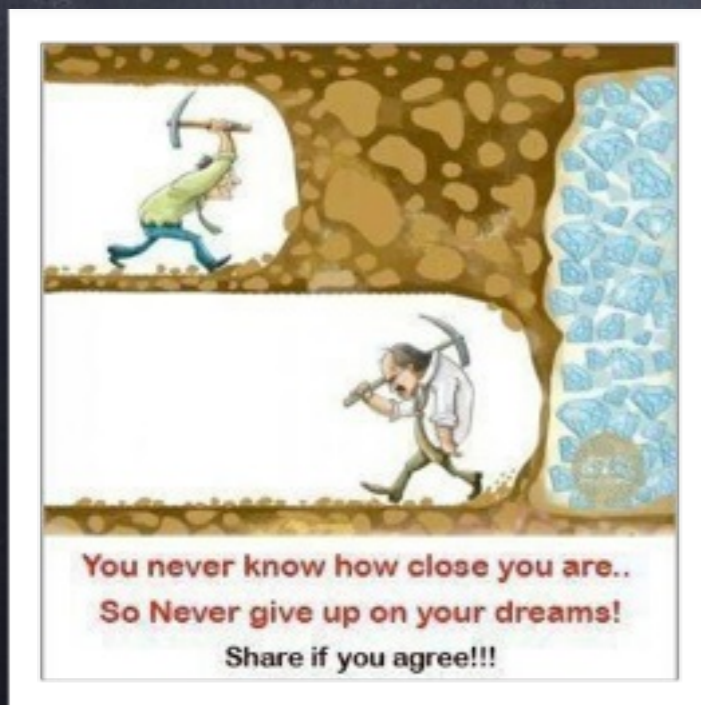
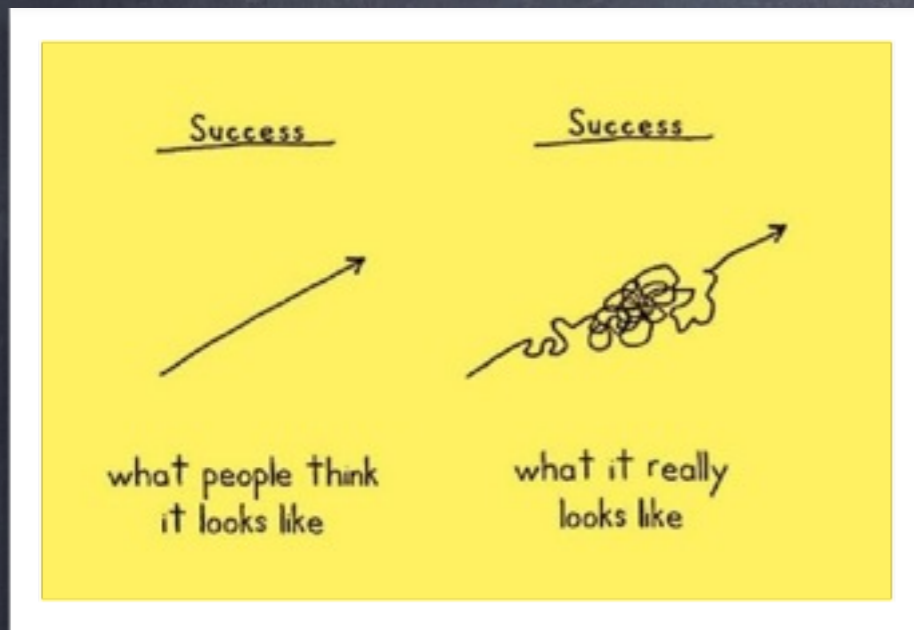
# Älä lopeta yrittämästä saavuttaa tavoittelemaasi



DESIGN THINKING DISCOVERS CUSTOMERS





# Läpimurto on aina seuraavan siirron jälkeen mahdollinen sattuma




# HOW MANY TIMES SHOULD YOU TRY?

by Anna Vital

**3** times Steven Spielberg was rejected by University of Southern California, after which he dropped out to become a director 



**25** times Tim Ferris's book *The 4 Hour Work Week* was rejected by publishers 

**400** times  Richard Branson launched companies before he founded one 'out of this world' [Virgin Galactic]

**300** times  founder of Pandora.com approached investors before he got funding


**162** times  the author of this infographic made searches for this data

**1009** times  Colonel Sanders who just started KFC was turned down when he tried selling his fried chicken recipe

**1500** times  Sylvester Stallone was rejected when he tried selling his script and himself as the film 'Rocky' 

Funders  
and  
Founders  
FOT

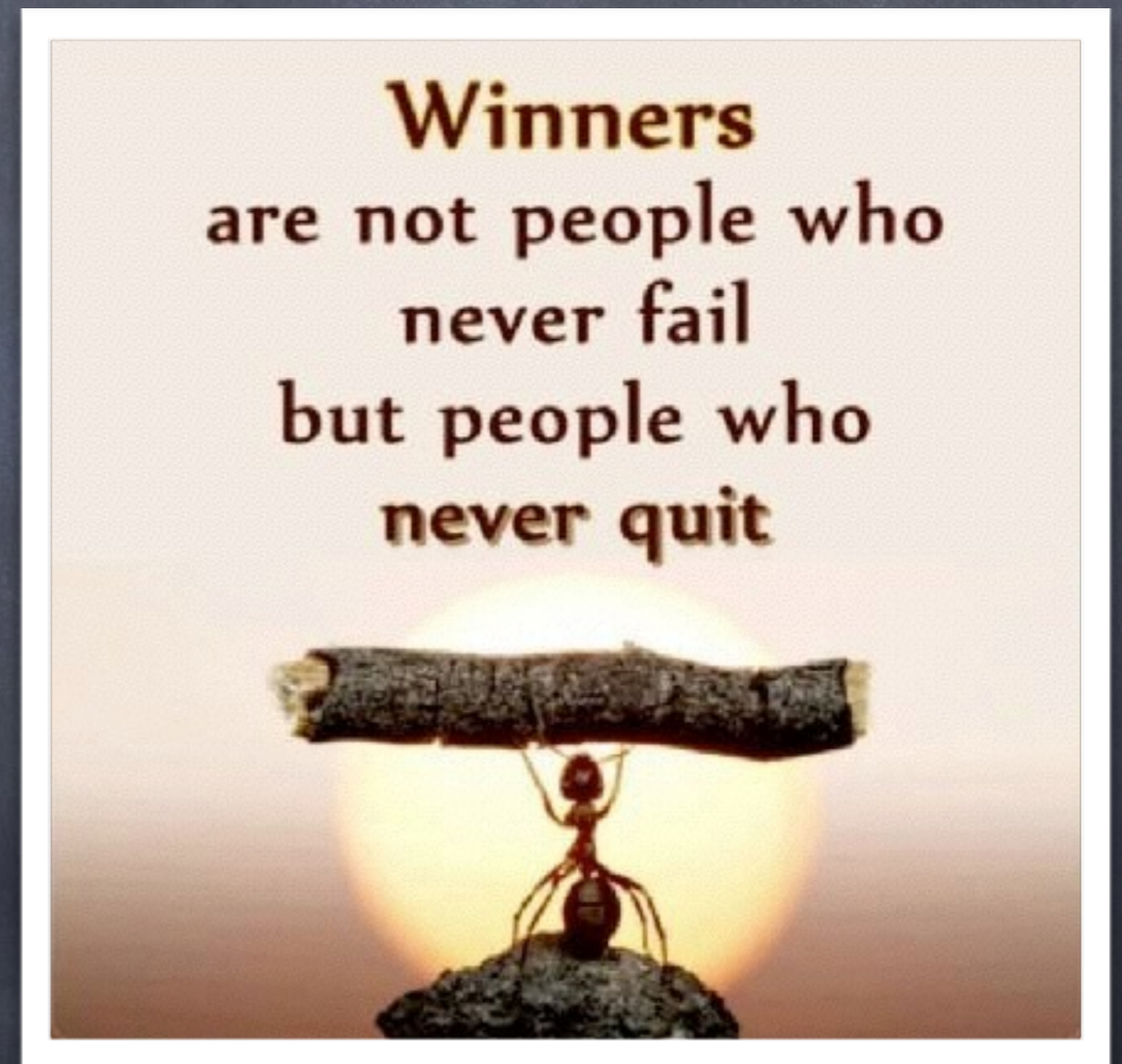
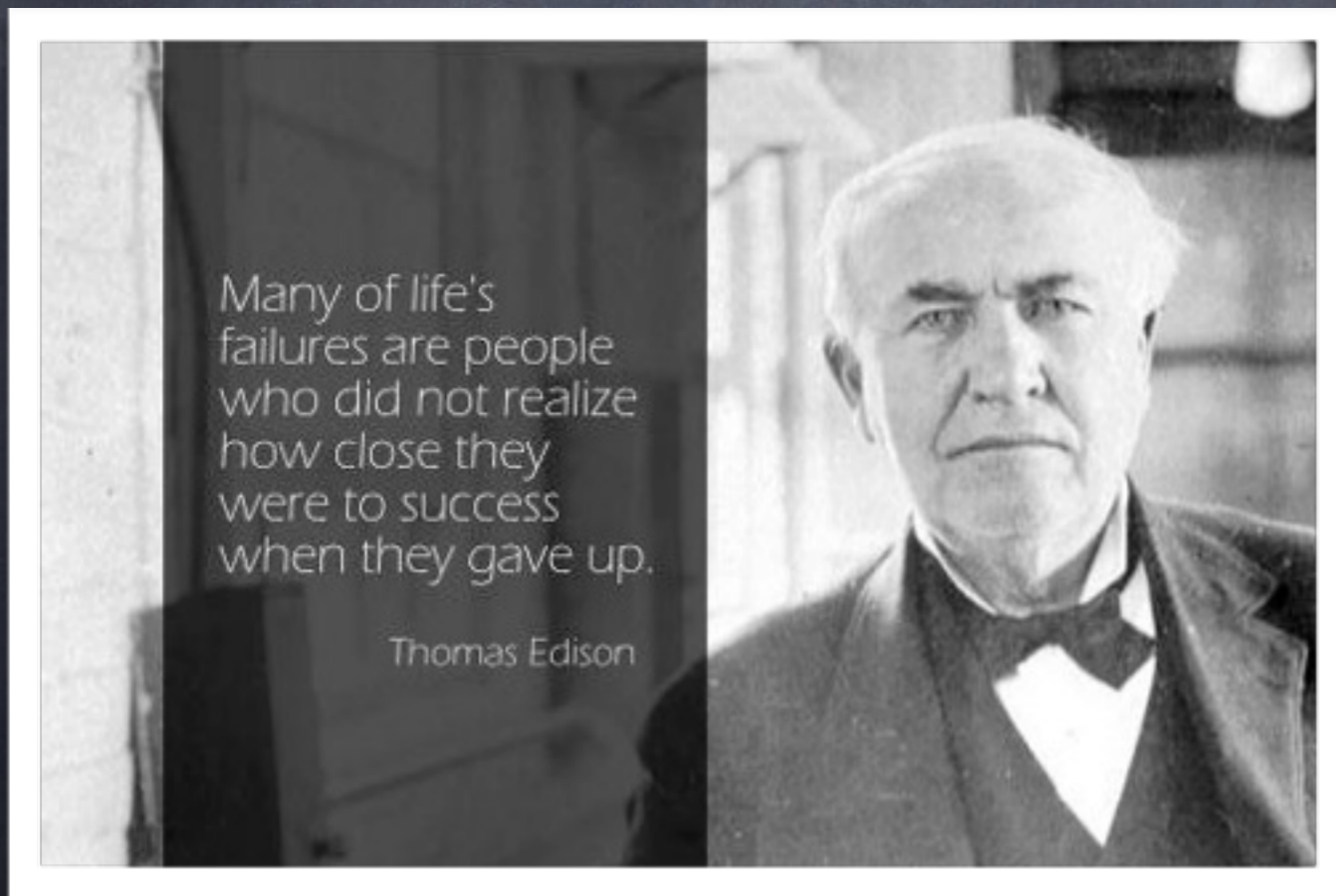
**5126** times  James Dyson created failed prototypes of his vacuum cleaner before succeeding

**10000** times  Thomas Edison created failed prototypes of his electric bulb before succeeding

HOW MANY  
TIMES WILL  
YOU TRY?



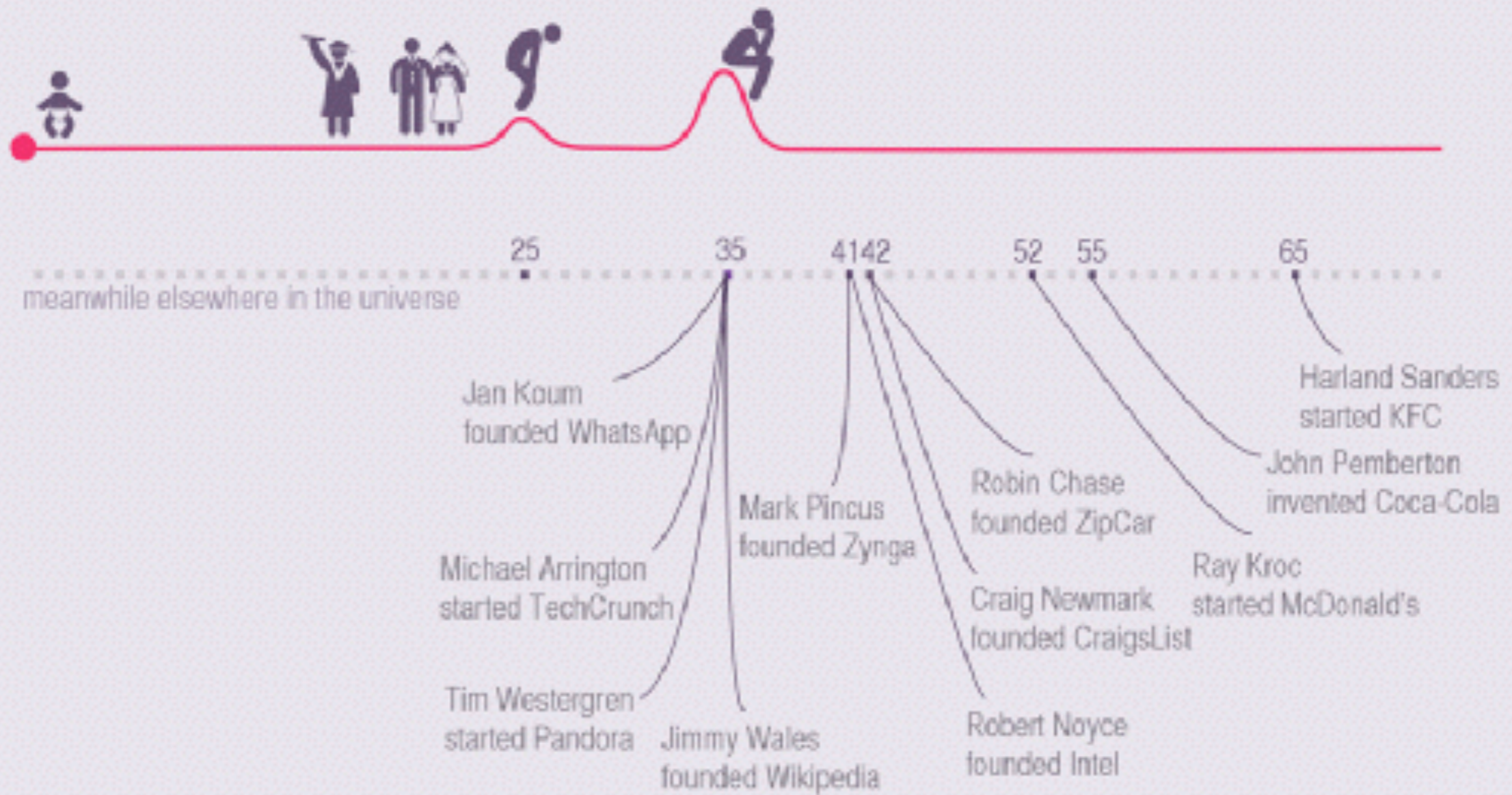
# Voittajat eivät anna koskaan periksi



# TOO LATE TO START?

by Anna Vital

*quarter-life crisis mid-life crisis*



**IT'S NEVER TOO LATE.**

**F01 Funders and Founders**

# Yrittäjyys on lähes aina mahdollisuus - vaatii pääomia aloittaa liiketoiminta

Dear Pessimist, Optimist, and Realist,

While you guys argued whether the  
glass is full or empty, I sold the glass.

Sincerely,  
Entrepreneur-ist



Often people who  
criticize your life  
are usually the same  
people that don't know  
the price you paid  
to get where you are  
today.

# SUCCESS IS AN ICEBERG



SUCCESS

People see this.

RISKS  
FOCUS  
GOALS  
PERSISTENCE  
FAILURE  
MASSIVE ACTION  
SACRIFICE  
HABITS  
HARD WORK

What really happens.

# Joskus talous yskii ahneuden sumentaessa lähimmäisten katsannan - elämä kannattelee silloinkin



Jos työnhaku takkuu  
- nauti vapaa-ajasta



# Rohkaisijoita tarvitaan

Wanted:  
**Encouragers**

[We have a surplus of critics already, thanks.]

-The World  
[annvoskamp.com](http://annvoskamp.com)



Being positive  
in a negative  
situation  
is called  
**LEADERSHIP**

via [NaomiSimson.com](http://NaomiSimson.com)


# Elämästä sanottua

The future belongs to those who prepare for it today.

*Malcolm X*


meetville.com

**DO SOMETHING  
TODAY THAT  
YOUR FUTURE  
SELF WILL  
THANK YOU FOR.**



**HAPPINESS DOES NOT DEPEND ON WHAT  
YOU HAVE OR WHO YOU ARE;  
IT SOLELY RELIES ON WHAT YOU THINK.**

~ BUDDHA



“The person who says it cannot be done should not interrupt the person who is doing it.”

Chinese Proverb

Don't wait for the  
*perfect moment*  
take the moment  
and make it  
*perfect.*

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# Elämän perustotuuksia

Don't waste words on people who deserve your silence. Sometimes the most powerful thing you can say is nothing at all.



www.WISDOMLIFEQUOTES.COM

The worst part about being strong is that no one ever asks if you're okay.



DO IT NOW.  
SOMETIMES  
'LATER'  
BECOMES  
'NEVER'

## { Three Simple Rules in Life }

1. If you do not GO after what you want, you'll never have it.
2. If you do not ASK, the answer will always be NO.
3. If you do not step forward, you'll always be in the same place.

Never listen to the opinion of someone telling you that you can't do something because they couldn't do it.

*Joko Assaraf*

# Kannustukseksi elämään



**Bad news:**  
You're not going to fit in  
with everyone.

**Good news:**  
The great ones never do.

A painting of a man with a globe on his head, set against a background of a starry night sky. The man has a beard and is wearing a dark, fur-lined coat. The globe is glowing with a warm, orange and yellow light. The overall scene is dramatic and evocative.

**“The greatness of a man is not  
in how much wealth he  
acquires, but in his integrity  
and his ability to affect those  
around him positively”**

**Robert Nesta Marley**

# Kaduttavaa elämässä?

## REGRETS?

I have no regrets.  
Even if I could,  
I would not  
change anything  
in my past.  
Rather, I look back  
with gratitude because  
if weren't for my past, I  
would not be who I am today.



**If There Are No Ups And Downs In Your Life  
It Means You Are Dead**

# Virheistä voi oppia

EVERY TIME I THOUGHT  
I WAS BEING REJECTED  
FROM SOMETHING GOOD,  
I WAS ACTUALLY BEING  
RE-DIRECTED TO  
SOMETHING BETTER.

-Dr. Steve Maraboli  
[pinterest.com/stevemaraboli](https://www.pinterest.com/stevemaraboli)

DEAR MISTAKES,  
THANKS FOR  
MAKING ME A  
BETTER PERSON.  
DEAR PROBLEMS,  
THANKS FOR  
MAKING ME  
STRONGER.

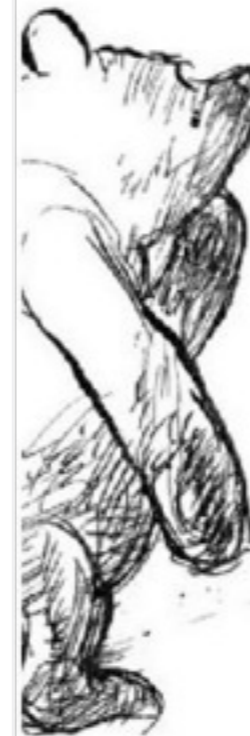


I'VE LEARNED SO MUCH  
FROM MY MISTAKES...  
I'M THINKING OF MAKING  
A FEW MORE.

# Ohjeita elämään



**STOP TRYING TO FIT IN WHEN YOU WERE BORN TO STAND OUT**



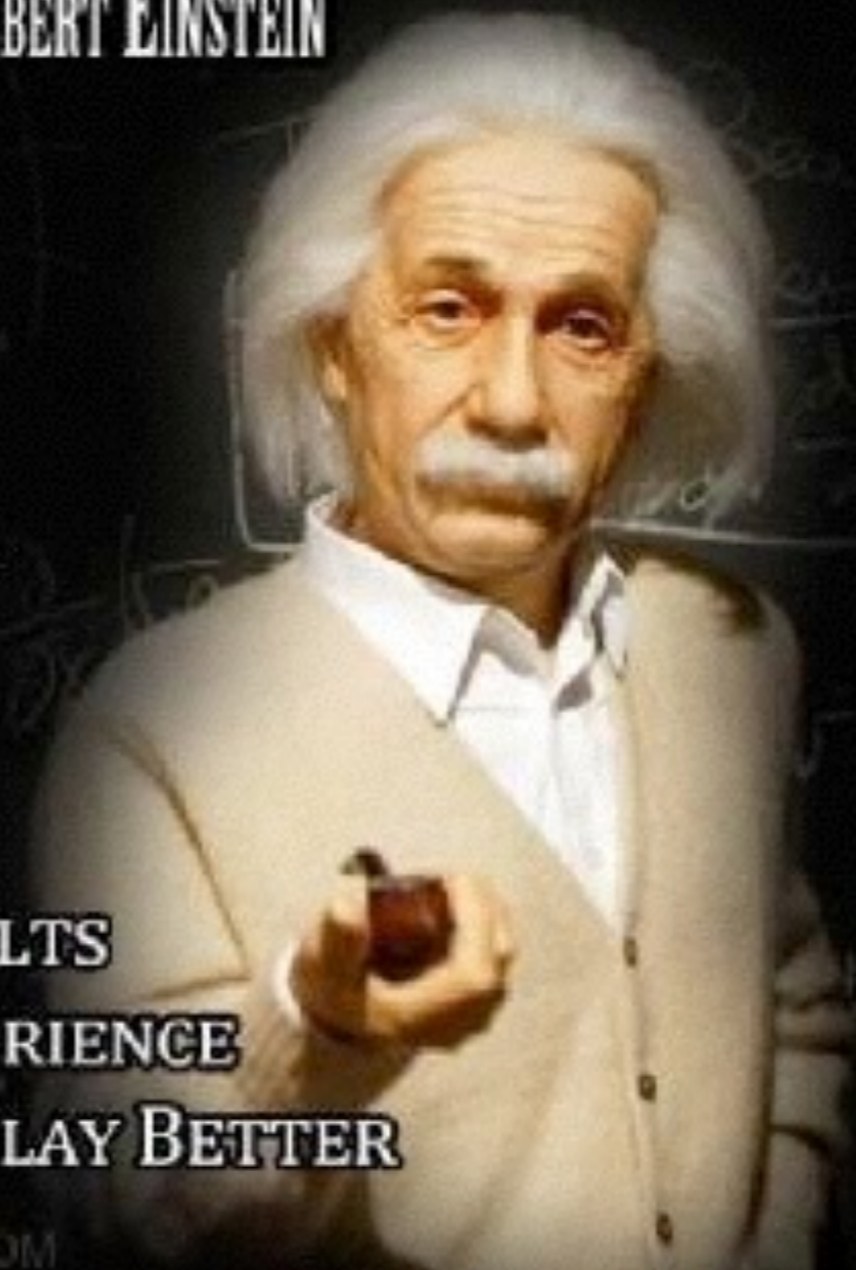
"Promise me you'll always remember: You're braver than you believe, and stronger than you seem, and smarter than you think."

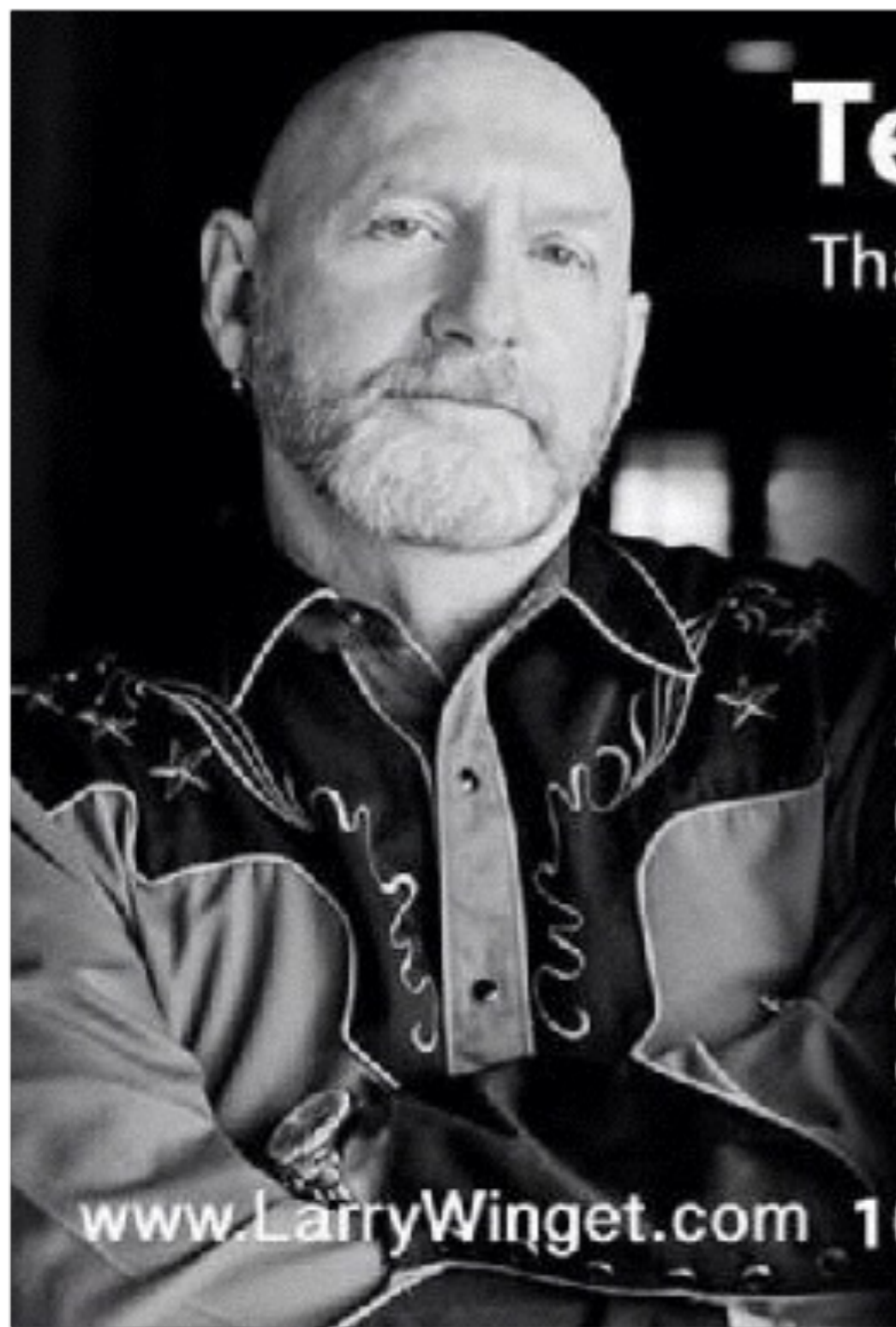
If you don't make the time to work on creating the life you want..You're eventually going to be forced to spend a LOT of time..Dealing with a life you don't want.

## 10. AMAZING LIFE LESSONS YOU CAN LEARN FROM ALBERT EINSTEIN

1. FOLLOW YOUR CURIOSITY
2. PERSEVERANCE IS PRICELESS
3. FOCUS ON THE PRESENT
4. THE IMAGINATION IS POWERFUL
5. MAKE MISTAKES
6. LIVE IN THE MOMENT
7. CREATE VALUE
8. DON'T EXPECT DIFFERENT RESULTS
9. KNOWLEDGE COMES FROM EXPERIENCE
10. LEARN THE RULES AND THEN PLAY BETTER

YASARSHAHZAD.COM





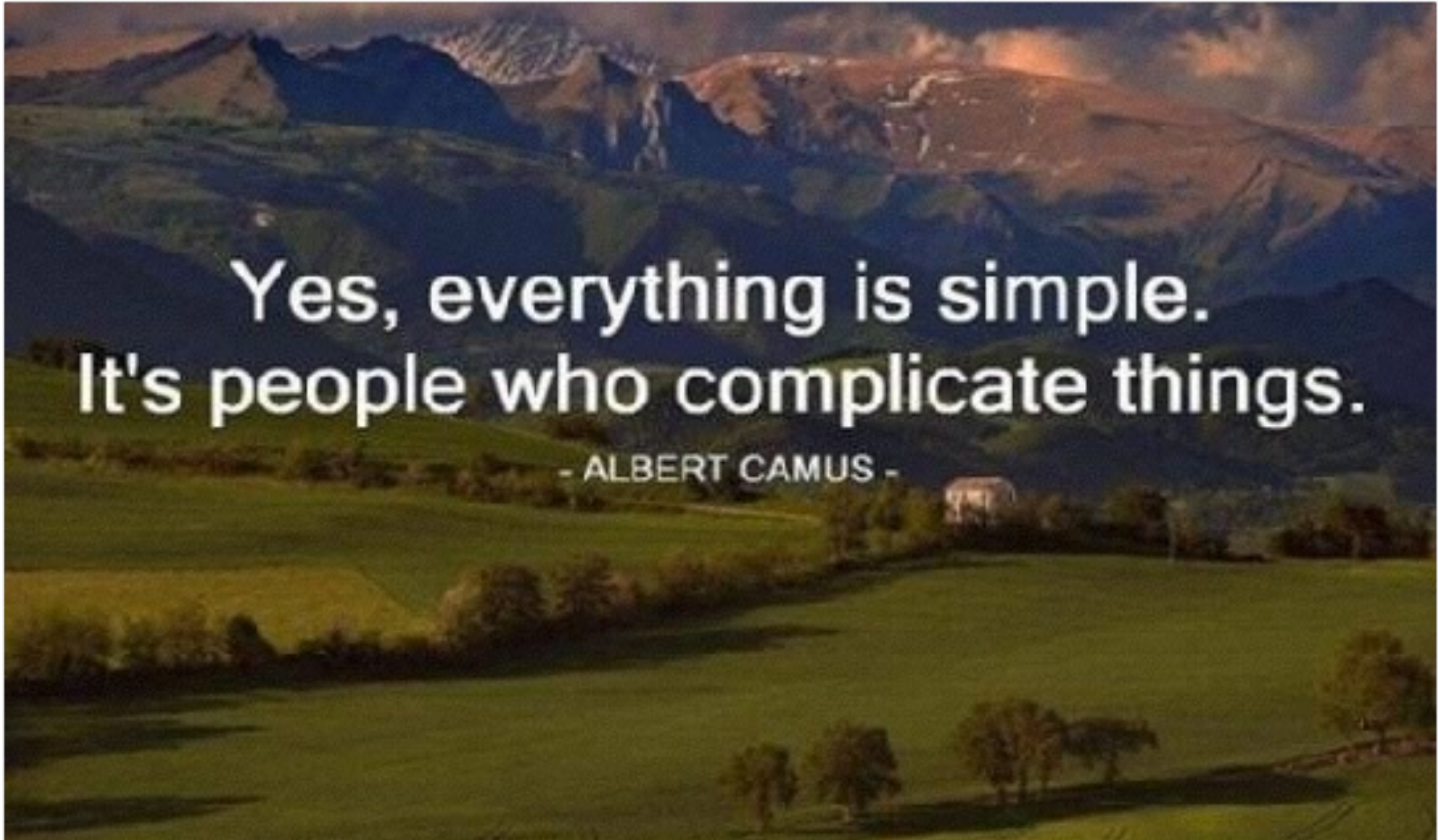
# Ten Things

That Will Never Fail You<sup>®</sup>

1. Honesty
2. Integrity
3. Hard Work
4. Being nice
5. Being excellent at what you do
6. Exceeding expectations
7. Spending less than you earn
8. Saving as much as you possibly can
9. Being charitable with your time, talents and money
10. Your sense of humor

[www.LarryWinget.com](http://www.LarryWinget.com)

# Yksinkertainen elämä on totta



Yes, everything is simple.  
It's people who complicate things.

- ALBERT CAMUS -

## Why COMPLICATE Life?

Missing somebody ..... Call  
Wanna meet up? ..... Invite  
Wanna be understood? ..... Explain  
Have questions? ..... Ask  
Don't like something? ..... Say it  
Like Something? ..... State it  
Want something? ..... Ask for it  
Love someone? ..... Tell it

Nobody will know what's going in your Mind ....  
It's better to Express rather than to Expect ....  
You already have the NO, take the risk of getting the YES  
We just have one life  
Keep it Simple Silly .... :D\ =D/

# Next time you're stressed:

take a step back, inhale and laugh.

remember who you are and why you're here.

you're never given anything in this world that

you can't handle. be strong, be flexible,

love yourself, and love others.

always remember, just keep moving forward.

[www.dailyinspirationalquotes.in](http://www.dailyinspirationalquotes.in)



"DON'T EVER MISTAKE MY SILENCE FOR IGNORANCE,  
MY CALMNESS FOR ACCEPTANCE, OR MY  
KINDNESS FOR WEAKNESS."

-CARSON KOLHOFF

*Carson Kolhoff*

# Suostuin muutokseen



Today I close the door to the past,  
open the door to the future,  
take a deep breath,  
step on through and  
start a new chapter in my life.

IT'S OK IF YOU  
DISAGREE WITH ME

I CANT FORCE YOU TO BE RIGHT



The smile on my face  
doesn't mean my life is  
perfect.

It means I appreciate  
what I have and what I  
have been blessed with.

I choose to be happy

[www.daveswordsofwisdom.com](http://www.daveswordsofwisdom.com)

[www.LeFunny.net](http://www.LeFunny.net)

# Lopuksi lainausten luotettavuudesta

“

The trouble with quotes on the internet is that it's difficult to determine whether or not they are genuine.

- Abraham Lincoln

”

PonderAbout.com

# Jälkikirjoitus

Omistan tämän Väitöskirjan elämästä -verkkójulkaisun lapsilleni Antonille, Alinalle ja Elisalle. Pidätän kaikki oikeudet omiin teksteihini. Materiaalin olen kerännyt LinkedIn päivityksistä vuosina 2012-2014.

Tiedostoa saa jakaa edelleen, jos kokee sen jakamisen arvoiseksi.

Klaukkalassa 3.8.2014

Jukka Paakkanen

Yhteystiedot: [jukka.paakkanen@gmail.com](mailto:jukka.paakkanen@gmail.com)



## Perhosen viesti sinulle

Elämä on pieniä ihmeitä täynnä - joka hetki.

Perhosen elämänkaari on kuin ihmisen.

Munan alkiosta ryömiväksi toukaksi kasvaa.

Ravintoa kasvuunsa luontoäidiltä hamuaa.

Elämänkoulu vahvistaa - kuoren ja kotelon - ulkokuoren  
vahvan sille antaa.

Vasta ollessaan valmis tuosta turvasta luopumaan  
saattaa perhonenkin olla vapaa ja onnellinen  
elämän halki sen tuulissa poukkoillen kiitämään  
väriloistossaan kevein ja tanssahtelevin liikkein.

- Jukka Paakkanen 2014



Kiitos yhteisestä matkasta

- Jukka