

An Emerging Economy

The Currency of Trust and Collaboration

By

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*When we enter a new area,
it's always a race. What it
comes down to is the eternal
balance in human nature—
between what's in it for me
and what's in it for us.*

Elliot Norse, President of
Marine Conservation Biology
Institute

- Find an industry/government partner(s) to keep you relevant... develop a friendship.
- Do not be afraid to GIVE in order to GET... but know what you are giving.
- It is okay to be Second, but BEST.
- Lead so others will follow... be ahead of the intellectual curve.
- Find seed money to grow ideas... plants do not grow without a seed and good nourishment.
- LISTEN... so others will listen to you.
- Know your elevator speech... your one slide... and move the line WITH color.