Sig 01.21.24

It's Awards season and we enjoyed watching parts of the Emmy's, even though many shows were unfamiliar. Secretly, we were hoping that Ted Lasso would go out with a bang and take home Best Comedy.

Given that Ted Lasso did not win, here is our tribute to AFC Richmond, a fictional football club in England, coached by a good ole boy from Wichita, Kansas. In case you didn't know it, the story was based on Crystal Palace F.C.

Here are our favorite quotes of significance from the series we highly recommend for viewing.

1. "Be a goldfish, Sam."   Coach Lasso always taught to forget about your last mistake.

2. " I do love a locker room that smells like potential."

3. "Be curious, not judgmental."

4. Pre-game speech at game- "I think that you might be so sure that you're one in a million that sometimes you forget that out there you're just one in eleven."

5. "Taking on a challenge is a lot like riding a horse, isn't it? If your comfortable while doing it, you're probably doing it wrong."

6. After Ted was offered tea by the English. "I always thought that tea was going to taste like brown water. And do you know what? I was right. It's horrible. No thank you."

7. "I think that if you care about someone and you got a little love in your heart, there's nothing you can't get through together."

8. "That's the funny thing about coincidences, ain't it? Sometimes they just happen."

9. "I shouldn't bring an umbrella to a brainstorm."

10. BELIEVE (the sign that is torn to shreds and then reappears…you will have to see this reveal for yourself.

The series goal was to go out like Willie Nelson….on a high!   And so they did. Well done boys.

Book I'm Reading: "When Core Values are Strategic" profiles Fortune 500 companies, all formerly with P&G. Enjoyed the chapter on Dean Butler, founder of Lenscrafters. Find out the simple strategy that led to an empire in vision care.

Invention of Significance: In the last week, we experienced the Sherwin-Williams app that is a genius product. Wunderman-Thompson agency built an app for Sherwin-Williams that allows architects to use natural language to describe a color they want, and the machine will present options to them. Importantly, as architects use this app, data is collected on how the essential audience describes color so that Sherwin-Williams can build an ever-evolving dictionary. When you say "show me the color of a Maui sunset," are you thinking of an orange or a pink or a lavender? Thanks to the data strategy built into this app, Sherwin-Williams will now know the answer to that. The way that elevates the creative output of this app for the client is

immeasurable…and significant. Visit www.sherwin-williams.com or www.wunderman-thompson.com.

Here's to another week of working on projects that matter.   Rick