

# “We Must Build on What is Good to Get to Great by Making the Most of The Flywheel Effect”

Motivational Speech (International Audience)

---

## EXCERPT 1

**When you're little, things really stick with you.**

I remember going to that pottery shop and being allowed to play with lumps of clay.

I also remember seeing so many things moving – there were potters' wheels everywhere! – and it took quite a bit of time, knowledge and skill to make even a single bowl, or a very special vase.

**The process was mesmerizing!**

If you've ever watched pottery being made, you know that a potter's wheel keeps spinning – it keeps its momentum – because of the **flywheel**: a very heavy wheel that requires a lot of force to push.

As long as the potter keeps pushing and pushing on the foot pedal, **the flywheel begins to build momentum.**

And once it does, the potter's wheel keeps **spinning on its own** for a long, long time.

**For centuries that pottery shop did quite a good business, using ancient techniques with local yellow baking clay to make bricks – and later to make hand-painted pottery, ornamental ware and tiles.**

People in the craft reproduced many beautiful designs from the 18<sup>th</sup> century!

**Until times changed.**

By the 1980s, people started spending their money in different ways. And so pottery shops disappeared.

That pottery shop nearly went out of business!

**Until it found new ways to keep its own flywheel spinning.**

As it turns out, the traditional craftsmanship and ceramic ability that the pottery shop relied on for centuries could be repurposed for the 21<sup>st</sup> century!

Today, contemporary artists, fashion designers and architects worldwide now seek out the artisans from that shop to be part of their creative process.

Together, they create handmade ceramics ... custom jewelry ... and tiled wall designs.

They even make glazed bricks – and then fix them to the outside of buildings – to create the most fascinating and artistic facades you’ve ever seen.

## **EXCERPT 2**

**That pottery shop kept its flywheel spinning by feeding it with many new and different initiatives.**

And every time, each push of the flywheel magnified the push that came before.

Each initiative fed another, and in turn was driven by another, creating a self-reinforcing loop that powered the business forward.

Now think for a moment about our company ...

We, too, have a flywheel in motion – and it’s really quite solid.

That’s important, because the mass of the flywheel helps to determine the momentum.

The more mass in our flywheel, the more energy it can store.

### EXCERPT 3

If we work together and make the right choices, we will move our flywheel forward.

And when you consider all four of these initiatives altogether?

- This is how we will gain more speed!
- This is how we will build momentum!
- This is where our real mass is – where our new energy will be stored! – and how we will sustain our new momentum.

Every time we feed our flywheel with any one of these things, it will accelerate our entire loop!

And we will keep our flywheel spinning!

### EXCERPT 4

At the same time we are feeding our flywheel, we must avoid anything that could slow our speed, and stop our momentum – or cause our flywheel to become unsuitable, or even unstable.

That means choosing on purpose to do some things differently so that our flywheel is free to spin fast.

We don't want to slow down or stop.

Because every time we do, we waste the momentum we've built up beforehand.

So what are those things that could slow us down?

And what do we need to do differently?

## EXCERPT 5

Third, we must put our faith and trust in one another.

That's important, because if we push with more people, we push with more force – and the faster our flywheel will spin.

This is the beauty and power of the flywheel!

- One person's efforts are always magnified by the efforts of another ...
- Each push may feel small in the beginning, but the pushes add up ...
- And as momentum builds, results accumulate!

## EXCERPT 6

All of us must remain focused on accumulating results.

Because if there's a person here or there who is NOT pushing the flywheel – then we start losing the potential advantages that are possible based on the physics of momentum.

- Will we SUCCEED in pushing our flywheel forward?
- Will we SUCCEED in gaining speed – and therefore momentum?
- Will we SUCCEED in preventing distractions and outside forces from slowing our momentum?