

Purple Cow-S. Godin

Reflection

A purple cow is remarkable. Purple cows are worth noticing and are interesting. When I think about this in terms of school and education a purple cow is a school that is doing things differently. They do not adhere to the daily schedule seen by schools around them. Their master schedule doesn't look like anything you may have ever seen before. Their offerings are tailored to their students and throw caution to the wind. A purple cow and education is something akin to High-Tech High. you don't become a Purple Cow by doing the safe thing or the same thing. We live in an age where information is readily available and student engagement levels in school decrease as the number of years they have been in school increase. In this type of environment, how is your school being remarkable against all of the other noise that bombards an individual in our society?

Notes

- Purple cows are remarkable and interesting and worth noticing
- We have reached a point where we can no longer market to the masses
- marketing via TV ads used to be a huge money maker but with the decline of TV has come to decline of ad revenue. It was so successful for so long that there is really nobody around to remember what it was like to advertise before TV commercials
- The leaders are the leaders because they are outliers, they did something remarkable; that remarkable-ness has been taken and it will not be the same if you do it
 - Luckily, there is no shortage of remarkable ideas

Moore's curve: innovators, early adopters, early majority, late majority, laggards

- Focus your attention on the innovators and early adopters because everybody else is waiting for a critical mass
- Ideas that spread= idea viruses

Idea virus: target a niche, a product for everybody is a product for nobody

In the age of the death of marketing you can no longer create a product and then make it desirable. You must design the product to be desirable from the starting gate.

- Not all customers are the same
- Purple cows are hard because of FEAR
- Fear that some people won't like you
 - Fear of failure started in first grade when you stop trying to stand out, stop asking so many questions, and stopped coloring outside the lines
 - We run our schools with the fear of failure and the fear of not fitting in. We don't want any outliers or defective parts.
 - This is a true recipe for mediocrity

If you do things that are never criticized you are doomed to fail

Why do birds fly in a V formation? The leader is the one that has the hardest job as it breaks the wind of the flight and the followers have the easy job of riding the trail

What's the point of mass marketing to everyone something that doesn't appeal to everyone?

Measurement shows what is broken and needing to be fixed

As the wild gets more turbulent more people hunker down into safety

The opposite of remarkable isn't mediocre but **very good** (very good isn't noteworthy)

Go for the edges

We make things for people who care about what we make

Remarkable can be something as easy as how the phone is answered

Be distinct or extinct