

***Business Life Television Show***  
**Bill Donnelly Interview with John Picard**  
**Channel 36**  
**September 22, 2003**

**Bill Donnelly:** “With us now is John Picard, who is a principal with Picard and Company. John is the winner of the “Entrepreneur of the Year” award from the Morris County Chamber of Commerce. John, welcome.”

**John Picard:** “Thank you ... and thank you for the award.”

**BD:** “And congratulations on the award. Let’s talk about Picard & Company so that our viewers understand the nature of what you do.”

**JP:** “Picard & Company is a strategic marketing organization. We focus on two things, one is business development, and two is extending and deepening every customer relationship that you have -- so that you can get more out of your business relationships and you can grow to your next stage.”

**BD:** “Relationships today, I think, are very complicated. There is a lot of pressure on relationships from all the media, new communication modes, tightening of budgets and the differences in our marketplace. How do you technically or strategically manage the development of relationships for your clients?”

**JP:** “Well, our business is first one of initial planning strategy and development of new ideas, new markets and new product. We also create all the tools, all the touch points that surround an individual client relationship. One of the cores of what we believe in is something called Relationship Architecture<sup>©</sup> which is a proprietary method of looking at not the product and the company, not the customer, but in fact the dynamic relationship between the two. So that it betters each. Each can get back to their mission, and each can get value out of the relationship and gain incremental growth ... incremental success.

**BD:** “What methodologies do you use to develop this better relationship?”

**JP:** “First of all, we use both traditional and nontraditional tools of communication. We see those touch points, that I talked about, as more than just tradition marketing. It could be the experience of servicing, billing, communication, email or newsletter. So in addition to brochure, sales materials, collateral, digital marketing and events, we are also communicating across the entire life and experience of the relationship and always moving back to the question, “Where is the value?” That’s critical, because that is what’s going to bring back to the business, its opportunity for growth and new profit.”

**BD:** “What category of business is your optimum client?”

**JP:** “We cover a range. Most of our client base focus is on complex or intangible products or services, where you really have to reach into the company and figure out how it connects to the marketplace. That could include: entrepreneur’s, growing businesses, financial services, professional services, BtoB and technology. We partner with companies going through some aspect of change, no matter what type they are, and want to make that leap.”

**BD:** “And do you have a particular size of business that is your primary focus?”

**JP:** We cover the full gamut, but our concentration is the middle-market business or divisions and profit centers of larger businesses. Some of them are world renowned, recognizable names and some are the “guy next door.”

**BD:** “Let’s talk about what it means to be an entrepreneur, as you are chosen as an outstanding entrepreneur for this year based on innovation, hard work and improving the services to the client. How do you take those ideas and inject them into your day-to-day operation?”

**JP:** “There is a quotation that we use as a foundation to all our concepts. It is “Carpe Fortunatum”. It is a Latin expression and it means ”seize the opportunity.” Innovation derives from a focus and a passion in finding the opportunity from change -- driving through that opportunity and seeing real bottom-line impact.

I have often found that business is too focused on themselves. I think this is changing. Businesses are looking outward more now and real success will come from shifting to a view of the client. For us, helping them to do that, almost inverting the very model of the business away from talking about yourself, to talking instead about the customer is a critical opportunity for innovation. That is what we are passionate about -- where we can deliver ROI which couldn’t be done before. Often marketing has been an intangible, soft thing; I can show you a pretty brochure, I can make it look very good. Now we are talking about what is the return on your investment. As a matter of fact, one of our partners is a leading author on just that subject.”

**BD:** “What in your character and experience intrigued you to start an entrepreneurial business?”

**JP:** “I think it gets back to the question of passion and the ability to reach into multiple businesses and find within each of them that original dream. Every business started with a dream, every professional within that business has a passion and a mission for themselves. If by extending the relationship we can bring it back to that dream ... back to that mission, then you can fulfill something much greater than simply another dollar or a short-term return. What I have found is a passion to helping people get back to that mission – to helping them turn their customers, their prospects and their relationships into a vehicle to achieve the value each needed from it, to form true partnerships in the business marketplaces.”

**BD:** “So it seems you have to be a very good listener.”

**JP:** “Absolutely. A story when I was a boy (my father had a military background) was that he would try to drive me to think independently. If I wasn’t responding, as an 8-11 year old boy, he would tell me half jokingly, “Listen louder.” To this day, I still hear the echo of his voice telling me that, when I am with a client. I am not just listening to the words but what lies between the words, what lies inside. It gets back to the mission and the dream.”

**BD:** “So if I understand you correctly, you have used all your experience, which is about 25 years in marketing, to create a new business whereby your goal, your mission, your entrepreneurialism and your hard work are directed toward making the dreams of businesses come true.”

**JP:** “Absolutely. Can you think of a better definition of entrepreneur?”

**BD:** “Well that’s great. Congratulations to you and for winning the award and good luck in the future.”

**JP:** “Let me thank Morris County and all the other businesses that make up the county and the chamber for together we form a community about relationships.”