

## Joni Adams

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Hi Jeff,

I attended your presentation to the CEO Council last Thursday in Tampa and I thoroughly enjoyed it. It was such a relief to hear about all of the Mega Realities and that it is not me just losing my mind. I knew the world was just spinning way too fast and now it all makes much more sense. It is especially difficult to fathom that every second 80 years' worth of new info becomes available. I am always reading and researching and this actually seems believable to me because I never can seem to get through all the information and it is just never ending.

This brings me to your Mega Reality of so many choices. I find it so difficult to make decisions when deciding on a particular vendor, supplier, doctor, or whatever it may be. Yes, there are so many choices and you can research forever and still not seem to get any closer to a decision. In your presentation you said to narrow it down to 20 and that you cannot go wrong because they will all be good. This is where I struggle because I have had so many bad experiences with vendors, people, doctors etc. Even checking references and using Angies' list has not helped. I find that they too are over committed and cannot provide the level of service needed to keep up with this fast paced world. It ends up taking more effort in the end. I would appreciate your thoughts on that if you are inclined and have time.

Thank you again for the presentation. I walked away with a lot of great useful information and have already shared it with my direct reports.

Joni

### Joni Adams

CEO

1212 N. 39th Street, Suite 200 | Tampa, FL 33605

813-241-4515 o | 813-267-0598 m | 813-248-5612 f

[Joni.adams@rofinc.com](mailto:Joni.adams@rofinc.com)

