

How Products and Companies Remain Relevant.



new

and

Improved

LEE SILBER

NEW AND IMPROVED

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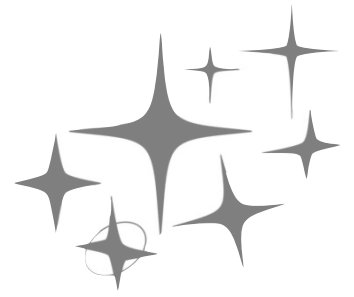
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PROLOGUE

PIZZA! PIZZA!



There's some products that at first glance don't look like they've changed much in the past 75 years—pizza is at the top of that list—it's still a round meal in a square box ... and delicious.

For the most part, pizza looks and tastes the same as it did when it was first made popular by American soldiers returning home from World War II.

Upon closer inspection, the way pizza is made, sold, and consumed has changed for the better over the years (except pineapple toppings?) with small improvements stacked on top of another.

This mini book is about remaining relevant when time and technology change with insights, ideas, and improvements.

FUN FACTS

In 2016, students at Xavier University were able to buy a pizza from a vending machine. In 2021, robots made pizzas that were delivered by self-driving cars.





Pizza

- 1943** Pizzeria Uno was the first to sell Chicago-style deep dish pizza.
- 1954** Shakey's Pizza Parlor is the first pizza franchise chain in the United States.
- 1957** The first frozen pizza was sold in supermarkets and no, it was not Digiorno.
- 1958** Brothers Dan and Frank Carney borrowed \$600 and opened the first Pizza Hut.
- 1959** Roundtable and Little Caesars opened right after Pizza Hut.
- 1961** A Greek pizza-maker in Canada invented the Hawaiian pizza, driven by the Tiki craze.
- 1962** Tom and James Monaghan purchased a small pizza parlor in Michigan called DomiNicks.
- 1965** An employee suggested the name Domino's and the owners ran with it.
- 1974** The first computer was used to order a pizza. I know, 1974!
- 1984** "The Pizza Saver," a tiny three-leg table device used inside the delivery box was invented.
- 1985** Two attorneys open the first California Pizza Kitchen—and the wood-fired, Thai pizza was born.
- 1994** Pizza Hut began offering online ordering.
- 1990** Heinz invented Bagel Bites, mini pizzas cooked in a microwave.
- 1995** Papa Murphy's was the first to offer, "Take and Bake" made-to-order, uncooked pizzas.
- 1998** Domino's came up with the concept of a flavored crust and Heatwave delivery bags.
- 2000** The first 3D pizza is printed for NASA.
- 2005** Gluten-free pizza was invented in a Venice bakery (Los Angeles, not Italy) by James DeSisto.
- 2011** Pieology and Blaze are the first to offer a create-your-own pizza (similar to Subway).
- 2013** Domino's offered mobile ordering using delivery vehicles with warming ovens built in.
- 2016** At Xavier University in Ohio, students could purchase a pizza from a vending machine.
- 2021** A company called Picnic used robots to make 500 pizzas with nearly no food waste.



WHAT'S

Included

Converse Shoes

Fender Guitars

In-N-Out Burgers

National Geographic

John Deere Tractors

Oscar Mayer Meats

Kroger Supermarkets

Levi's Jeans

Amazon

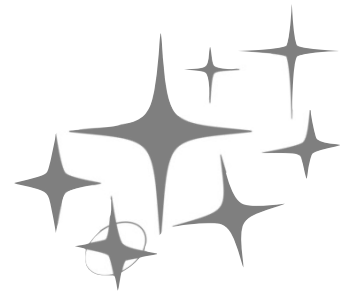
Dunkin' Donuts

Lego Toys

Adobe Software

SHOES

converse



SINCE 1908

The Converse you probably picture—the iconic high top shoe made of a rubber sole, canvas body, and white laces—have remained popular for 100 years because the cool people of the day have all proudly sported them—rock stars, rappers, actors, athletes, skateboarders, and now influencers.

FACT

Over the years Converse faced numerous financial difficulties but hung in and rebounded each time. Nike bought Converse for \$309 million in 2003.

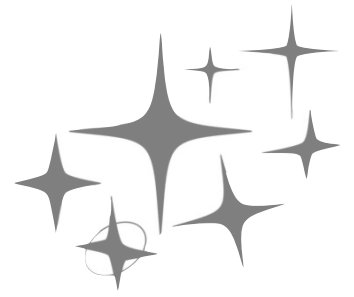
THE LESSON

It was a salesman (Chuck Taylor) who suggested making a basketball shoe in the early years—a move which took the company to a whole new level. Encourage, listen, and implement the ideas and insights of your frontline workers.



INSTRUMENTS

FENDER



SINCE 1946

Fender instruments look good, play well, and last a long time. They're also used by the best and most popular musicians of every era. It's why they are the top selling brand.

THE LESSON

Fender offers something for everyone. A top-of-the-line Stratocaster sells for thousands of dollars, but Fender also makes a much less expensive knockoff. Need an amp to go with your guitar or bass? Fender has one. Want a new guitar or amp that looks old? Fender has a vintage series of both. They also have hats, shirts, cables, and straps made with the Fender name.

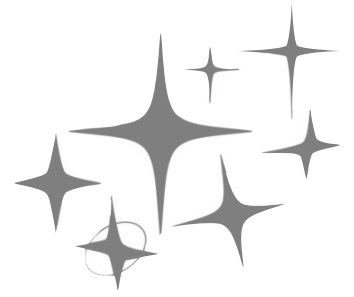
FACT

Leo Fender was making guitars for ten years before country music pickers started playing his instruments and then mainstream musicians made them popular.



FAST FOOD

in-N-out



SINCE 1948

At any In-N-Out there's always really long lines of cars waiting to order "double-double"

hamburgers (and fries) because they're that good. Not much has changed in the 75 years since they opened as the first drive-thru hamburger stand in California.

THE LESSON

Hire and promote from within. In-N-Out University trains their new managers how to make quick decisions, demonstrate initiative, and please hungry customers—and the average manager stays 14 years, while the average part-time associate stays for two years.

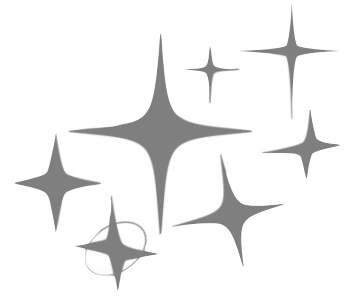
ABOUT

In-N-Out is an innovative company that has slowly but steadily grown into one of the largest fast-food brands in California and beyond.



TRACTORS

JOHN DEERE



SINCE 1837

John Deere and Company started out as a manufacturer of farm tractors, but over the years has expanded their line to meet customer needs across multiple industries—all 698 tractor variations were and are done in their distinct green and yellow colors.

THE LESSON

Since the company's inception it has only had ten different CEOs. Stability at the top and a leader who is willing to adapt and change with the times—the company was one of the first embrace self-driving technology—has kept them at the top of the heap for brand loyalty for years.

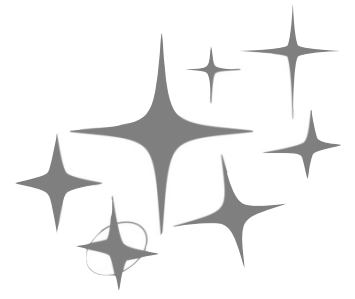
FUN FACT

In 1894, bikes were all the rage so the John Deere Company struck while the iron was hot and produced two popular models of bicycles.



MEDIA

NATIONAL GEOGRAPHIC



SINCE 1888

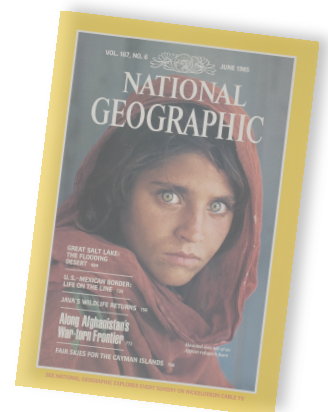
Depending on your age, there's a good chance you've seen a copy (or stack of copies) of the yellow magazine. Today, National Geographic is known for their television shows. Their goal is the same—inspire people to care about the planet—and they remain relevant by adapting and adjusting to their readers / viewers preferences.

THE LESSON

Who you are and what you do doesn't have to change, but your means and methods for reaching your audience will and should.

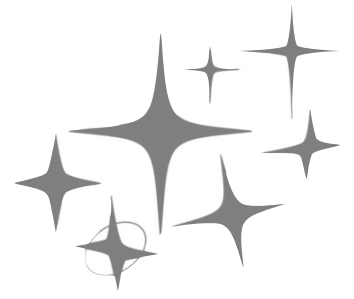
FUN FACT

The magazine has always been known for cutting edge photography. Of all the amazing photos over the years, the cover picture below is still the most popular one.



COLD CUTS AND HOT DOGS

OSCAR MAYER



SINCE 1883

"My bologna has a first name and it's O-s-c-a-r . . ." If this jingle sounds familiar, it's because it was a memorable marketing tool. It made people want to eat bologna. Bologna! The company also created Lunchables as a way to sell more bologna—both worked.

THE LESSON

The best ideas solve problems. In the 1980s, working mothers were too busy to make sandwiches for their kids to take to school, so the idea for a pre-packaged lunch was the perfect solution. People pay for solutions and things they love—like pre-cooked bacon ready in less than 30 seconds.

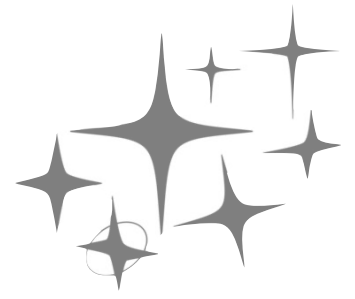
FUN FACT

The idea for a hot dog-shaped vehicle to promote products came from the young nephew of the founder. Sometimes the younger generation knows best.



SUPERMARKETS

KROGER



SINCE 1883

The nation's largest grocery chain started with Barney Kroger's life savings (\$372), one store, and an innovative approach to business.

Kroger was the first grocer to offer one-stop shopping, manufacture their own brand of goods, use scanners to help cashiers, and have drones deliver orders.

LESSON LEARNED

Having a slogan that is short and memorable works. "Fresh for Everyone" is what Kroger is all about and drives their decisions.

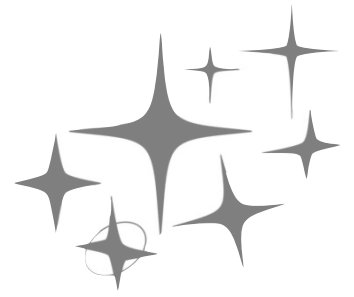
THE LESSON

Innovate and collaborate. Kroger doesn't have to spend their own time and money developing technology to take advantage of it. Instead, the grocery chain partners with companies that do it best and use their tech to better serve their customers.



CLOTHING

Levi STRAUSS



SINCE 1853

At the top of their landing page Levi's states, "Throughout our long history, we've inspired change in the marketplace, the workplace, and the world." It all started by making stronger work pants (jeans) and continued with Dockers, their own brand of casual work attire (Think: khakis).

QUICK QUIZ

What kind of pants are the most popular? If you guessed jeans, you are right. Durable, versatile, and comfortable, they are the most worn type of pants year after year.

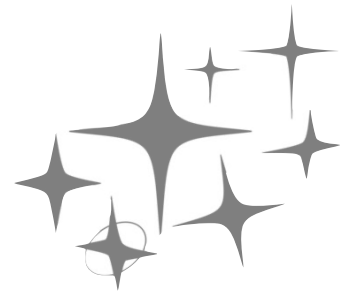
THE LESSON

Authenticity. That's what I think of when I think of Levi's. It's something you can't fake. If we are true to our ideals and believe 100% in what we have to offer, it's so much easier to talk about and sell our products and services.



E-COMMERCE

Amazon



SINCE 1995

I think everyone has heard of Amazon and probably knows that in the beginning they only sold books. Obviously, they've grown a just a little.

THE LESSON

Where do we start with Amazon's lessons for success and longevity? If I had to choose one (and I do) I would say their business model is built on finding new ways to improve people's lives using technology and teamwork. People want shopping to be fast, cheap, and easy. Amazon nails it. If we can meet and exceed people's needs like that, and save them time and money, we're in good shape.

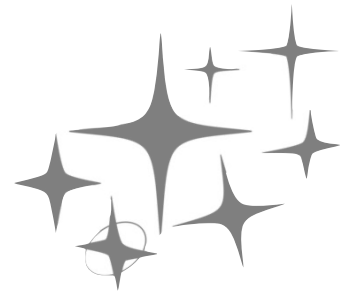
ABOUT THE LOGO

The arrow in Amazon's logo is there to indicate they carry everything from A-Z and offer end-to-end service. Their motto has always been, "Get big fast".



DONUTS AND COFFEE

DUNKIN' DONUTS



SINCE 1950

Many think of Dunkin' as an East coast thing, but the company is the largest coffee and donuts brand in the United States making their slogan, "America runs on Dunkin' " accurate.

FUN FACT

The origin of the name, Dunkin' Donuts seems obvious. If you guessed it comes from the idea that many people like to dunk their donuts in coffee, you are correct.

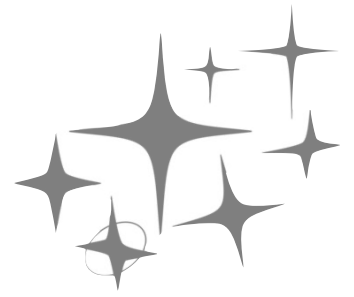
THE LESSON

All Dunkin' locations are franchisee owned and operated. Dunkin' is partnered with Baskin Robbins and many of their locations are inside gas stations, supermarkets, and food courts. Sometimes partnering is the key to growth and longevity when tapping into resources (time, money, and space) that are otherwise out of reach.



TOYS

LEGO



SINCE 1932

From the start it's always been about the little plastic bricks.

Since then the company has grown much like a Lego project—brick by brick.

THE LESSON

At the Lego theme park in Carlsbad, California an employee noticed parents had a hard time keeping kids in line (literally) and brought out lego pieces for them to play with while they waited for rides. This approach is now taken at all of their parks. The best companies don't micromanage their people. Instead, they give them the freedom to make things happen on their own and in their own way.

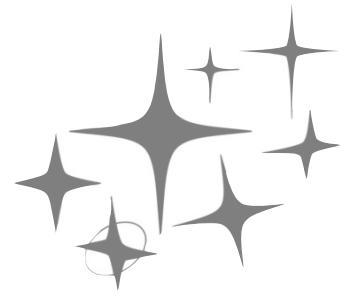
ABOUT

It started with an amazing product and a vision that included Lego theme parks, retail stores, movies, and of course, many variations of the original "bricks".



SOFTWARE

ADOBE



SINCE 1982

If you were a designer, photographer, or illustrator you've probably used an Adobe design tool or Acrobat, a more mainstream application used to edit, convert, and share PDF files.

THE LESSON

In addition to subscription services for digital design products, Adobe has jumped in front with artificial intelligence.

They also founded the Content Authenticity Initiative (CAI) to take on the problem of deep fakes. It seems Adobe is often the first to do something. The lesson here is to leap and learn as you go. Sometimes waiting for the perfect time is too late.

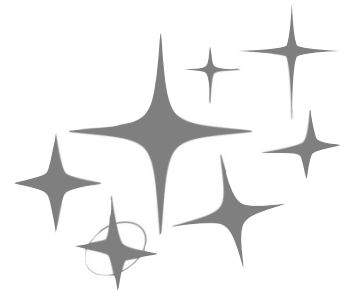
STRANGE FACT

Adobe is an innovative software company with 40 products including the popular Photoshop, which accounts for 27% of all sales.



BOOKS AND SPEECHES

Lee SILBER



SINCE 1991

My first paid speech was for The Learning Annex in 1991

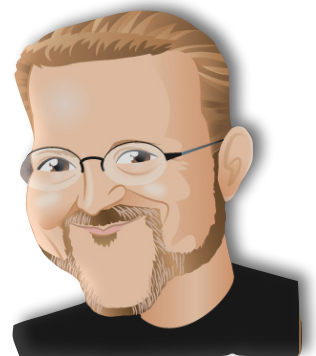
and it was based around my first book, *The Guide to Dating in San Diego*. (A little cringy, I know.) After several years with SkillPath Seminars doing five all-day seminars in five cities per week, I went out on my own and today I am proud to say I get to do what I love for a living—and don't need to talk about dating anymore.

FUN FACT

Lee was the co-founder of Waves and Wheels Surf Centers, a chain of retail stores in San Diego that specialized in action sports equipment and apparel.

THE LESSON

Each speech is highly customized—and that's the secret to my success—exceed expectations and know it's not about me, it's about the audience.



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Personalized Presentations That Rock

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