

NEW IS NOW

# DOES HISTORY MATTER? DO BREAKTHROUGHS MATTER?

LYNN HINDERAKER IS A HISTORY-MAKER. AS YOU SCAN HIS SINGULAR EXPERIENCES, WHAT OPPORTUNITIES COULD EMERGE FOR YOU AND YOUR COMPANY?

**FACT:**

in 1970, he pulled black youth and white youth together in an urban 4-H project that eventually impacted 38 million youth in all 50 states. This planted the seed for today's diversity movement.

In 1983, Hinderaker sold interactive media advertising 14 years before the web even existed. This is how Cox won franchise rights.

In 1987-1990, Hinderaker and his team championed the very first Value Menu for Taco Bell and Pepsico, generating a billion dollars. This was hailed as "the most dramatic turnaround ever in fast food."

By the mid-nineties, parents wanted to block inappropriate TV programming. Hinderaker handled PR for the V-Chip filtering technology and thus, changed the industry.

**ACTIONABLE INSIGHT:**

Find a way to collaborate with someone who strives to combine social responsibility with financial reward.

Follow "next level" trends that bring people together. Volunteer to do things others fear they cannot do.

When competitors focus on status, focus on value. Find an ingredient in your offering that is insanely cheap; Use it when it's time to change the game.

Link your brand to family-friendly websites. Form a coalition of "responsible" companies that sell to kids.

---

## **EIGHT MOMENTS OF DESTINY. HINDERAKER SHARES TIPS.**

**FACT:** \_\_\_\_\_

In 2010, Hinderaker interviewed entrepreneurs on-camera for UNL to train farm kids. The upbeat interviews became more popular than business videos from Harvard in two months!

Around 2015, he interviewed local leaders in Norfolk, then instructed attendees to “mix-and-learn” by spontaneously discussing the interview. Total engagement! An economic development first.

In 2005, Lynn created a combination word that blended two opposites: “UrbaNatural.” The word is now being used in architecture, interior design, workforce, art and even politics.

In 2017, Hinderaker slipped into a light nap-trance that was so powerful, it was written up and published by The Science of Psychotherapy and distributed around the world. No other businessperson has received this treatment by this publication..

Lynn Hinderaker is a coach, talk show host and the founder of NEWbraska, a consulting firm serving both companies and communities.  
**lynn@newbraska.com**

**ACTIONABLE INSIGHT:**

Business doesn't have to be boring. Industry leaders often become arrogant, stuck in their ways, thus weakening them.

Every citizen wants to know about current priorities. Use a form of interaction that reveals what people really think and how they could work together.

By putting two contrasting words together, incredible things can happen. Here's another example: “ecomagination.” Use this tactic to differentiate your company.

Make your dreams lucid, then pay attention to urges and instincts that guide you forward. Write down everything; find an audience that longs for insight.