

## Derek Siver's formula for execution of ideas applied to Dog agility. By Nancy Gyes

<u>Value of idea</u>	multiplied by the	<u>Value of execution</u>	<u>Equals potential of the product</u>
Awful idea- less than 1		No execution- \$1	
Weak idea-1		Weak execution-\$1000	Using Derek's formula you <u>multiply</u>
So-so -5		So-so execution-\$10,000	the value of the idea by the value of
Good idea 10		Good execution-\$100,000	the execution.
Great idea-15		Great execution-\$1,000,000	Brilliant idea X no execution = \$20.
Brilliant idea-20		Brilliant execution-\$10,000,000	Good idea X good execution= \$1,000,000.

<u>Value of dog</u>	added to the	<u>Value of execution</u>	<u>Equals potential of the team</u>
Awful dog = 1		1. No execution	
Weak dog = 2		2. Weak execution	Using the dog formula you <u>add</u> the
So-so dog = 3		3. So-so execution	dog's value to the value of the
Good dog = 4		4. Good execution	execution
Great dog = 5		5. Great execution	
Brilliant dog = 6		6. Brilliant execution	

6	Novice/Open level titles
7	Excellent/Advanced titles
8	Championship- ADCh, MACH, NATCh
9	National Champion
10	World Team Member
11	A Medal at a World Event
12	World Champion

Here are some arbitrary values I applied to earning titles and beyond. There are many exceptions to this theory of course, luck and being in the right place at the right time will always affect outcomes in sports. The Moral: Never give up!

An awful dog (1) with brilliant execution (6) could possibly earn Excellent/Advanced titles.  $1 + 6 = 7$

A so-so dog (3) with brilliant execution (6) might be able to earn a Championship.  $3 + 6 = 9$

But a so-so dog with so-so execution won't get past the lowest level titling.  $3 = 3 = 6$

A brilliant dog (6) with great execution (5) would have a great chance of becoming a world medalist.  $6 + 5 = 11$

Even just a good dog (4) with brilliant execution (6) has a chance to be on a world team.  $4 + 6 = 10$

Only a brilliant dog (6) with brilliant execution (6) will be likely to become a world champion,  $6 + 6 = 12$