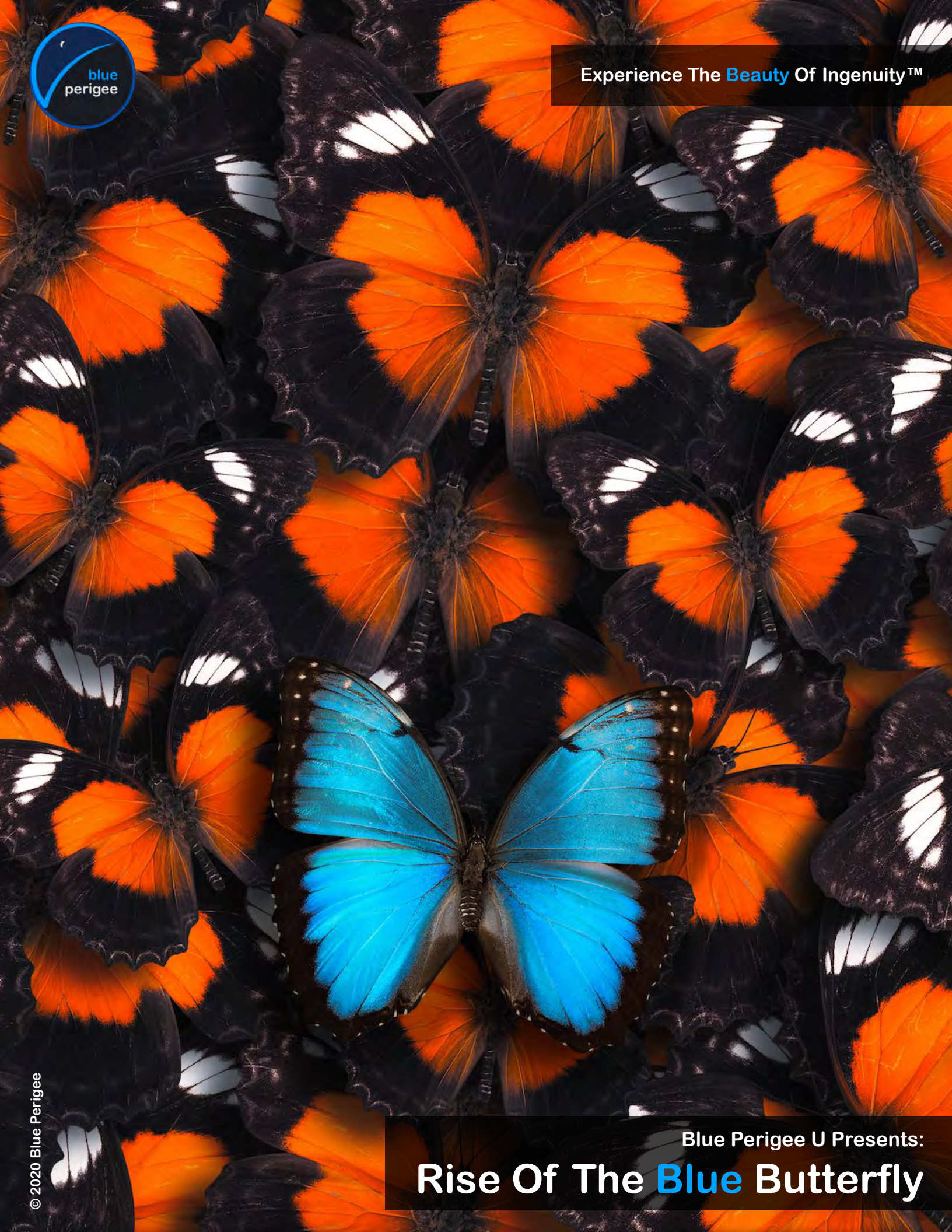




Experience The **Beauty** Of Ingenuity™



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Blue Perigee U Presents:  
**Rise Of The Blue Butterfly**



## The Price

Being part of the crowd can be awfully tempting. It can provide us with a sense of power, a sense of belonging, and a sense of direction. And being part of a really large crowd? Well, that can magnify those feelings a thousand fold. But mindless conformity can be a double-edged sword because very few things in life come without a price. Whatever benefits it may convey, conformity without thinking carries serious consequences. And those consequences can easily deprive us of our independence, good judgment, sense of responsibility, confidence, self-respect, creativity, ingenuity, and ability to live up to our potential. For some, the trade-offs seem worth it — at least in the short run. But for others, a lifetime of willing conformity just isn't worth the cost.

## Lost In The Crowd

At times, each of us prefers anonymity. Every now and then, each of us prefers the comfort of being just a face in the crowd. And that's not necessarily a bad thing, in moderation. But choosing to blend all the time, everywhere, our whole lives is something entirely different. In fact, that choice is typically the product of selling ourselves short, of vastly underestimating the value of our individuality and our power to contribute unique value to the world. And for both individuals and businesses, it's a choice from which we rarely recover.

In many instances, the short-term benefits offered by absolute conformity come with a long-term price. Absolute conformity ultimately deprives us of our confidence and self-esteem because the never-ending act of willingly surrendering our independence, judgment, and responsibility for our choices and actions eventually causes us to lose respect for ourselves. Absolute conformity eventually robs us of our inherent ingenuity and overall creativity because you can't think outside the box if you're a charter member of the Inside-The-Box Club. And sooner or later, absolute conformity prevents us from realizing our unique potential because you can't be different than others and also identical to others.

These very real side-effects of absolute conformity do not mean you should seek to be different solely for the sake of being different. After all, being different isn't about being different, it's about being yourself. What's more, these side-effects do not mean you can never be part of the crowd. They simply mean that any choice you make and any action you take should be the result of your own independent decision-making process and not the result of peer-pressure, group-think or a follower mentality.

## Mixed Messages

Without a doubt, it's easy to preach about the perils and pitfalls of following the crowd. Easy to tell people to think for themselves. And easy to tell people to break the bonds of conformity and do their own thing. In fact, it's so easy that there is no shortage of people willing to tell us that we must celebrate individuality, non-conformity, boundless creativity, and in-your-face innovation. But things are not always as they appear.

Far too often, the very people who spread the above messages end up contradicting themselves by encouraging us to be a follower of trends, by knowingly parroting the same message as others, by reflexively using an endless slew of buzzwords, by acting as though there is a universal path we all must follow, and by squashing individuality at nearly every turn. In light of this inconsistent messaging, it's hard to know whether being different is actually acceptable or not. But then again, it doesn't really matter because being different and social acceptability have never been very close companions.

## Who We Are

Unfortunately, there are far too many people in this world who talk the talk but who, quite frankly, don't walk the walk. For them, words like creativity, ingenuity, and innovation are just fashionable, image-making terms. Things they can co-opt to make themselves appear futuristic and on the cutting-edge. But for us, for our brand, these words are far more than just words. They represent the basis for our entire company. Everything we do starts with these words. Moreover, these words drive the exceedingly high, self-imposed standards that define us. And in the end, we have to walk the walk because these words are precisely who we are.

Whether you prefer the word creativity, ingenuity or innovation, each of these words revolves around thinking for yourself, opening your mind to possibilities and options, doing things your own way, and striving to bring something better into the world. And to associate yourself with these words, you cannot pay mere lip service to the concepts they represent. In fact, these concepts must permeate the vast majority of the things you do.

That's why we founded a wide-spectrum innovation company, not a traditional product or service firm. That's why we defied the conventional practice of creating a one-dimensional business and instead created a well-rounded company that currently focuses on more than a dozen different consumer and business markets.

That's why we emphasize the importance of acquiring a broad-based background, not just additional technical knowledge, when discussing ways to spur innovation. And that's why we refrain from using trendy industry buzzwords unless it's absolutely necessary to make a point.

## Brand Of Honor

At Blue Perigee, we operate outside-the-crowd and practice what we preach. To some degree, that philosophy may seem like a return to the past but, in fact, it represents the future for any modern, successful business. We are and always will be a boutique brand built for those who, like us, can never be happy being a mere cog in someone else's very large machine. We prefer to stand-out, not fit-in. When others zig, we zag. When others set the cruise control, we put the pedal to the metal. And while others may prefer to be one of many indistinguishable orange butterflies, we prefer the life of a remarkable blue butterfly. After all, when you look at the cover of this publication, which butterfly are you going to remember?