

## PERCEPTION

Washington, DC Metro Station on a cold January morning in 2007. The man with a violin played six Bach pieces for about 45 minutes. During that time approx. 2 thousand people went through the station, most of them on their way to work. After 3 minutes a middle aged man noticed there was a musician playing. He slowed his pace and stopped for a few seconds and then hurried to meet his schedule.

4 minutes later:  
the violinist received his first dollar: a woman threw the money in the hat and, without stopping, continued to walk.

6 minutes:  
A young man leaned against the wall to listen to him, then looked at his watch and started to walk again.  
10 minutes

A 3-year old boy stopped but his mother tugged him along hurriedly. The kid stopped to look at the violinist again, but the mother pushed hard and the child continued to walk, turning his head all the time. This action was repeated by several other children. Every parent, without exception, forced their children to move on quickly.

45 minutes:  
The musician played continuously. Only 6 people stopped and listened for a short while. About 20 gave money but continued to walk at their normal pace. The man collected a total of \$32.

1 hour:  
He finished playing and silence took over. No one noticed. No one applauded, nor was there any recognition.

No one knew this, but the violinist was Joshua Bell, one of the greatest musicians in the world. He played one of the most intricate pieces ever written, with a violin worth \$3.5 million dollars. Two days before Joshua Bell sold out a theater in Boston where the seats averaged \$100.

This is a true story. Joshua Bell playing incognito in the metro station was organized by the Washington Post as part of a social experiment about **perception, taste and people's priorities**. The questions raised: in a common place environment at an inappropriate hour, do we perceive beauty? Do we stop to appreciate it? Do we recognize talent in an unexpected context?

One possible conclusion reached from this experiment could be this: If we do not have a moment to stop and listen to one of the best musicians in the world, playing some of the finest music ever written, with one of the most beautiful instruments ever made....

How many other things are we missing?

Where Lean Thoughts can become Reality

*"Unless you try to do something beyond what you have already mastered, you will never grow."*

Ronald. E. Osborn

## BTSidekick

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We were privileged to be able to gain advanced access to this BlackBerry Application. In just a few short weeks we have learned to love and appreciate this application. We are also amazed at the speed and accuracy of the application. We were so impressed that we have to send in some positive comments and ended up winning a weekend stay for two in Quebec City at the famous Chateau Frontenac. If you have a BlackBerry I would suggest that you download this application.

CPSA is the Canadian Professional Sales Association where after a humble annual subscription fee allows you to take advantage of significant discounts. Typically, we can pay for our membership with the savings after one evening's stay in a hotel.

BTSidekick, the free BlackBerry application developed by CPSA, was launched on BlackBerry App World July 16th. It's already been downloaded by over 10,000 users, and within a week has quickly climbed the rankings to one of the top 25 most popular downloads worldwide at "Number 13".

BTSidekick will help you find the things you need while on the move, including the CPSA travel discounts. BTSidekick quickly identifies your position and allows you to choose the nearest Hotel, Car Rental, Gas Station, Restaurant, Coffee Shop and other local businesses.

Find out what you're missing, download BTSidekick today from [BlackBerry App World](#). If you like it, please take a moment and rate it in BlackBerry App World. We can get to #1 with your help!

BTSidekick can also be downloaded by visiting [www.btsidekick.com](http://www.btsidekick.com)

## Lean Acronyms.

### 3G

- Gemba (real place),
- Gembutsu (real thing),
- Genjitsu (real data).

### 3M

- Muda (non-value-added tasks),
- Mura (inconsistency),
- Muri (excessive stress & strain).