

# my positioning statement

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\*Work in progress: Comments welcome

**real world IT** delivers sustainable products that offer real solutions to real problems by favoring content over process and pragma over dogma. companies willingly talk about their inner workings so others can learn and improve their own businesses.

**I AM  
HERE\***

**pragmatic marketing** embraces the power of openness and word-of-mouth while fostering friendly competition and alignment of interests with peers. satisfies customers' real, not implied, needs. goes well beyond cluetrain when communicating with markets.

**professional personal coaching and training** uses reproducible, validated, open-source methodologies and invites scientific scrutiny and skepticism to move the field forward. coaches' ultimate goal: to enable their clients to become independent of them.

**traditional marketing & advertising** force-feeds prospects with messages they don't want to hear about products they don't need to buy. size of budget often inversely proportional to actual product trustworthiness.

## **IT as a means without an end**

imposes elaborate yet unnecessary processes to solve problems that probably would not exist without prior intervention. businesses are, often enough, as close-minded as they are closed-source.

## **esoteric forms of self-development**

sell non-reproducible, closed-source methods and avoids scientific scrutiny at all costs. knowledge may not be transported outside closed groups. sells certifications that hold no real-world value and satisfy sellers' bank accounts only.