

STEVE GOTTRY ON THE ORIGIN OF THE THREE P'S

No, I'm not going to tell you what the Three P's are. If I did that, you'd probably think that you wouldn't have to buy the book. And Ken and I both believe that the book has a lot to offer you ... so the Three P's will remain a secret for now.

I am, however, going to tell you the true story of the origin of the Three P's.

Back in the early 1980s my 10-year-old (ad agency had lost some of its drive and its focus. I decided that we needed a "design" for our daily activities that would help us set priorities and do the very best work that we could on behalf of our clients. Further, our creative output had to be both on-time and on-target. The keys to meeting this objective ultimately became the Three P's.

My wife, Karla, was intrigued by the concept ... so much so that she had an engraved plaque of the Three P's made as a gift for me. I proudly hung that brass and walnut plaque on the wall in my office. Sadly, when I moved my company to a new location in 1987, I didn't put the plaque back up on the wall. That was a mistake ... because, for a time, our focus was again lost.

As you will discover when you read the book, there is a "twist" to the Three P's. The twist is designed to serve as a memory device—so that you never forget the Three P's.

A few months ago, I asked my friend and former employee, Dave (who just happens to be the designer of this Web site), if he could recall the Three P's.

"Of course," he said, and he quickly rattled them off.

"Why do you remember that?" I asked.

“Because of the twist.” (He didn’t actually say “twist” but, remember, I don’t want to give away the story.)

The last time Dave saw the Three P’s plaque was in 1987. And he still remembered what the P’s stand for. You’ll remember too, but only if you read the book!

And, yes, I found Karla’s gift to me in a box that I had packed years ago—and that gift is once again proudly displayed on my office wall.