

# Bridgeway to Success™

August 2010

---

**YES, YOUR  
ORGANIZATION  
CAN BE NUMBER  
ONE.**

---

## You are the (pick one) first, best, only...

Who was the first person to climb Mt. Everest? Even if you've never climbed a mountain you probably know it was Sir Edmund Hillary. In 1953 Hillary and the Sherpa Tenzing Norgay summited Everest, the highest point on Earth at just over 29,000 feet.

Who was the 40<sup>th</sup> person to climb Mt. Everest? The 112<sup>th</sup>? The 1490<sup>th</sup>? Even hard-core climbers wouldn't know. Why? Because what people remember is Number 1. And there can be only one Number 1 – the first, the best or the only.

The same is true of organizations. One of the great challenges in creating a successful brand is to position yourself as *desirably different* – the first, best or only. Most organizations struggle to do this. Here's the good news: while there can be only one Number 1 in any category, *there are an infinite number of categories*.

Let's go back to Mt. Everest. If I asked a hard-core climber who was the 40<sup>th</sup> person to climb Everest he wouldn't know. But if I were to ask who was the first woman to climb Everest (#40 overall), he would say Junko Tabei of Japan. If I were to ask who was the first to summit Everest alone and unsupported (#112), he would say Reinhold Messner. And if I were to ask who was the first blind climber to summit Everest (#1490) he would say Erik Weihenmayer. Only one Number 1 per category, but an infinite number of categories.

So, yes, your organization can be Number 1. The challenge is to define your category specifically enough and in a way that makes you desirably different to your target markets.

Know who was the first person to apply the concept of infinite categories to the climbers of Mt. Everest? Me. I'm Number 1!

Michael Canic