

On April 17 I had the pleasure of attending [TEDx Memphis - Simple By Design](#) . Six provocative speakers shared their insights and expertise in various genres related to simplicity in 18 minutes or less. Four

[TED](#)

videos related to the theme Simple By Design were also shown. Two of the presenters were:

**Chris Crouch**, creator of ***The GO System*** (the workplace productivity training program offered by Get Organized by George, Inc.), who shared his view of

*The Ultimate and Universal Social Network*

. Chris, a very entertaining presenter, shared a simple way to build a solid network of friends and associates to help advance your business and yourself.

**Steve Levinson, Ph.D.**, co-author of ***Following Through*** presented *Why the Human Mind Should be Recalled: Exploring the Great Disconnect Between Intention and Action*

. Steve's presentation was especially exciting for me because I'm designing a course based on his amazing book,

*Following Through*

. Although I have had several phone conversations and many email exchanges with Steve, it was the first time I met Steve in person. So even though it was an eight-hour drive down to Memphis, it was well worth the trip!

If you have a chance to attend a TEDx event in your area, I highly recommend you do so.