

Youth Harvard



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Living Well through Happiness, Nature and Love

The film *Elizabethtown* (2015) explores the theme of living well and presents the reality of contradicting expectations of that idea. William Butler Yeats' "The Lake Isle of Innisfree" presents the idea of peace as being the ultimate goal for the speaker in the poem. The poem states that peace is "dropping from the veils of the morning to where the crickets sing" (l.6). This contradicts the image of money, belongings and status that is often equated with the idea of happiness. *Elizabethtown* demonstrates that living well is done by being happy, getting to experience life through nature and finding love.

Drew Baylor believes that he is not living well initially because of a mistake he made, however he learns that happiness is not equated with monetary gains. The film opens to show that a mistake Drew made will cost his company almost \$1 billion. He is devastated and he wants to commit suicide because of this incident and he feels ashamed that he is not living well. The reality is that money is a tangible item that can come and go in a person's life. The need to be happy is what helps one live well. Drew meets Claire who says that she does not care about this incident. She tells him "you want to be really great? Then have the courage to fail big and stick around. Make 'em wonder why you're still smiling. That's true greatness to me" (*Elizabethtown*). Claire argues that being happy despite failures is what it means to live well.

Experiences are yet another factor that demonstrates that someone is living well. Working and studying prevents people from enjoying what the world has to offer. Drew's attempt to kill himself is interrupted with news that his father has died of a heart attack. Drew finds closure as he travels with his father's ashes and sprinkles them in specific areas that are special to him. The journey is what is important in this moment and Drew is able to celebrate the memory of his father even after his death. Living well means enjoying the outdoors and if possible sharing this experience with others.

Finally, living well means learning how to love oneself and even others. Drew does not tell Claire that he loves her when she reveals this sentiment to him. She is patient and then says to him "just tell you love me and get it over with" (*Elizabethtown*). He is afraid of sharing his feelings and getting too close to her. Claire provides an example of being impulsive and just enjoying life so she is living well. Drew's mother explains how she and her father were in love and she says "we were complete opposites and it worked. And something happened between us that was not part of the plan...we were in love" (*Elizabethtown*). Love is something that cannot be taken away showing why this is an important part of living well.

Living well is not based on money or having stuff but rather it is about celebrating experiences. Yeats' poems demonstrates that being at peace with oneself is an example of living well. Drew learns to come to terms with his business failures and begins to live well by being happy, enjoying nature and opening his heart to love.

SWOT Analysis: Pressly Inc.

Communications Objective: How to develop a Unique Selling Proposition

		Strengths	Weaknesses
Internal		<ol style="list-style-type: none"> 1. Illustrious investors and strong financial backing (Gibraltar Company) 2. Exponential growth every financial year (Margenat) 3. Notable clientele (Rogers, Deloitte, Scotiabank etc.) 4. Strong social media and digital integrations (Twitter, LinkedIn) 5. Easy to use interface, simplified content curation and distribution 6. High performances tools like analytics and user engagement tools 7. Tools for measuring Return on investment 8. Content sharing enabled through web, social media and email 9. Online, phone, chat, and email support 	<ol style="list-style-type: none"> 1. Official website not comprehensive enough 2. Limited online presence in the form of reviews, additional information, detailed recommendations (Trustradius) 3. Weak Search engine optimization 4. No key differentiating factor to set it apart from other content sharing platforms 5. Name, by itself, confused with the TV personality, Jamie Pressly
		Opportunities	Threats
External		<ol style="list-style-type: none"> 1. More innovative content sharing tools 2. Increased online presence through PR activities and collaborations 3. Tips and guidelines for clients for better content curation and distribution 4. Increased influence of content/knowledge sharing in employee/client engagement 	<ol style="list-style-type: none"> 1. Tremendous competition from existing and upcoming content sharing platforms 2. Consistency and continuation of financial funding 3. Publishers coming up with native apps (Trustradius)

REFLECTION ON THE SWOT ANALYSIS

A SWOT analysis puts in perspective the Strengths and Weaknesses (Internal factors), and the Opportunities and Threats (External factors) that affect the object in question. Here, Pressly Inc., a content sharing platform for mid-size businesses and large enterprises has been analyzed. Since its conception in the year 2011, Pressly Inc. has seen tremendous growth. With a fresh approach, their outlook for providing a centralized hub for their clientele has led to the formation of their easy-to-use content sharing hub. In the year 2015, after a lucrative financial year, they welcomed Gibraltar Ventures (with a funding of \$2.1 million), to their list of investors, already consisting OMERS Ventures and iNovia Capital (Gibraltar Company). With a notable clientele, including Rogers, Deloitte, ScotiaBank, Intel etc., they provide smooth unification of various analytic and marketing automation tools. Their thriving social media and digital marketing followings are proof of their successful user engagement approach. Another content sharing approach they practice is their Shared magazine. With their social amplification and hub management systems, they consistently educate their users about the importance and relevance of content sharing in today's fast paced, technology driven environment. They also ensure they are available for their users by providing support through live chat, email, on phone and Power hours.

While Pressly's weaknesses are few, they are important in maintaining and improving their performance and reliability. Pressly has extremely limited online/media presence. Information required about the company is available on the official website, but anywhere outside of it, the company's existence is not felt (Trustradius). There are no notable testimonials or ratings that users, or even potential clients, can analyze before taking the decision to work with them. They have made tremendous progress but there is nothing to show for it. There is also no significant differentiating factor, or Unique Selling Point, that sets them apart from their competitors. Other content sharing platforms also share similar subscriptions, hub models, integrations, and content sharing modes they offer to their clients. There is no crucial factor that would make a business choose Pressly over another content sharing platform. As a startup wanting to acquire more clients, or get more funding, it is important that Pressly direct focus on making their presence felt. This can be attained through Search Engine Optimization, using the right keywords to make sure their website/pages show up on searches online. Without the right key words, the company's name is, more often than not, confused with the TV personality, Jamie Pressly. Another setback to their online presence is their official website. More information about the company, their goals, their methods of work, etc. on their website would aid in user involvement, besides providing more information about them.

The external factors influencing the company include the Opportunities and the Threats they face. The increased adoption of content sharing in employee/user engagement is a great opportunity for them. Organizations utilizing this tool to communicate with their employees generate newer opportunities, and increases the scope of these platforms. As a content sharing platform, they can increase the effectiveness of user engagement by including tips and guidelines for their clients to use. Guidelines for more effective content curation and distribution will help their clients utilize their services better. While there are opportunities for them to exploit, they must not lose sight of the threats that their business faces. With an increased number of businesses taking to knowledge sharing and online employee engagement, there are numerous existing and upcoming platforms which offer services similar to Pressly.

Financial funding should also be taken into account. Newer content sharing platforms with better funding are a threat to the flourishing Pressly business. Pressly must therefore make sure they keep their services updated and in-sync with relevant technological advances. Their user engagement and analytics tools are among their Strengths, and they should ensure they consistently keep improving themselves to provide their best to their clients. Another major threat Pressly faces as an online content sharing platform is creation of native apps by various publishers. (Evans). By making sure their “Swipe and Read” interface is updated, and they keep up with technology, and offer a comfortable environment to their clients, they can stand their footing against native apps. By focusing on their Strengths and Opportunities, while working on their Weaknesses and being wary of their Threats, Pressly can ensure increased progress and financial success.

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