

**FIRST IS THE  
BEST PLACE  
TO BE**

**ALI  
BARNARD**

AAF NSAC COMPETITION



**PSYCHOLOGY WORKS** 01

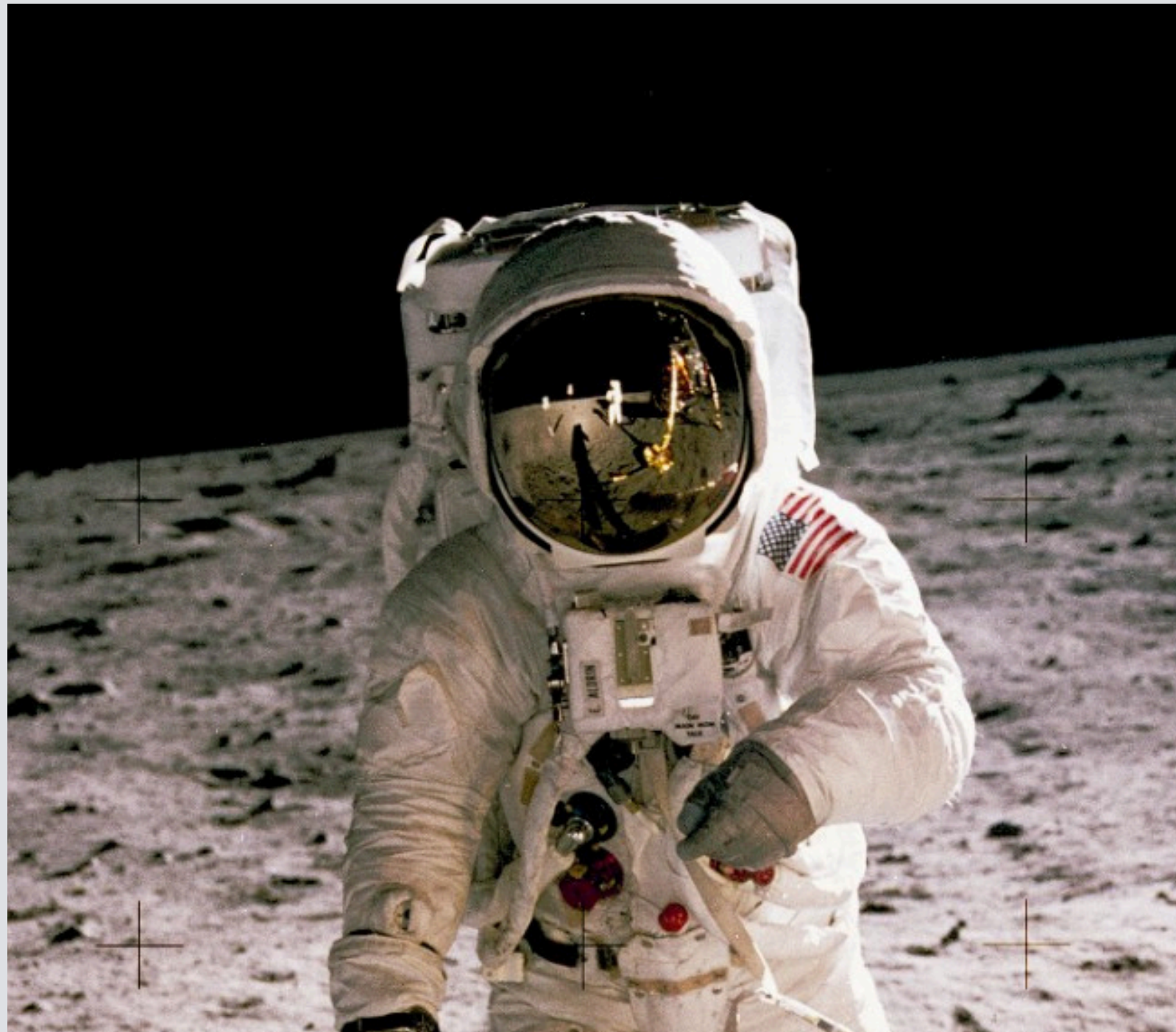
02 **COMPETITIVE ADVANTAGE**

**CONTROLLING THE NARRATIVE** 03

# THINK ABOUT THIS...

THE *FIRST* IPHONE

THE *FIRST* MAN ON THE MOON



# REMEMBER THE SECOND?

**LETS PLAY  
A GAME...**



**APPLE, CHAIR, RIVER, JACKET,  
WINDOW, ELEPHANT, LADDER, COFFEE,  
BICYCLE, PENCIL, MOON, BLANKET,  
LIBRARY, SHOES, DOLPHIN, CANDLE,  
MOUNTAIN, CLOCK, GUITAR, SANDWICH**



**REMEMBER  
THIS?**



**APPLE, CHAIR, RIVER, JACKET,  
WINDOW, ELEPHANT, LADDER, COFFEE,  
BICYCLE, PENCIL, MOON, BLANKET,  
LIBRARY, SHOES, DOLPHIN, CANDLE,  
MOUNTAIN, CLOCK, GUITAR, SANDWICH**



**OUR BRAINS ARE WIRED TO REMEMBER  
THE *FIRST* THING WE HEAR OR SEE BETTER  
THAN WHAT COMES LATER.**





***FIRST* IMPRESSIONS  
MATTER MORE THAN  
ANYTHING THAT  
FOLLOWS**



**THE *FIRST* BRAND TO DOMINATE A  
SPACE FORCES EVERYONE ELSE TO  
PLAY CATCH-UP.**









AT&T



**WHEN YOU'RE *FIRST*, YOU DON'T  
JUST ENTER THE GAME—YOU  
DEFINE IT.**

**amazon**

The Amazon logo, featuring a thick orange curved arrow pointing from the letter 'a' to the letter 'n'.

**NOW LETS FLIP IT.**

**GOOGLE WASN'T THE *FIRST***  
**SEARCH ENGINE.**

**REMEMBER  
ALTAVISTA?  
YAHOO?  
ASK JEEVES?**



**GOOGLE** WAS JUST THE *FIRST*  
SEARCH ENGINE TO DO IT RIGHT.



**TESLA WAS THE *FIRST* TO MAKE  
EVS COOL**

**THERE'S A NAME FOR  
THIS: *FIRST*-MOVER  
ADVANTAGE.**




**THAT'S THE POWER OF GOING  
*FIRST*. IT FRAMES THE  
DISCUSSION. IT FORCES OTHERS  
TO PLAY BY YOUR RULES.**



**PROFESSOR SHEEHAN ASKED  
WHO WANTED TO BE UP ON STAGE  
IN NEW YORK WHEN WE GO AND  
WIN THIS THING...  
AND THERE WERE CRICKETS.**





**OUR TEAM ROCKS.**



**FIRST PLACE ISN'T JUST  
WHERE WE START—IT'S  
WHERE WE'RE GOING TO  
FINISH THIS COMPETITION.**



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BEST PLACE  
TO BE**

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