



ONPOINT

Fall 2019

Elevate

Never chase what you want.
Elevate your game until what
you want pursues you.
Unknown

Gotta go hard
I ain't got time to waste
I gotta go high
I gotta elevate
DJ Khalil

Engage, educate, equip,
encourage, empower,
energize and elevate.
Tony Dungy

➤ When a friend asked for advice in starting her own business, we shared an article that defined **10 principles for success**. Turns out these tips can propel anyone's pursuit of happiness ... professionally and personally. Which have you embraced? Which still elude?

>Know what success means to you. >Obsessively focus on your goals. >Take care of your mind and body. >Learn to manage yourself. >Go out of your comfort zone. >Build powerful habits. >Be grateful for what you have. >Master your mindset. >Focus on solving problems ... not making money. >*Be kind*.

➤ Try This

Raise your recycling game



What can be recycled and what cannot? It can be confusing to know for sure, so test your knowledge with this true/false game. Check with your local waste disposal ordinances as recycling rules can vary city to city.

1. T/F: Your junk mail and newspapers cannot be recycled after you've read them.
2. T/F: What about that greasy pizza box? It can be recycled.
3. T/F: You can recycle plastic caps, plastic bags and to-go hot coffee cups if they've been rinsed.
4. T/F: Items like red Solo cups and Styrofoam egg cartons (plastics with #3 or #6) are recyclable.
5. T/F: Recycling should be put into a plastic bag before being placed in the recycling bin.

Answers: 1. F. Most junk mail can be recycled, even window envelopes. A few exceptions are laminated paper and bubble envelopes. 2. T. You can recycle the clean lid of the cardboard pizza box, but you need to remove the greasy bottom and throw it in the trash. 3. F. Contrary to popular belief, these items are not recyclable. 4. F. Plastics with #3 or #6 will likely not be accepted for recycling. Check with your local waste disposal to learn which number plastics can be recycled. 5. F. Leave your recycling loose in the bin or in a paper bag. Plastic bags prevent proper sorting at the recycling facility.

Learn more specific to **St. Paul** and **Minneapolis**. Much thanks to Elizabeth Ward, our exceptional summer intern, who provided the research and content for this article.

▶ Hot Point

Half a minute to win it



Users spend an average of 30 seconds using augmented reality (AR) experiences according to **VentureBeat**, a resource that provides context for transformative technology. That's just about the length of time it takes for these **19 Crimes wine**

bottle labels to tell their story through AR ... and entice you to keep sipping.

▶ Word Wise

The surprising power of three chords and the truth



At High Point, we love compelling storytelling. **Ken Burns' Country Music** is among the greatest stories we've heard this year. The documentary masterfully connects music, memory, history and imagery, drawing in die-hard country music fans and reluctant listeners alike.

Treat yourself to an amazing story; you can stream the series on PBS.

▶ High Point Highlights

It's always a challenge to showcase our latest projects without going into proprietary details. But here are few hints at what we've been doing for fun lately:

- Website content to help people get hearing aids
- Clinician testimonials to inspire payers to offer home visits
- A SNAP to introduce an easier way to swallow pills (what's a **SNAP**?)
- A guide to overcoming back pain
- LinkedIn knowledge leadership articles on payment systems solutions

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