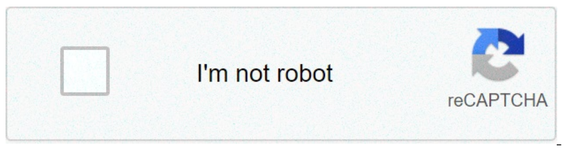

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Mathsgenie forming and solving equations answers

On today's episode, Dooner and The Dude talk about the challenges AI faces in trucking, freight's Mount Rushmore, cargo theft, Postal Service woes, and why dock wait times may be going down even as volumes increase. They're joined by special guests Scott Cornell, crime and transportation business lead and crime and theft specialist, Travelers Insurance; Warren Powell, co-founder, Optimal Dynamics; and Brian Lips, owner-operator, Crete Carrier. Plus, a SONAR-powered breakdown of the freight market as we dive deeper into where rates and volumes will be headed this week. We round it out with this week's Big and Little Deals concerning Amazon taking over Sears locations, the high cost of holiday shipping, PAM's finances, an unhappy birthday for a former Celadon COO, what not to do in a bear attack, and more. Watch Apple Podcasts Spotify More FreightWaves Podcasts Visit our sponsor The promos for Tuesday's episode (yes, this Tuesday, Feb. 6 — you have little time to recover) showed a familiar face. Dr. K, who delivered Rebecca and Jack's triplets way back in the first season, appears to be back in the picture. He offered some incredible words of wisdom to Jack as he faced the death of Kyle, their baby who didn't make it through the delivery, and now it seems he may be back to hold Rebecca's hand in a similar fashion as she mourns Jack. We can't know for sure how he found her again, but hopefully he'll have some healing words for viewers.Now that Jack's death has been essentially explored in full, This Is Us has some work to do. It set an incredibly high bar for itself with the first major story arc of the show, and now it heads into uncharted territory. The people behind the drama have always insisted that there is a plan, though, and the twists and turns of Sunday night's episode show that they've likely got no shortage of material up their sleeves. Imagine it’s 8th-grade homeroom: the bell rings, and you take your seat. Written on the board is the following:X + Y + Z = $The teacher walks in and announces that solving this equation is your assignment. Teen angst–even more than usual–ensues. That’s because this equation can’t be solved. Why? Because there’s no constant.The above equation is one that marketers encounter each day. But instead of cardigan clad teachers, these professionals answer to hardened CMOs and investors who aren’t in a position to gently walk them through it. Brands need to grow, and this equation must be solved–now!There are three factors–X, Y, and Z–to account for in order to drive brand innovation. They aren’t easy to obtain, but they certainly are simple. And it all starts with assigning a constant.To form a true strategic platform, one must have X–an audience or target, Y–a felt need or desired benefit, and Z–design DNA or capability.Often, larger organizations are bereft of all three of these, so much so that it can cause paralysis of choice. Startups, on the other hand, often only have one constant to which they cling.Whether it’s an engineer applying physics to make a new heart valve (Z), a coder writing an algorithm for a new diet app (Y), or a mom-preneur looking to social media as a way for moms to meet other moms (X), their constant is the key to solving for the other two variables.Big brands should identify the constant they know the most about, then work to develop the other two variables in order to create meaty platforms. It’s one of the true keys to making efficient progress, and to quickly pressure-testing for failure points before getting too far down the road. Here’s a look at how to break down the process to find your constant:X–Is the AUDIENCE your constant?Do you know your audience? Can you describe them like you would a friend? Can you explain their tastes, fears, likes, dislikes, and characteristics?Or, do you at least know about them? Can you explain how old they are, where they shop, in which type of community they reside?For example, if you know them, you may be working from a fresh segmentation study that really puts a face on a given consumer group. If you know about them, you may be interested in growing your brand’s market share with Millennials. Either is a suitable constant from which to work.Y–Is the FELT NEED your constant?This territory becomes a bit more nuanced, but the simple summary of it falls within the following two questions: What does the marketplace need? What is scarce? If you’ve identified a felt need and have a pretty good answer to those questions, you’ve probably found your constant here.For example, it’s easy to observe that people need energy. It’s also easy to observe that energy drinks are not scarce. So, you may observe that people need energy in a way that won’t leave them feeling jittery. Alright, now you probably have a constant from which to work. You can now set about identifying who most needs this, and how you’ll uniquely deliver it.Z–Is Design DNA your constant?A great example of this is when the R&D team shows up with a new, patent-pending technology. Now you have the Design DNA–the capability–as your constant, and your job becomes determining who needs it, and which felt needs it solves.Any of these three are viable constants and a surefire way to lead your teams beyond the churn that often comes with big brand innovation. Simply identifying your constant will not only ensure you create substantive innovation platforms, but that you lead your team towards growth with the best, most competitive foot forward.The principle in real lifeThe Innovation Equation comes to life in a new brand example like Chobani and its founder Hamdi Ulukaya.As Ulukaya tells it, he was running a struggling cheese brand when he literally pulled a direct mail piece advertising a tired old yogurt factory from his trash can and decided to take a look on a whim. Ulukaya’s constant fell in his lap (or, more accurately, his trash can).He had the Design DNA (Z) that would ultimately enable his breakthrough: the dormant yogurt plant. He spent two more years after that fateful factory tour figuring out whom he would serve (X), and why his new product had a right to exist (Y). The Innovation Equation that drove Greek yogurt from less than 1% of the category to nearly 60%, and continues to drive double-digit year-over-year growth, was born.These principles are drawn from Hunter Thurman’s new book, Brand Be Nimble: How Big Brands Can Thrive by Innovating Like Startups. As founder of the innovation lab Thriveplan, the book is a result of Thurman’s global experience across every consumer packaged goods category, complemented by his work as an innovation mentor to Cincinnati’s startup accelerator, The Brandery. Would you like a free CAS and graphing calculator program on your computer? Here’s a free add-in from Microsoft that will make Word and OneNote into top-notch mathematics programs. Microsoft’s new Mathematics Add-in for Word 2007 and 2010 is a great tool to work with math in Office. It lets you create beautiful graphs and solve equations without purchasing an expensive math program. To get started, download the Microsoft Mathematics Add-in (link below), and install as normal. Make sure you’ve exited Word and OneNote before you begin the setup. The Math add-in generates beautiful 3D graphs powered by DirectX, so you’ll be prompted to install the latest version of DirectX at the end of the installation. Next time you open Word 2010 or 2007, you’ll notice a new Mathematics tab in the ribbon. Here you can insert equations, graphs and more right into your Word documents. OneNote 2010 will have a similar Mathematics tab, though OneNote 2007 will not as it does not have the ribbon. OneNote works especially good for use with math since it uses a more free-form style of editing. OneNote includes one very interesting feature: you can insert equations with digital ink. While editing a new equation, click Ink Equation to start writing the equation in on your touch screen. This will open a new window where you can write out your equation on your touch screen or Wacom tablet. You can even write equations out with your mouse, though generally it would be much quicker to type them in! Notice that the app is automatically showing its interpretation of the written equation above. If it seems like it’s getting it wrong, keep writing; it often will autocorrect as you finish your equation. Alternately, you can insert a variety of pre-built equations by clicking the down-arrow under the Equation button in either application. More equations are available from Office.com if you’d like to add to your gallery. In Word, you’ll have access to a wide variety of equation editing tools that are built-in. OneNote includes similar tools, but they are slightly less full-featured. Once you’ve got an equation entered you’d like to see, click the Graph button. Depending on the equation, you can plot the graph in 2D or 3D. This will open the Graph addin where you can choose the zoom level, wireframe, animation, and more. This produces very nice complex graphs. Click Insert to add the graph to your document. You can even use the Math addin to solve, integrate, or differentiate your equations. Here we differentiated, then integrated it back. This is a simple example, but the Math plugin can handle much harder equations with no problem. This can be a great study aid for students, and is almost like a basic free Mathematica! Here’s another equation where we solved for x. Works quite good. The Math Add-in can handle rather complex equations, but when we tried to solve the Binominal Theorem for x, we received an error message. Still, we were amazed at how much this addon could do! No matter what level of math you’re currently taking, the Math Add-in is a great tool to help you advance your math skills with software you already have. No need to purchase expensive graphing calculator programs; this simple addin from Microsoft can make Office into a nice CAS and graphing suite! If you’d like to make Word a great tool for more educational and research work, check out the Chemistry Add-in for Word as well! Download the Mathematics Add-in for Word and OneNote Faced with a tough decision that needs to be made quickly, most leaders' command-and- control instincts kick in. They are often wrong. In a world changing at an extraordinary pace, expecting a leader under pressure to make the call alone is to overlook the talent in the team.The better answer is quick-fire collaboration. Today's economy demands that value be extracted from the interdependencies within a team. The real challenge of rapid decision-making is to adopt behaviors and practices that accelerate team collaboration.Rapid, collaborative decision-making is at the heart of the principle I call co-elevation. By definition, co-elevation happens when a team is committed to the growth of the business-- and one another. They go higher, together. They don't just co-exist. When team members merely co-exist, and collaboration is the exception rather than the rule, attitudes of resistance and resentment often take hold. Co-elevating teams prosper because they share the weight of the toughest decisions. (You can find tools and resources at coelevation.com.)One symptom of a team struggling to collaborate is meetings being used for report-outs. If your best people meet to read out reports rather than to solve problems, you are wasting the most valuable resource you have. Collaborative problem-solving (CPS) changes that by breaking down group conflict avoidance and encouraging candor.CPS takes a single, business-critical question and makes it the focus of a 60-to-90-minute meeting. You need to craft the question carefully. It could be about upside potential. It could be about mitigating downside. Everyone preps by drawing in data or insight from their wider teams. Everyone is also clear on who will make the final decision, or who "owns the question." The aim isn't consensus--far from it. The aim is robust dialogue. If that's the setup, there can be no resentment if one idea is picked instead of another.But the most powerful element of CPS is the breakout. For half of the session, the team breaks into small groups of three or four people to discuss the question and report back. In these small groups, people have more courage. They will self-critique and weed out weaker ideas. The temporary tribes that form in the breakout rooms establish a bond that would make people lose face if they watered down their discussion too much.This kind of collaboration is action-oriented. Eric Starkloff, CEO at National Instruments, who consistently deployed CPS with his team at the beginning of the Covid-19 pandemic, told me recently: "The one change that's been the most tangible to me has been the ability to escalate and make critical business decisions faster, and that stick more, because the process of doing it is collaborative and therefore the buy-in is higher."Entrepreneurial companies are rightly concerned that collaboration suffers in a remote environment. But going remote is no excuse to stop collaborating. Tools like Zoom make it easier than ever to create CPS cycles unencumbered by moving chairs and switching rooms. It's vital, right now, that these kinds of concerns are heard.We collaborate because inclusion leads to innovation. Diversity of perspective enriches discussion and inspires breakthrough thinking. With CPS, collaboration can be fast, and with co-elevation, leaders don't have to carry the weight of tough decisions alone. rd.comI’m the rare case when today comes before yesterday. What am I?Answer: A dictionary. Need more brain twisters? Check out these riddles for teens. rd.comYou cannot keep me until you have given me. What am I?Answer: Your word. Bookmark these long riddles and see how many you can solve. rd.comWhat gets bigger the more you take away?Answer: A hole. Next, give your brain more of a test with some of the hardest riddles ever. rd.comWhat gets wet when drying?Answer: A towel. How many of these Bible riddles can you solve? rd.comWhat has a head and a tail, but no body?Answer: A coin. How many of these viral riddles can you solve? No cheating! rd.comWhat comes once in a minute, twice in a moment, but never in a thousand years?Answer: The letter M. Try to solve these animal riddles—they’re serious mind benders! rd.comTwo coins add up to 30 cents. One isn’t a nickel. What are they?Answer: A quarter and a nickel. The statement said only one of the coins wasn’t a nickel. Try to solve these math riddles to really give your brain a workout. rd.comI shave every day, but my beard stays the same. Who am I?Answer: A barber. Ok, that one was easy. Some of these riddles for adults, though? Not so easy. rd.comWhat always ends everything?Answer: The letter G. Combine your love of riddles with Christmas by solving these tricky Christmas riddles. rd.comThe man who invented it doesn’t need it. The man who bought it doesn’t want it. The man who needs it doesn’t know. What is it?Answer: A coffin. Now that you solved this riddle, can you solve the one about Mr. Smith having four daughters? rd.comA man who was outside in the rain without an umbrella or hat didn’t get a single hair on his head wet. Why?Answer: He was bald. Don’t forget to bookmark these Thanksgiving riddles the whole family will love. rd.comYou see a boat filled with people, yet there isn’t a single person on board. How is that possible?Answer: Everyone is married. Speaking of marriage—try to solve as many of these love riddles as you can! rd.comWhat can you hold in your left hand but not your right? Answer: Your right elbow. Now, see how many of these Easter riddles you can solve. rd.comWhat can’t be put in a saucepan?Answer: Its lid. Looking to keep your kids occupied? Have them solve as many of these math riddles for kids as the can. rd.comIt stalks the countryside with ears that can’t hear. What is it?Answer: Corn. Want to give your brain more of a workout? See how many of these brain games you can conquer. rd.comWhat kind of coat is best put on wet?Answer: A coat of paint. rd.comWhat has a bottom at the top?Answer: Your legs. rd.comDavid’s father has three sons: Snap, Crackle, and ____?Answer: David. rd.comWhat are moving left to right, right now?Answer: Your eyes. rd.comThe Barber of Seville shaves all men living in Seville. No man living in Seville is allowed to shave himself. The Barber of Seville lives in Seville. Who shaves the Barber of Seville?Answer: The Barber of Seville is a woman. rd.comWhat has 13 hearts, but no other organs?Answer: A deck of cards. Those card hearts can be tricky! rd.comIt cannot be seen, it weighs nothing, but when put into a barrel, it makes it lighter. What is it?Answer: A hole. rd.comDifferent lights make me strange, for each one my size will change. What am I? Answer: A pupil. rd.comThe shorter I am, the bigger I am. What am I?Answer: A temper. Speaking of short—how many of these short riddles can you solve? rd.comThis is easy to lift but hard to throw. What is it?Answer: A feather. Alright, this was solvable. But these 20 rebus puzzles? Definitely not. rd.comA bus driver goes the wrong way down a one-way street. He passes the cops, but they don’t stop him. Why?Answer: He was walking. rd.comWhat word looks the same upside down and backward?Answer: Swims. rd.comA rooster lays an egg at the top of a slanted roof. Which side is the egg going to roll off?Answer: Roosters don’t lay eggs. Now, try to solve this tricky “if I had four eggs” riddle. rd.comWalk on the living, they don’t even mumble. Walk on the dead, they mutter and grumble. What are they?Answer: Leaves. rd.comI speak without a mouth and hear without ears. I have no body but come alive with wind. What am I?Answer: An echo. rd.comHalo of water, tongue of wood, walls of stone, long as I stood. What am I? Answer: A castle. Travel even further back in time and solve these 1950s brain teasers—this one is more like the 1450s. rd.comWhat has roots as nobody sees, is taller than trees. Up, up, up it goes, and yet never grows?Answer: A mountain. rd.comThree doctors said Robert is their brother. Robert says he has no brothers. Who is lying?Answer: The doctors are Robert’s sisters. rd.comWhat when needed is thrown away, when not needed is carried back?Answer: An anchor. rd.comThe answer I give is yes, but what I mean is no. What was the question? Answer: Do you mind? rd.comI am a word of five letters and people eat me. If you remove the first letter, I become a form of energy. Remove the first two and I’m needed to live. Scramble the last three and you can drink me. What am I?Answer: Wheat, heat, eat, tea Originally Published: December 01, 2020Stylist: Kelsey McArdle Enjoy the best stories, advice & jokes delivered right to your inbox!

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