

If This Then That (IFTTT)

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About IFTTT

What is IFTTT? IFTTT is a service that lets you create powerful connections with one simple statement:

Recipe

if this then that

Trigger

Action

IFTTT is pronounced like "gift" without the "g."

Channels

Channels are the basic building blocks of IFTTT. Each Channel has its own Triggers and Actions. Some example Channels are:


Facebook


Evernote


Email


Weather


LinkedIn

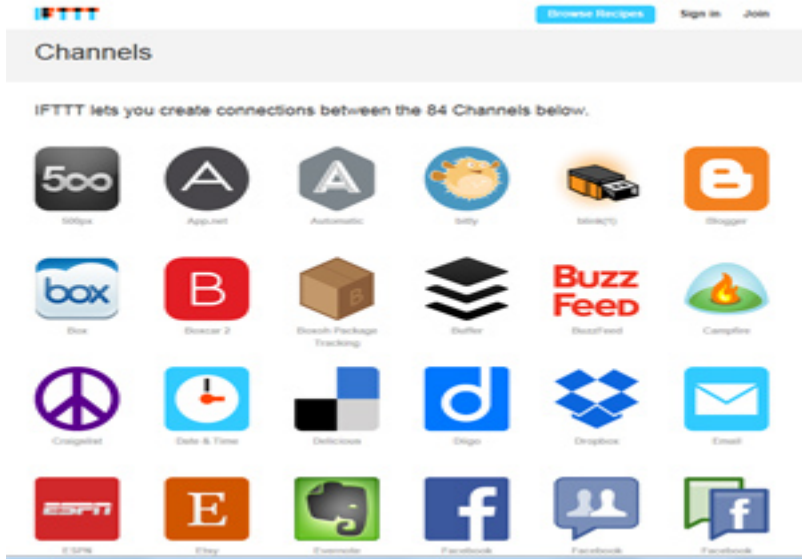
[View all 84 Channels](#)

Triggers

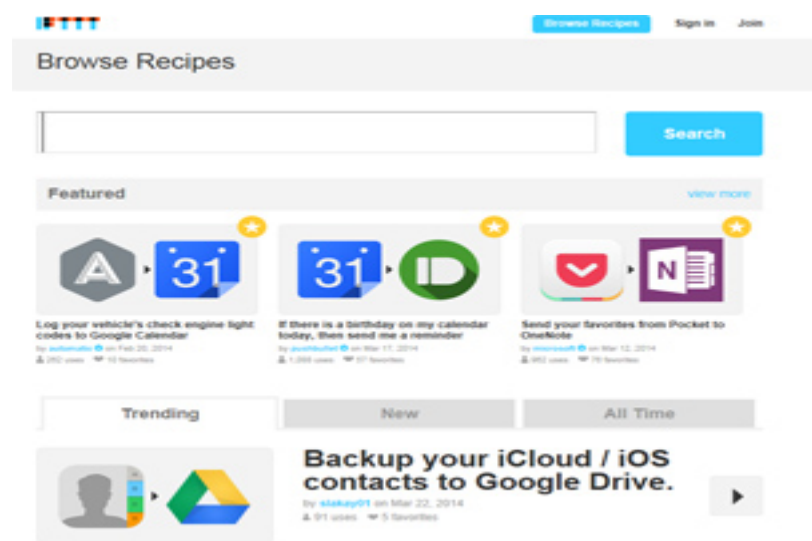
The this part of a Recipe is a Trigger. Some example Triggers are "I'm tagged in a photo on Facebook" or "I check in on Foursquare."

How To Keep up?

If The Yankees Win, Let Me Know



If My Customer Posts, Let Me Know



Magical thinking
Radical thinking

**Mind-boggling changes, fostered by
technology and tradition-busting ideas
and motivation**

We All Need to Keep Up and...

Anticipate

- Dialog and definition
- Heralding trends coming towards our industry
- Digital technology and consumer adaption
- Cultural change
- Pressures on legacy business
- Impact on decisionmaking – and who is the decisionmaker

Sound Bytes

- **2007: Andrea Guerra**, the **rise of the emerging market** “means a completely different approach for the organization”
- **2007: Robin Lewis** “We’ll witness nothing less than the **complete redefinition of retail**. We’ll be redrawing the business models in the industry, either proactively by design or retroactively, by default.”
- **2008: Erin Byrne** “Because of the nature of digital communication, **marketers can't totally control their message, they can only influence it**. Word of mouth is the most prominent way to build your brand. You need to build a relationship with consumers so they become your advocate.”

Watchwords and Trends

- **2008 Lynn O'Conner Vos**, "the growing trend toward **"do-it-yourself doctors"**-- consumers who health or vision problems on the Internet."
- **2008 Rob Lynch** "We have to prove an annual **eye exam is part of taking care of your health.**"
- **2008 John Agwunobi, MD**, senior VP "Wal-Mart's vision for this new business segment is to help people save money so they can live healthier." [Our goal] is "to **actively search for new businesses" in health and wellness.**
- **2009 David Holmberg**, "As soon as the market improves, **the next train coming down the track will be health-care reform—without** a doubt we're going to see a change."

Predictions and Observations

- **2010 Marc Gobé**, “The aging Baby Boomer generation wanted to “own the world,” while the growing **Gen X and Gen Y generations want to “fix” and “connect” the world by “making their voices heard.”** “Social networking has empowered the masses, and the medium is as important as the message. It is a revolution that drives invention and **being big does not give you the power that it used to.”**
- **2010, Alan Glazier, OD**, “The point really isn't to draw people into your business—it is to **become more relevant on the Internet, because if you're not involved, you are irrelevant.”**
- **2010, Jack Schaeffer, OD**, “The **‘medical model’ OD** is “the family primary eyecare doctor.”
- **2010, David Heath, OD**, “The key challenge facing the **optometric profession** is becoming **fully integrated in the health-care delivery system.”**

Consumers and Technology

- **2011, Pete Krainik**, “A major priority of today’s CMO’s – **‘profits with purpose’** projects should focus on what a brand stands for, not what it does.”
- **2012, Mickey McManus**, “ “People aren’t always able to catch up with the ever-changing wave of technology. But this is where innovation can happen, when you **figure out how to close the gap between the information and the people.**”
- **2012, Bart Foster**, “Self-service health care is coming. **The kiosks... can empower people to start the diagnosis process** and find a local doctor or OD. We are entering a period of hyper growth and our biggest challenge may be what not to do.”
- **2012, Jim Little**, “**Retinal prostheses** are at the intersection of medicine and technology. We have been able to restore some sight to people. It's not beautiful vision, but it's a place to start.”

The Environment We're In

- **2013, Frank Moss, PhD**, "The power of passion" plays an important role at MIT...it is **the end of 'area disciplines.'** Great innovations bring together different disciplines."
- **2013, Kevin Rankin**, "We see **electronic eyewear as part of the ecosystem** of a connected world."
- **2012-2013, Robert Safian**, "The most important skill in the age of flux is the ability to add new skills. Nostalgia is a trap. **The old rules of business are out—and there are no new ones.**"