

Just in case it matters to you:

- **HIRING FOR TOP EXECUTIVE POSITIONS ALWAYS CREATES CHALLENGING INTERVIEWS.** Suggestions from Jack Welch include “tightly linking questions to the key characteristics you’re after” in the candidate, like (1) *Vision* – “ability to see around corners, probe consensus thinking and competitive data with healthy skepticism and swiftly make changes” when necessary; (2) *Leadership* – track record with people *they* have hired, both successes and disasters (since honesty about failures is also a nice test of candor); (3) *Crisis Management Ability* – their “experience and courage” in handling criticism or integrity violations as well as conventional chaos; (4) *Authenticity* – their attitude and sense of humor about life and purpose. “The real power of an interview lies in how well you listen to the answers. Really listen, to the end, between the lines, through the pauses and after the awkward silences... When you let candidates talk, even seasoned veterans of the interview game, they often, in time, reveal what you need to know.” [BUSINESSWEEK – Apr 7, 08]
- **‘HOW TO’ BOOKS NOW COMPRISE 11 OF THE TOP 15 ‘BUSINESS BEST-SELLERS.’** They all “promise financial riches and personal professional growth, as long as we abide by the rules” like Donald Trump’s “recipe for success that the top 2% live by... When managers buy these books in bulk for their employees, there may be some well-intentioned hope that the books will provide a useful framework for solving problems... But we’re nearing the total 12-step-ification of the genre... The real utility of 7 Habits and 12 Disciplines and 50 Ways is that they create the illusion of progress simply by adding another layer of busyness – letting us amble zombielike through our careers, freeing us from responsibility for the quality of our own decision making (i.e. better to delegate that responsibility to other people). The alternative, too frightening to contemplate, is to admit that problems are usually too complex to be reduced to one-size-fits-all solutions, to train ourselves to do our own analysis, and to be a little more skeptical when the shrieking man on TV tells us to buy shares of Google right this very minute... Embrace a business best seller at your brain’s peril.” [FAST COMPANY – Apr 08]
- **“ADVERTISING IS CLAIMING THE FINAL FRONTIER.** A science consortium now runs a space center on an Arctic Ocean archipelago that transmits signals into outer space on the outside chance that there are species out there who might be listening.” The European Incoherent Scatter Scientific Ass’n has now teamed with Frito-Lay to transmit the winning entry from a British contest for a “30-second commercial about life on this ‘Doritos-munching’ planet of ours.” The transmission will be headed to “a solar system 42 light-years away which scientists say could be teeming with life forms... If so, what will they think of a planet whose most ambitious scientific endeavors are sponsored by a snack food – and a hideously orange one at that? Will they assume ‘Doritos’ play a central role in our civilization, and how will that affect their posture toward us? ...They may just wonder whether to wait a millennia or two to respond, until the sending civilization leaves the Dark Ages and reaches a higher level of consciousness.” [THE WEEK – Mar 28, 08]
- **‘NIGHT LIGHTING’ IN MAJOR CITIES,** beyond generating some 38 million tons of carbon dioxide and wasting over \$10 billion a year, may be a major source of some cancers. “Hormonal disturbances triggered by nighttime exposure to white or bluish light can disrupt circadian rhythms and fuel the growth of tumors, experiments show. Two decades of research indicate that women who work night shifts have unusually high rates of breast cancer (73% in one Univ. of Connecticut analysis), and some data suggest a parallel effect on male workers’ prostate cancer rates.” Night lighting is also coming under attack for benefiting criminals, inhibiting night driving vision (from glare of high beams or other poorly aimed lights) and endangering migrating birds and other species who become disoriented. “These findings are all the more troubling considering that an estimated 30% of outdoor lighting, plus even some indoor lighting, is wasted, ill-conceived and ineffective.” [US NEWS & WORLD REPT – Mar 24, 08]
- **THOUGHTS FOR THE WEEK:** *While only 1% of Americans say that their presidential election vote is influenced by the Vice President candidate, reality is that one in five has in fact inherited the presidency (nine of our 46 VPs), and another five used their VP slot as a springboard to subsequent election.*

More than half the sexually experienced teenagers in America – including one of every four teenage girls – is walking around with a sexually transmitted disease, according to Centers for Disease Control.