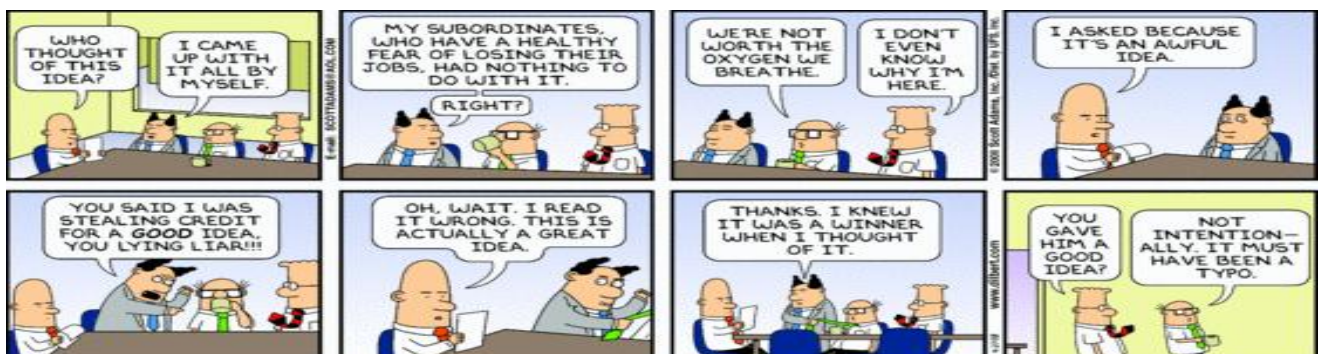


Just in case it matters to you:

- POWER IN NEGOTIATION COMES FROM BEST UNDERSTANDING THE OTHER SIDE'S POSITION, and becomes optimal when you can "get inside your opponent's heads rather than their hearts." According to newest research at Northwestern University, negotiations with *perspective*-taking ability ("cognitive power to consider the world from someone else's viewpoint") can produce a better outcome than those with *empathy* ("the power to connect emotionally"). Experiments involving 150 MBA students who had just enrolled in a course on Negotiations demonstrated the benefits of "understanding what the other side's interests are, but not at the sacrifice of your own interests. A large amount of empathy can actually impair the ability of people to reach a creative deal." [THE ECONOMIST – May 3, 08]
- HYPNOSIS – THE HOT NEW FAD FOR SPARKING CREATIVITY. Consultants report up to 50% increase in demand from companies concerned that "brainstorming sessions are coming up dry... Hypnotism works by making people ultra-relaxed, through breathing, meditation and visualization. In that state people are less inhibited and may offer their craziest ideas, which are sometimes the best. Hypnotized folks can also better recall past experiences – a boon because many great ideas are hitchhikes on previous knowledge." [BUSINESSWEEK – May 12, 08]
- WITH "NEAR CERTAINTY," AMERICAN POPULATION WILL GROW BY 100M IN THE NEXT 35 YEARS, and could grow to one billion people in the next 100 years, based on assumptions that "current fertility rates remain constant and that longevity and immigration will continue to rise." Planners are already concerned and thinking about impacts on food, water, transportation and infrastructure issues like "converting parking lots into commercial and residential buildings and extending light-rail lines and rapid transit to reduce dependence on cars." [USA TODAY – Apr 29, 08]
- NO SURPRISE THAT AMERICAN KIDS "LAG BEHIND MANY OTHER ADVANCED NATIONS in literacy, numeracy and key scholastic skills," since 30% these days never even bother to complete high school. The recognition 25-years ago of "a rising tide of mediocrity in public schools so serious that it threatens our very future as a nation" was the initiative for evolving education reform involving billions of dollars in federal aid to local schools for teacher training, formation of charter schools, 'open' classrooms and (the holy grail) standardized testing. But "feel-good measures, such as No Child Left Behind, only encourage states to 'dumb down' standards to give the *appearance* of improved academic performance." The deeper problem and sad truth was first reported in the mid-1960's: "No one wants to talk about the breakdown in the family... but when children grow up in fractured families that value TV over books, and sloth over industry, no amount of school spending is likely to help them." And our country's knowledge base continues to decline. [THE WEEK – May 9, 08]
- THOUGHTS FOR THE WEEK: ***"The difference between perseverance and obstinacy is, that one often comes from a strong will and the other from a strong won't."***

"There are mostly two kinds of people in the world: those who wake up saying 'Good morning, Lord' and those who wake up saying 'Good Lord, it's morning.'"



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