



Just in case it matters to you:

CLIENT / CONTACT BULLETIN 10-18

- THE MILLENNIAL GENERATION ARE NOT KNOWN FOR 'CRITICAL THINKING' TO SOLVE CHALLENGES. Instead, kids born after 1980 tend to look for answers through "sharing, communicating and finding group consensus... constant 'pinging' of friends to find out what the group thinks rather than making a prompt and decisive choice on their own... utilizing social networks to decide what movie to go to, at which restaurants to eat, and even for which candidates to vote... sharing ideas to let the group find the right answer through their combined experience." Since 'trial and error' has often proven to be an effective a way of learning by "creating multiple experiments that attempt to solve a problem and using objective empirical evidence to determine the best solution... and given how far astray critical thinking has taken" earlier generations, who's to say our kids aren't on the right track?
[GENERATIONAL INTERCHANGES - Apr 20, 10]

- UNDERSTANDING 'GENERATIONAL' EMPLOYEES is among the toughest management challenges, particularly when as many as four very different groups – each motivated by very different priorities – are trying to work together. A refresher:

	<u>GREW UP WITH</u>	<u>DESCRIPTORS</u>	<u>MANAGEMENT STYLE</u>
Traditionalists – born 1900-45	scarce resources	loyal, patriotic, frugal	top down, hierarchical
Baby Boomers – born 1945-65	TV, consumerism	optimistic, competitive, "Me"	challenge, authority
Generation X – born 1965-80	computers, electronics	independent, skeptical	entrepreneur, work-to-live
Millennials – born 1981-99	internet, instant data	realistic, embrace diversity	collaboration, negotiation

- "FAIRLY DISTRIBUTING SOCIETY'S WEALTH may be the most pressing unrecognized necessity now facing the U.S... As computers become more powerful, they can take over more jobs that now require human input and, within ten years, will be capable of carrying out almost any task... Manufacturing already is all but lost to human labor. Service, management, and even many research jobs are next... This trend is inevitable – the U.S. (and other developed lands) will become essentially jobless societies within the lifetimes of today's younger adults... The only questions left are of timing... Within ten years, the U.S. will begin to follow Europe's lead, reducing the workweek so that jobs and income can be divided among more people. Implications are a more severe decline in living standards than many people recognize, eventually making it necessary to scrap the current system (the 'jobs for wages' model adopted during the Industrial Revolution) in favor of some other means... so that the majority of people have at least the opportunity to provide a secure life for themselves and their families." A distressing forecast.
[THE FUTURIST – May-Jun 10]
- EATING LESS RED MEAT AND BUTTER MAY LESSEN RISK OF ALZHEIMER'S DISEASE BY 40%. A recent Columbia University study of 2,100 people over age 65 found that those following diets of fish, poultry, fruits, tomatoes, nuts, olive oil and leafy green vegetables fared best. Conclusions are that such non-meat/dairy ('Mediterranean') diets provide not only brain-protective nutrients (particularly omega-3 fatty acids and vitamin E), but also promote healthier hearts – thus reducing risk of strokes which render the brain more vulnerable to Alzheimer's.
[DISCOVERY NEWS; THE WEEK – Apr 30, 10]
- INDOOR TANNING BED CAUTION: Beyond the skin damage which most dermatologists suggest may result from exposure to ultraviolet radiation, researchers now say that "about one-third of all people who use sunbeds *become addicted* to the practice." The reason appears to be that such exposure "releases endorphins which improve mood," thus helping the user to "cope with distressing emotions." Like sun worship, feel good today but risk cancer tomorrow.
[LBN ELERT.COM – Apr 23, 10]
- THOUGHTS FOR THE WEEK: ***"The difficult part in an argument is not to defend one's opinion – but just to know it."***

General Electric, long considered by many to be America's most successful example of productive capitalism, reported nearly \$11 billion profit last year. However, claiming that all profits were made 'abroad,' GE paid zero U.S. income taxes, contributing nothing to the infrastructure which allows its multinational existence.

"Morality is the theory that every human act must be either right or wrong, and that 99% of them are wrong."

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