



Just in case it matters to you:

CLIENT / CONTACT BULLETIN 10-22

- ENTREPRENEURIAL SKILLS “MAY BE INNATE... Researchers are getting close to identifying genes associated with start-up savvy... [suggesting that up to] 40% of the variation in tendency to be an entrepreneur is inherited... Personality traits that successful entrepreneurs share include higher-than-average extroversion, openness to experience, and the capacity to be disagreeable – a useful predisposition for someone who drives hard bargains.” With graduate school tuition now averaging some \$40K per year, if/when a DNA correlation is proven, the brand value of an MBA – already highly suspect as a result of blunders contributing to the global economic mess – could be further damaged. Of the top hundred ‘S&P 500’ companies, twelve CEOs never even completed college. (Interestingly, the majority of other companies in that group are led by graduates from Univ. of California, and then leadership is divided among schools in the Ivy League (Harvard, Dartmouth, Princeton), Midwest (Wisconsin, Missouri, Indiana, Purdue), and Texas.) [SMART MONEY – June 10]



- MANY LEADERS AND MANAGERS IN TODAY’S WORKPLACE ARE BLISSFULLY IGNORANT of the consequences from generational differences. Unlike visual distinctions between national cultures (“people of different nations speaking different languages and differing in their customs, concerns and senses of what is important”), *generational differences invisibly underlie perception, comprehension and response*. “Disconnects that shape future interactions and the ability to produce results take place every day, with neither party realizing the source of the problem... Differences are not based primarily on age (a Gen Xer at 35 does not typically have the same worldview that a Boomer had at 35), and worldviews do not merely differ, they often dramatically conflict...on what is important, and on what inspires them to contribute to an organization’s mission. Today’s young workers, for instance, are more interested in causes than money; more likely to bond with employees who are their parents’ age than the age of their older siblings; and more likely to quit a job that doesn’t enable them to make a significant contribution rather than stick around just to collect a paycheck... Managers must understand these differences between generations, their own generational biases, and how to effectively manage these multiple perspectives to produce a smoothly operating team.” Even differences as simple as Who uses the internet can be critically important (fyi: 93% of Millennials age 12 to 30, 81% of Gen X young adults age 30 to 50, 70% of Boomers age 50 to 65, and 38% of ‘Traditionalists’ over 65). DCG can help; Call us. [FRONTIER ASSOCIATES INQUIRY – May 10]

- ‘INNOVATE OR DIE’ WAS THE MANTRA IN SILICON VALLEY IN THE 1990s AND AGAIN ON WALL STREET IN THE 2000s. However, “the value of Wall Street’s innovations seems a lot less clear. The Valley gave us the microprocessor, Google and the iPod; the Street gave us collateralized debt obligations and the credit-default swap – not to mention the kind of computerized trading that enabled the recent stock-market nosedives... Given the tumult of the past few years, the barter system is starting to look good.” [THE NEW YORKER – May 10]

- SUMMER HEALTH TIPS: (1) *SUNSCREEN WHILE DRIVING* – at least on your left side! Over half of head/neck skin cancers and over 75% of all melanomas (the deadliest form) occur on the left side of the body – next to the sun when a person is driving – caused by the sun’s UVB rays (which cause the most common form of skin cancer) and from UVA rays which cause wrinkles, as well as cancer, even through windows. (2) *LOSE WEIGHT SIMPLY BY TURNING OFF THE TV*, since “research has shown that people consume up to 71% more food while glued to TV – fixated and not noticing they’re full.” (3) *ALSO LOSE WEIGHT BY EATING OFF BLUE PLATES?* “The color blue is a natural appetite suppressant. In one study, people dining in a blue room ate 33% less than those who ate in yellow or red rooms.” [THE WEEK – May 28, 10]

- THOUGHT FOR THE WEEK: **The ‘LIFELOCK’ radio commercials are the ones where their CEO gives out his personal social security number and a \$1M ‘guarantee’ to protect against identity theft. Turns out “his identity has been stolen 13 times, with thieves running up thousands of dollars in fraudulent charges and loans.”**