



## Just in case it matters to you:

CLIENT / CONTACT BULLETIN 11-47

- 'BRAINSTORMING' SESSIONS ARE ABOUT CULTIVATING CONCEPTS WITH FRESH PERSPECTIVE. A few tips: (1) *Meeting memo should state the clear goal* with enough info that participants put some advance thought in; (2) Venue should be 'super comfortable' including snacks; (3) To "spur ideas without intimidating thought and get things moving, start the meeting with 'inspirational mediocrity' – an example everyone can easily beat"; (4) Wait ten seconds (double if you've had an alcoholic beverage) after an idea has come to you, before stating it out loud; (5) Gently guide discussion without publicly denigrating any ideas "unless so colossally stupid that by cutting it off at the knees it averts sure disaster"; (6) "To tell if an idea is good, look at everyone *but* the person speaking; almost any response is indicative of merit"; (7) "Brainstroming has to be a process that isn't seen as a waste of time over the long term... Finish up timely, collect ideas, prioritize them and see how they need to be fleshed out"; (8) Consider letting DCG facilitate the session; we are experts in optimizing the value of strategic planning meetings, Board meetings and Retreats. [ENTREPRENEUR – Oct, 11]
- MILLENNIALS MAY DECIDE THE NEXT ELECTION, "which could be one of the starkest intergenerational showdowns in American history... as youngest and oldest voters have strikingly different views... Millennials, born after 1980, having lived through a period of dramatic social and demographic change, harbor strongly liberal-leaning views about society and government's positive role to play... The silent Generation, over 65, who reached adulthood between WWII and the Vietnam War...are less enthusiastic about growing diversity, immigration...and are wary of the America that Steve Jobs built – dominated by gadgets and technologies that many don't understand or use, particularly Texting... Different generations rarely vote in lockstep; each is shaped by different formative influences" but the latest Pew Research indicates the largest gap in forty years, with younger people (40% of whom are non-white) voting "much more Democratic and seniors much more Republican than average." [TIME – Nov 14, 11]
- HUMAN BRAINS ATROPHY AS A NATURAL PART OF AGING, "structurally deteriorating as early as age 30 and often evident after 50... manifested by subtle declines in memory, reasoning, and cognition." By age 80, "nearly everyone will suffer some form of dementia" – international studies suggest that up to 40% of elders will be affected by Mild Cognitive Impairment with many progressing to Alzheimer's-type dementia. The results of physical brain deterioration are not pretty; they include "diminished attention span, verbal skills & spatial perception, deficiencies in abstract thinking & creativity, increased difficulty learning new tasks or retaining new information, and deteriorating sleep quality." Research by Mayo Clinic and others strongly suggests that impairment odds can be meaningfully reduced through moderate exercise (as little as 45 minutes, a few days weekly) by increasing blood flow to the brain (which "enhances production of key neurotransmitters") along with maintaining healthy diet, body weight and body fat percentage. [LIFE EXTENSION – Oct 11]
- LEGAL & POLITICAL FOLLIES UPDATE: (1) Catholic University must fight a human-rights complaint "on grounds that the prevalence of Catholic imagery there violates the rights of Muslim students...who cannot pray without having to stare up and be looked down upon by a cross of Jesus." (2) Facebook, required under European law to provide "a record of all personal data," sent a petitioner 1,222 pages of information dating back to 2008; (3) The 2012 work calendar for congressmen/women is a total of 109 days, just over two days a week on average, so that House members have time to campaign back in their districts. In the month of August, they have *three* scheduled workdays; (4) U.S. health care spending of \$2.6 trillion alone is equivalent to the fifth largest economy in the world, "slightly more than the French spend on everything – education, defense, health care, food, housing, and more." [THE WEEK – Nov 11, 11]
- MOST COMMON MISTAKES MADE IN HIRING: Going cheap; Not writing a job description; Overvaluing credentials; Overlooking personality fit; Rushing a decision; Hiring friends; Hiring skills & personality traits similar to your own; Over-recruiting someone who needs you less than vice-versa; Wasting the interview by selling and describing who you want, so candidate simply shapes answers to meet your expectation; Not checking references; Handing over equity without a vesting schedule; Failing to welcome and support upon joining the company. DCG can help you avoid the hugely expensive cost of poor hires. [AMEX OPENFORUM – Nov 9, 11]
- THOUGHT FOR THE WEEK: *General Electric filed a federal tax return electronically for 2010 equivalent to 57,000 pages (19 feet high if printed out) reporting \$14 billion profit, with total tax liability, after deductions and credits, of zero.*