



**Just in case it matters to you:**

- “THE JOB OF A LEADER IS TO CAUSE AN ORGANIZATION TO CREATE A FUTURE...DIFFERENT FROM the one predictable under present reality.” In today’s so-unpredictable economic condition, the task is even tougher as “people are shaken, scared and uncertain. Telling them not to be afraid, what to do, or simply avoiding the subject, doesn’t produce great performance” and may even create greater consternation. One effective approach is to recognize that “the future is an interpretation in which we *have* a say as to how it will be. This perspective alone can shift people from helpless to powerful... once aware that they have the freedom, ability and authority to create an empowering future for themselves or their organization.” As a leader, instilling this potential can be achieved by “identifying the default future, inventing a new empowering future, and then looking *from there* to deal with the current business circumstances. You may find it’s a time for compassion, courage, commitment, creativity, new thinking and new opportunities.” [THE INQUIRY – FRONTIER-ASSOC.COM – July, 09]
- NOT EVERYONE IS “WIRED FOR THE LIFE OF THE DIGITAL NOMAD.” But, generally, it’s the *extroverts* who thrive in virtual, work-at-home environments. Based on a study of hundreds of workers at Cisco and other global companies “to better understand the psychological issues at play in mobile work,” the assumption that the most adaptive would be “quants, introverts and reclusive types...who keep their heads buried in cubicles” turned out to be wrong. The study found that “shy, disorganized types are better kept in-house where office environment is more forgiving of the scatterbrained, with structure which helps provide external reinforcement... and social interactions.” Meanwhile, the extroverts turn out to be workers who “left on their own, work closely with clients, chum around with colleagues, and talk it up with bosses – staying connected no matter where they are.” [BUSINESSWEEK – July 27, 09]
- HAVING RESOLVED SO WELL THE COUNTRY’S REAL ISSUES, OUR LEADERS find time to *debate* whether English should be designated as America’s ‘Official’ language. This irrespective of the fact that our common language is one of America’s strongest solidifying cultural forces and why the U.S. “has achieved greater success in assimilating immigrants than any other nation in history...as their struggle to learn English allowed them to feel a sense of meaningful accomplishment in becoming naturalized citizens.” Moreover, beyond the fact that “English (not Spanish or Urdu or Arabic) remains the international language of commerce and culture, linking every nation for global progress, ...when other nations have experimented with bilingualism (e.g. Canada or Belgium, where separatist movements and language-based antagonisms poison public life) or multi-lingualism (e.g. India or the former Yugoslavia), it’s always a disaster.” [M.Medved – LBN Elert– Jul 19, 09]
- THE ‘BIG MAC INDEX’ is theoretically a guide to valuing foreign currencies based on their purchasing power, since the exchange rate between countries should (theoretically) be equalized with reference to a clearly common denominator. However, the disparity of currency ‘purchase power parity’ in today’s upside-down economies is demonstrated by the range of prices for one Big Mac burger, when measured in U.S. dollars. In America, average cost is \$3.57; in Norway – \$6.15; Europe - \$4.62; Peru - \$2.66; Mexico - \$2.39; Russia - \$2.04; China \$1.83; and Hong Kong \$1.72.



- THOUGHTS FOR THE WEEK: **“The most important quality of a good leader is that you've got to be willing to make a decision. Too often, people fall victim to the ‘ready-aim-aim-aim-aim’ syndrome, where everything has got to be absolutely perfect. The truth is sometimes you've got to be willing to pull the trigger. Only afterward does it become apparent that the time was right.”** – T.Boone Pickens

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