



Just in case it matters to you:

- IN TODAY'S TOUGHER COMPENSATION CLIMATE, THE 'ENTITLEMENT' ATTITUDE OF YOUNG WORKERS can create material dysfunction when unmet expectations prompt "behaviors like manipulating performance data to achieve higher bonuses... Entitlement perceptions are often based on an unfounded sense of superiority and deservingness... Employees who feel entitled to perks and privileges they haven't earned are also less likely to be satisfied in their jobs and more likely to take it out on others, especially their supervisors." When such people feel cheated, it can lead to "unconventional, unethical means to obtain the reward they expect...including the tendency to take credit for good outcomes and to blame others for bad outcomes." This millennial generations' sense of entitlement, when accompanied by envy of what they often perceive as inordinate compensation for geezer workers, can and does undermine a company's performance – a risk which can best be mitigated by alleviating their misperceptions with unambiguous job descriptions, responsibilities and performance-related compensation programs. DCG have assisted clients in this area for decades, before trouble starts. [THE FUTURIST - Sep/Oct 09]
- REALISTIC BUSINESS FORECASTING IN ECONOMIC TURMOIL IS AS MUCH ART AS SCIENCE – of course based on historical results and trends, but moreso on intelligence about a very changed environment and assumptions for a very wide range of possible outcomes. Absent careful strategic thinking, "processes that once resulted in mildly imperfect visions of the future now produce wildly imperfect ones" and smart leaders are now factoring in a "possibility of the future being dramatically different from the past... With many once-stable macroeconomic factors now in flux, companies need to look at many more variables including access to capital, country-specific risks, and structural changes within industries arising from recession." Having said that, for smaller companies the 80:20 rule may still be most prudent: "by focusing on the 20% of a company's cash-flow line items that are typically responsible for 80% of its results, one can get reasonable results in less time... while aiming for perfection when resources are thin can easily result in a lousy forecast." DCG can help. [CF0 – Jul/Aug 09]
- DEALING WITH 'UNCERTAINTY' IN VOLATILE TIMES "often involves reversing decisions, something people with shaky self-esteem don't handle all that well." But many leaders who do thrive in uncertain times "delay decisions and let events unfold...allowing time for reflection. They accept the doubt and anxiety that accompany an ambiguous situation and seem to know it's better to make micro-decisions along the way, based on 'good enough' information, rather than pursue the mirage of gathering 'all' the info. Perhaps that's one way, in the midst of a fog, they glimpse opportunities." [BUSINESSWEEK–Aug 24, 09]
- WHILE ONLY 2% OF ALL 'DATA BREACHES' RESULT IN I.D. FRAUD, identity fraud is still a major problem and increasing each year. "The majority of data breaches are accidental... a matter of hasty e-mails, goofy printer errors, flash drives lost...records dumped in trash... and business travelers who lose half a million laptops in airports every year – with half holding consumer data... The problem isn't high-tech hackers; it's garden-variety stupidity." [SMART MONEY – Aug 09]
- "DON'T LET THE BEDBUGS BITE" IS NOT JUST A TUCK-IN-BED FABLE. Check out this National Geographic report for a disgusting look at what may be happening in your house: http://www.youtube.com/watch?v=WfKCCSPCOQo&feature=player_embedded
- THOUGHTS FOR THE WEEK: ***While Cuba's state-run toilet paper manufacturer has recently announced 'severe shortages until the end of the year when emergency imports would arrive,' Americans use as much TP annually to stretch 300 million miles, more than three times the distance between the earth and the sun.***

'Olestra' – the fake calorie-free fat still used in Pringles and Lay's potato chips – never much caught on as a food additive due to its purported 'laxative properties.' Olestra is now about to be re-marketed by Proctor & Gamble as an environmentally friendly paint, hair spray, and laundry product. Makes the chips seem even more appealing, eh?

In Britain, 'one additional year of life' is worth \$45,000. That's what a commission (with the Orwellian acronym NICE) has determined that the government health care system will pay.