



## Just in case it matters to you:

- "MOST OWNERS AND EXECUTIVES DON'T INVEST THE TIME OR ENERGY TO BUILD A STRATEGIC PLAN – because they're too busy managing the business and/or because they don't have the expertise to manage the process... But strategic planning is not a 'luxury'; it is an essential tool to keep the business on track, and is especially necessary in these tough times." It's simply about defining direction, so that capital and human resources can be best allocated towards achieving optimal strategies; it's about knowing *where* the organization is try to get to, and *by when*. Without a plan, "your business will make wrong turns, expend unnecessary resources, lose momentum, and miss opportunities. Think of it as having a destination on a road trip: without one, any direction you head in appears to be a good one" – but almost certain to result in zig-zags. Many have undertaken some form of 'strategic planning' in the past and ended up with only "a dusty 3-ring binder on a bookshelf," but this stemmed from absence of commitment and implementation support and hardly provides "an excuse for poor planning and failing operations." DCG has decades of expertise in developing realistic goals, objectives and action steps for achievement. Let us help you meet yours. [ERNST ENTERPRISES – Sep 09]
- "ECONOMISTS ARE TELLING AMERICANS A 'RECOVERY' IS UNDERWAY" but it's likely to be a jobless one. The loss of at least 7 million jobs which represents 17% of the labor force "unemployed or underemployed, including those who have stopped looking...isn't just a short-term problem; it's indicative of structural flaws in our economy... To create sustainable jobs, we need to focus on America's great strengths: innovation, entrepreneurship, small business, and new company formation – the engines which drove job growth in the 1980s and '90s... Instead of clinging to yesterday's economy, we should use this opportunity to rally around the cause of making the U.S. fully competitive...especially in renewable energy, information technology and health care. And with so many workers who lack the skills for tomorrow's jobs, we should institute massive retaining and education programs." "Should" is the problem word... [BUSINESSWEEK – Sep 28, 09]
- THE CALIFORNIA PRISON SYSTEM IS "COLLAPSING UNDER ITS OWN WEIGHT" – 170,000 inmates "doubling up in small cells designed as singles or sleeping on cots in corridors and public rooms" are twice what the system was built to hold. Nationally, the story isn't much better with nearly 7.5M people in the criminal justice system, one-third of whom are behind bars at any one time, with the others on sort of temporary probation or parole until they return; it's estimated that "two-thirds of those who leave prison will be back within three years... The U.S. incarceration rate is highest in the world – almost five times the world average, surpassing even China and Russia – with 25% of the world's prisoners in our jails." Some quarter of these are low-level offenders serving time for drug offenses but, after mixing with hardened criminals, leave prison with a true education in crime. Despite the fact that states are crying for budget relief, "there is no political reward in advocating reform...and most politicians continue to back the 'lock-'em'up-and-throw-away-the-key philosophy." So no end in sight. [THE WEEK – Sep 25, 09]
- THE AMERICAN 'FIRST LADY' IS NEITHER AN ELECTED OR COMPENSATED POSITION. However, it is serviced by a staff which Mrs. Obama has increased to 26 employees, at combined salaries exceeding \$1.5M yearly, not including the compensation of security teams. Her entourage includes "assorted lackeys" bearing the titles of Chiefs, Deputy Chiefs, Directors, Deputy Directors, Secretaries, Special Assistants and Personal Aides (plus *their* support staffs) covering areas including Policies & Projects, Communications, Scheduling & Advance, Scheduling & Events, Advance & Trip, Social, Press, Travelling, Correspondence, and the winning title 'XXX to the first lady.' [CANADA FREE PRESS.COM – July 7, 09]

THOUGHTS FOR THE WEEK: ***"We don't see things as they are; we see them as we are."***

***"Measure of success is not whether you have a tough problem to deal with, but whether it is the same problem you had last time you supposedly took action to deal with it."***

***"People of character do the right thing, not because they think it will change the world but because they refuse to be changed by the world."***

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