

BCS/INM NEWSLETTER

Vol. 6 – Number 2

BCS – John Barnes • INM – Tom Stevens

February 1, 2011

Happy February 1st

Imagine – 31 days have already come and gone in the New Year. Did you use each one of them wisely?

Congratulations

“If it is to be – it is up to me!”

ALP = Advanced Leadership Program

CLD = CommScope Leadership Development

ELD = Enterprise Leadership Development - CommScope

EMP = Executive Management Program

IMP = In-house Management Programs

PSP = Professional Sales Program

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Author – Author

DOOLEY, John – (EMP-03) – has co-authored a business book with Hermite d’Art entitled *“The Short Story of mr. Frog.”* The book is an allegory of life from the eyes of mr. Frog. The book shares a simple message – *“take care of*

the Pond and the Pond will take care of you.” Take care of your Job and your Job will take care of you – take care of your Business and your Business will take care of you – take care of the Environment and the Environment will take care of you, etc.

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Seminars in 2011 & 2012

Executive Management Programs

Class 36

- ▶ Week 1 – May 09 – 13, 2011 ◀
- Week 2 – Aug. 22 – 26, 2011
- Week 3 – Nov. 14 – 18, 2011
- Week 4 – Feb. 13 – 17, 2012
- Week 5 – May 21 – 25, 2012

Class 37

- ▶ Week 1 – Jul. 11 – 15, 2011 ◀
- Week 2 – Oct. 24 – 28, 2011
- Week 3 – Feb. 20 – 24, 2012
- Week 4 – May 07 – 11, 2012
- Week 5 – Aug. 06 – 10, 2012

Class 38

- ▶ Week 1 – Sep. 19 – 23, 2011 ◀
- Week 2 – Dec. 12 – 16, 2011
- Week 3 – Mar. 12 – 16, 2012
- Week 4 – Jun. 25 – 29, 2012
- Week 5 – Sep. 10 – 14, 2012

Class 39

- ▶ Week 1 – Jan. 23 – 27, 2012 ◀
- Week 2 – Apr. 16 – 20, 2012
- Week 3 – Jul. 16 – 20, 2012
- Week 4 – Oct. 15 – 19, 2012
- Week 5 – Jan. 21 – 25, 2013

To enroll participants in any EMP class or to obtain detailed information please contact Tom Stevens at 865-458-3429 or email him at – inmco@mindspring.com.

Professional Sales Program

Class 11

- ▶ Week 1 – Mar. 21 – 25, 2011 ◀
- Week 2 – Aug. 29 – Sep. 2, 2011
- Week 3 – Oct. 31 – Nov. 4, 2011
- Week 4 – Mar. 5 - 9, 2012

(Because this program draws on survey feedback from customers and/or distributors, participants must have established customer/distributor relationships.) To enroll participants please call John Barnes at 423-504-5641 or email him at - john@jbarnesconsulting.com.

Steven's Statements

Profit's Function

"Today's profitable business will become tomorrow's white elephant." Drucker

Economist Joseph Schumpeter insisted that innovation is the very essence of economics and most certainly of a modern economy. Schumpeter's "Theory of Economic Development" makes profit fulfill an economic function.

In the economy of change and innovation, a profit, in contrast to Karl Marx's theory, is not a "surplus value" stolen from the workers. On the contrary, profit is the only source of jobs and income for the workers. The theory of economic development shows that no one except the innovator makes a genuine "profit" and the innovator's profit is always quite short-lived.

But innovation, in Schumpeter's famous phrase, is also "creative destruction." It makes obsolete yesterday's capital equipment and capital investment. The more an economy progresses, the more capital formation it will need.

Thus, what the classical economist – or the accountant or the stock market – considers "profit" is a genuine cost. The cost of staying in business, the cost of a future in which nothing is predictable except that today's profitable business will become tomorrow's white elephant.

ACTION PLAN – How much did you invest in innovation in 2010? How much of your 2011 budget will go towards innovation? Are you investing enough in innovation to prepare for the day when your profitable business becomes obsolete?

Important Questions

How many of your direct reports can answer the following questions with outstanding certainty and accuracy?

- What am I supposed to do?
- How well am I supposed to do it?
- How am I doing?
- Where might I go from here?

How many can you answer with the same certainty and accuracy? Try it once!

ACTION PLAN – Ask your direct reports to write their answers to the four questions. You do the same. Then play "show and tell." How did it come out? If there was a wide variance in the answers, you are losing efficiency and effectiveness. Do you have the courage to ask your supervisor to do the same thing? I dare you!

- When tempted to fight fire with fire, remember that the Fire Department usually uses water.
- You're never too old to learn something stupid.
- To be sure of hitting the target, shoot first and call whatever you hit the target.
- Nostalgia isn't what it used to be.
- Some people hear voices. Some see invisible people. Others have no imagination whatsoever.

John's Jottings

Change coming! Ready?

Actually, it's already here and you are quite likely aware of it. Consider these indications - have you left a job recently? Have you recently started a new job? Do you have a new boss? Is there a new CEO at your company? Is your company under new ownership? Is your organizational structure about to change? Or has it already done so?

If you answered "yes" to one or more of these questions, you know change is here, and happening to you. Are you ready? Are you "change-hardy?"

Change affects us all. Usually our first reaction is resistance, unless we feel we will be better off. The scary thing about change is it frequently threatens our security - our sense of control. We don't know what it will be like for us after the change. In addition, company communication usually doesn't help us. It explains the benefits of the change to the company, not how we will be affected. And we, of course, are intensely focused on what change means to us individually. Will we be better off, or worse off?

We can't avoid change - but there are four things we can do to help us as individuals better face it.

First - span boundaries. Learn to listen across different parts of the organization. Interpret one group's needs to another group. Look for what needs to be understood, communicated and translated.

Second - go beyond the job. Look for work that needs to be done. Don't become constrained by a job description if you can contribute more. Go where the problems are, where there is much to be done and not enough resources to do it.

Third - be multi-competent. Don't put all your eggs in one basket. If you only have a single skill, you can be at risk. With a good mix of skills, you can shift the balance of your activities. Mixing activities allows you to refocus as the organization changes. Keep learning and challenging yourself – don't ever settle for comfort.

Fourth - be flexible. Be able to let go of dreams and expectations that do not fit the current world. People often get stuck in a failed solution – they continue to do the same thing even though it didn't work in the first place. Don't stay stuck – move on. Very often, people would rather stay stuck than risk doing something new.

In summary, we need to adopt the "ACT" Principle.

A = Accept. The cold hard truth is that change is an ongoing process here to stay. Think of a time when you were successful in handling change. How did you grow and adapt? You can do it again.

C = Communicate. Talk to others. Go on a fact-finding mission. How did they do it? What advice do they have?

T = Tackle. Develop new goals and plan. Involve others. Ask for feedback. Publicize success. Keep focused!

Don't be a victim. Make change work for you!

Details - Details

SOMMER, Dirk – (EMP-32) – sent me an email on January 4 asking – “When reading your Newsletter for January I wonder why this newsletter is Vol. 7, Number 1 while the December newsletter was Vol. 5, Number 12? Is there no Vol. 6?” I was going to explain to Dirk that there is a cultural situation in Tennessee where the number 6 has very bad connotations – like the number 4 in Japan and China. Then I decided that honesty was the best policy and explained that I had a DNA deficiency that caused me to count 1, 2, 3, 4, 5, 7, 8, 9, etc. In other words, I goofed – made my first mistake for 2011. Dirk is Director Sourcing Europe - DE-STA-CO Europe GmbH, Hiroshimastr 2, D - 61440 Oberursel, Germany - Bus - +49 (0) 6171 705 265 - Cell - +49 (0) 172 683 6867 - dsommer@destaco.com. Thank you Dirk for being so observant!

Superstition and/or Tradition

A character in the novel “The Hound of the Baskervilles” suffered a fatal attack brought about by fear. A new scientific study suggests that the fictional episode is possibly real. Real-life people with heart disease can be frightened to death.

University of California–San Diego sociologist, Dr. David Phillips, had read the famous story as a child and wondered whether extreme psychological stress could trigger a heart attack. Phillips first had to find a superstition to test the theory that fear could trigger a heart attack.

In Mandarin, Cantonese and Japanese the words for the number 4 and death are pronounced almost identically. In China and Japan, the number 4 is left out of telephone numbers and elevators because it evokes tremendous fear. Phillips discovered that in the United States many people of Chinese and Japanese descent feel the same anxiety especially if they are ill when the fourth day of the month arrives.

Phillips turned to U.S. deaths to see if he could find a pattern in the number of deaths on the fourth of the month. He looked at the computerized death certificates from 1973 to 1998 of more than 200,000 people of Chinese and Japanese descent and more than 47 million Americans.

When the study honed in on heart disease patients they found a surge of heart attack deaths, 13% among the patients of Chinese and Japanese descent on the fourth of the month. In California, where large populations of Chinese and Japanese have settled the effect was even bigger – a 27% increase. The death certificates of Americans showed no such jump on any specific date.

Several years ago, I worked with a company that made machining equipment. They had a large increase in the number of machines returned from China and Japan compared with any other countries in the world. An examination of the serial numbers on the returned machines showed that every machine had at least one number 4 in the serial number.

An American company with a manufacturing facility in China reported that they gave their number 1 Chinese employee a rather large bonus at Christmas. The day af-

ter receiving his check he came to work, gave back the check and resigned. An examination of the check determined that the check number had the number 4 in it and the check amount contained three number 4's.

You might be thinking – “that's crazy, I'm glad I'm not superstitious.” How many of you would check into the hospital on Friday the 13th – be given room 1313 on the 13th floor of the hospital? By the way – how many of you have ever seen a room 13 or a 13th floor in a hospital? How many hotels in the US have a 13th floor? Have you ever noticed? Many athletes, who will tell you they are not superstitious, have “lucky” routines they go through before a game. They even have certain clothing or charms that they believe are lucky. Do you have a “lucky” tradition or superstition?

Business Implication – Be aware of the superstitions and/or traditions in the various cultures around the world - especially in the countries in which you do business. Are there any unlucky colors, numbers, dates, etc. where you do business? Conversely, are their lucky colors, numbers and dates?

Up Coming Seminar Weeks - 2011

EMP 33/3 – FEB 21 – 25

EMP 32/4 – MAR 7 – 11

EMP 31/5 & PSP 10/4 – MAR 14 – 18

PSP 11/1 • MAR 21 – 25

EMP 34/3 – APR 11 – 15

CLD 4/2 – APR 18 – 22
(Dallas, TX)

CLD 3/2 – MAY 2 – 6
(Chicago, IL)

EMP 36/1 – MAY 9 – 13

EMP 33/4 – MAY 16 – 20

EMP-35/2 – MAY 23 – 27

EMP 32/5 – JUN 13-17

EMP 37/1 – JUL 11 – 15

EMP 35/3 – JUL 18 – 22

CLD 4/3 – JUL 25 – 29
(Chicago, IL)

EMP 34/4 – AUG 1 – 5

CLD 3/3 – AUG 8 – 12
(Dallas, TX)

EMP 33/5 – AUG 15 – 19

EMP 36/2 – AUG 22 – 26

PSP 11/2 – AUG 29 – SEP 2

EMP 38/1 – SEP 19 – 23

CLD 4/4 – SEP 26 – 30
(Knoxville, TN)

CLD 3/4 - OCT 10 – 14
(Knoxville, TN)

EMP 35/4 – Oct 17 – 21