

BCS/INM NEWSLETTER

Vol. 7 – Number 1

BCS – John Barnes • INM – Tom Stevens

January 1, 2011

Happy January 1st

It's here - 2011. Just think – in only 364 days we will be welcoming 2012. As my old friend Horace used to say – *“Once begun, a task is easy – half the work is done.”* This is the very best time to plan your career.

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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Up Coming Seminar Weeks - 2011

CLD 4/1 • JAN 10 – 14

EMP 35/1 – JAN 17 – 21

EMP 34/2 – JAN 24 – 28

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 35/2 – APR 4 – 8

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 – APR 9 – 13

EMP 33/4 – MAY 16 – 20

EMP 32/5 – JUN 13-17

• The voices in my head may not be real, but they have some good ideas!

• Always borrow money from a pessimist. They won't expect it back.

• A diplomat is someone who can tell you to go to hell in such a way that you look forward to the trip.

• Hospitality - making your guests feel like they're at home, even when you wish they were.

• Money can't buy happiness, but it sure makes misery easier to live with.

• I used to be indecisive. Now I'm not sure.

Seminars in 2011

CommScope Leadership Development – Class 4

Closed

- ▶ Week 1 – Jan. 10 – 14, 2011 -Knoxville, TN ◀
Week 2 – Apr. 18 – 22, 2011 – Dallas, TX
Week 3 – Jul. 25 – 29, 2011 – Chicago, IL
Week 4 – Sep. 26 – 30, 2011 – Knoxville, TN
Week 5 – Dec. 05 – 09, 2011 – Hickory, NC

Executive Management Programs

Class 35

- ▶ Week 1 – Jan. 17 – 21, 2011 ◀
Week 2 – Apr. 04 – 08, 2011
Week 3 – Jul. 18 – 22, 2011
Week 4 – Oct. 17 – 21, 2011
Week 5 – Jan. 16 – 20, 2012

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

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.

“To learn is a natural pleasure, not confined to philosophers, but common to all people.” Aristotle

Identifying The Future

“The important thing is to identify the future *that has already happened.*” Peter Drucker

Futurists measure their success by counting how many things they predicted have already come true. They never count how many things they did not predict that have happened. Everything a forecaster predicts may come true. Yet, they may not have seen the most meaningful of emerging realities or, worse still, may not have paid attention to them. There is no way to avoid this forecasting problem. The important and distinctive changes are always the result of changing values, perceptions and goals, that is, in things that one can perceive but not forecast.

One of the most important accountabilities of an executive is to identify the changes that have already happened. The manager’s important challenge in society, economics and politics is to exploit the changes that have already occurred and to use them as business opportunities. Identifying the future that has already happened is crucial – and developing a methodology for perceiving and analyzing these changes is a must.

A good deal of this methodology can be found in Peter Drucker’s book “*Innovation and Entrepreneurship.*” Drucker shows how to systematically look at the changes in society, in demographics, in science and technology, as opportunities to make the future more profitable.

Successful organizations know they have to get many things done effectively and efficiently. For that reason, they tend to concentrate - to focus. The first rule for managerial concentration is to get rid of the past that has ceased to be productive. The organizations most important resources, especially its human resources, need to be immediately pulled out and put to work on the opportunities of the future. If managers are unable to get rid of yesterday - to abandon yesterday, they simply will not be able to create tomorrow.

Without systematic and purposeful abandonment, an organization will be overtaken by events. It will squander its best resources on things it should no longer be doing. As a result, it will lack the resources, especially capable people, needed to exploit the new opportunities that arise. Far too few businesses are willing to slough off yesterday, and as a result, far too few have resources available for tomorrow.

ACTION PLAN – 1. You and your direct reports should review 2010 and list changes that have already happened that will have or have had an impact on your business. 2. You and your direct reports should review your products and services and determine those that should be dropped in 2011. 3. You should read or reread Drucker’s *Innovation and Entrepreneurship*” to see what methodologies you can use to recognize the future that is already here.

“*Never let the future disturb you. You will meet it, if you have to, with the same weapons of reason which today arm you against the present.*” Marcus Aurelius

John’s Jottings

STOP IT!

And I don’t mean just litter, or littering. You definitely should also stop that.

I mean funding those projects and ideas that may have some political propriety, but not any reasonable economic payback. This is a new year - a new fiscal period. It is a good time to just stop them.

Remember the dollar auction game? Tom or I would offer a dollar to the highest bidder, but we would also collect from the next highest bidder. We have both auctioned dollars for amounts that are pretty close to unbelievable, when you step back and analyze what happened. But such an analysis usually misses a most important point. The bidders were into it! They were engaged. Consequently, they could justify their behavior.

The thinking starts like this - I can get a dollar for a nickel, or a dime. Why not? I’ll make a fantastic return. Someone else realizes the potential pay-off so they bid a little higher, perhaps a dime, or fifteen cents. And so it goes, until the bid approaches a dollar.

THEN a subtle change takes place. The bidders realize they may not make as much, but they want to *WIN!* And for a little while, they can justify their actions because after all they are only “*out*” very little, just the amount over a dollar. So, they keep bidding.

In the latter stage of the game, they just want to beat the other person. So...

The most I ever auctioned the dollar for was \$30 to the winner and \$25 from the runner-up. It was all good fun. (Just in case you were wondering, I didn’t keep the money - I gave it to HR to help fund their Christmas party.)

That little game instructs us on project spending. First, we got into it because of the attractive potential returns. If we beat the competitors to market, we would have a *BIG COUP*. We would make a ton of money, be the recognized market leader, etc. Over time, the returns we calculate just keep getting better - but successful development proves elusive. Time and thousands go by. “*A little more money and/or a little more time*”, we say. “*Just a little more.*”

No one wants to pull the plug; no one wants to tell the boss that this just isn’t going to work. After all, the bearer of bad news sometimes gets “*executed.*” Who wants to run the risk?

This dynamic can become so entrenched that the only way these “*black holes*” get “*filled*” is to change leadership.

Sunk costs are just that, sunk. They have no more economic value. The best strategy is to “*man-up*” and quit. As Kenny Rogers says, “*you’ve got to know when to hold em and know when to fold em, and run.*”

Got any of those projects around? This is a new year, a good time to declare them dead and move on. *EVERY-ONE* will be glad and your financial results will be better.

Congratulations On Your Career Changes

The participants listed below made changes in their careers during 2010. John Barnes and I want to congratulate them on their new positions and wish them all the best in 2011. Impossible dreams are possible if you work hard and believe.

January 1, 2010

KENNEDY, Greg – (EMP-15)
LANDES, Paul – (PSP-08)
LESHER, Bob – (IMP)
MacINTYRE, Scott – (EMP-30)
McCURDY, Cindy – (EMP-30)
METCALF, John – (EMP-18)
OWENS, Rocky – (EMP-05)
PHILLIPS, Joe – (PSP-04)
TOWNSLEY, Linda (Renner)(ALP-03)

February 1, 2010

ADRIAENSSENS, Luc – (EMP-10)
BOONE, Doug – (EMP-17)
DEAN, Tom – (EMP-22)
ROYCROFT, Robert – (EMP-21)
SIM, David – (EMP-22)
WICKARD, Timothy – (EMP-17)
WHITAKER, Kevin – (ELD-01)
WALKER, Cory – (EMP-26)

March 1, 2010

CHOLLETT, Mark – (EMP-08)
De FRANCO, Joseph – (ELD-01)
DUGAN, Lindon – (PSP-03)
HANRAHAN, Gerry – (EMP-01)
KORDES, Shawn – (ELD-01)
PAGANELLI, Perry – (EMP-04)

April 1, 2010

BACKSCHEIDER, John – (EMP-10)
CURRIE, Richard – (EMP-28)
DOOLEY, John – (EMP-03)
EVANS, Parrish – (PSP-06)
SORIC, Neven – (IMP)
WILLIAMS, Jay – (ELD-01)

May 1, 2010

AMBROSIO, Eric – (EMP-23)
ERICKSON, Melony – (EMP-16)
KELLERMAN, Ron – (EMP-19)
PEPPER, John – (EMP-06)
ROYCROFT, Robert – (EMP-21)

June 1, 2010

BOWMAN, Jerry – (EMP-26)
CHEN, Lan – (Laura) – (ELD-01)
DESREUX, Dominique – (EMP-17)
FLANNERY, Thomas – (IMP)
HALL, David – (EMP-19)
ROGER, Michel-André – (EMP-06)
JONES, Dave – (PSP-02)

July 1, 2010

AMEZAGA, Jose – (EMP-15)
CARPENITO, Philip – (EMP-02)
DUGAN, Lindon – (PSP-03)
HUNTER, Jim – (PSP-03)
MITCHELL, Mark – (PSP-06)
SMITH, Gerardo – (PSP-03)
STEVENS, Russell – (PSP-04)
TOWNSEND, Ben – (EMP-11)

August 1, 2010

MICKEL, Hugh – (EMP-17)

September 1, 2010

KOSH, Jim – (PSP-03)
LAMINACK, Gene – (EMP-28)
PHILIPS, Joe – (PSP-04)
TAYLOR, Dan – (EMP-22)

October 1, 2010

SADOVNIK, Rico - (EMP-11)

November 1, 2010

KEMPER, Sandra – (LaRoy) (EMP-10)
LEONG, Greg – (EMP-28)
McGrath, Shaire – (EMP-16)
MRUZIK, Jeff – (EMP-32)
PETERSON, Sean – (EMP-33)
POFFEL, Stephen – (EMP-19)
THIEL, Pete – (EMP-19)

December 1, 2010

HILL, Simon – (EMP-21)
HOUSE, Casey – (EMP-31)

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“The best way to get ahead is to teach the people below you how to get ahead. You never get promoted when no one else knows how to do what you do now. Most people get promoted because they get pushed up from underneath rather than pulled up to the top.” David K. David

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“A winner is someone who recognizes their God-given talents, works their tail off to develop them into skills, and uses these skills to accomplish their goals.” Larry Bird

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“Make yourself necessary to someone and remember - nothing great was ever achieved without motivation and enthusiasm.” Ralph Waldo Emerson

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“You cannot create experience. You must undergo it.” Albert Camus

It's Unbelievable And Scary

In the May newsletter, I wrote a *“tongue in cheek”* item called *“CHOICE.”* I pointed out that the problem this country is having is because of *CHOICE.* If we weren't permitted to have choices, life would be simpler and billions of dollars, perhaps trillions, would be saved. I also mentioned that if the government took over the restaurant business, construction of houses, etc. we could all live in planned neighborhoods, in identical houses, with restaurants and shopping centers close by and the government would provide the transportation to and from work, the shopping centers and our homes.

In 2010, *at the request of the White House,* a Congressional Committee voted out of committee the *“Sustainable Community Act”* by a party line vote of 8 to 10. This act sets up billions of dollars to study the feasibility of the government selecting certain sites for housing, businesses, and shopping centers with the Department of Transportation providing transportation within these *“Sustainable Communities.”*

The Department of Housing and Urban Development – (HUD) - and the Department of Transportation would run the entire program. HUD has already set up the *“Office of Sustainable Housing and Communities”* and is advertising that they have grant money available for projects.

The basic idea is that the government would determine where businesses would be located. If you worked in these businesses, you would live in the adjacent sustainable housing areas and shop in the adjacent sustainable shopping centers. The government would supply the means of transportation – buses - within these *“sustainable communities.”* Billions has already been allocated for this new department and they have hired employees.

Maybe I should rethink my idea of not running for Congress – they are already stealing my ideas!

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“The hardest thing to cope with is not selfishness or vanity or deceitfulness, but sheer stupidity.” Eric Hoffer