

Improvement Initiatives

“I made this letter longer than usual because I lack the time to make it short.”

-Blaise Pascal

April 2011

Op Ed – by Jay Watson Try something different! (I dare you.)

Most Managers are lazy and don't want to think.

At least think differently.

Quoting thought leader Robert Heller: “Business, obviously, is not 'driven by smart ideas', but by deeds - clever, foolish and neutral. The big books and interesting articles don't actually direct events, but flow from them.

In the practical world of business, managers are coping with hard facts that result from changes outside their control - like these:

Business isn't as usual anymore. Management needs to develop the company's direction and purpose anew on a continuous basis.

- Fulfilling that purpose requires concentration on a well-defined market - and rules out diversified and uncoordinated interests. Technologies and markets have become so volatile that innovative attack is the best, maybe the only form of defense: and that means innovative corporate organization.
- People are asserting their individuality more throughout society: you need to use that individuality to innovate and to animate the new corporate forms.
- Those forms are becoming much less rigid because of the need for many more inter-relationships, crossing boundaries inside and outside the firm.”

Simply put - to be a leader, you need to mix it up! Here are a ½ dozen wild and crazy things a leader can do - to do just that - 'mix it up'. Running dry? Operating in a “management style” rut and afraid to make a change? Are your colleagues and associates bored with you? In today's MTV / Video Game/ hyper texting “ever changing world in which we live in” (*sorry, Sir Paul*) world, we need to try something different! Today.

I challenge you, as I challenge myself, to learn and do one new thing by week end or by this weekend!
GO!

Make your own video for free! www.animoto.com

Send flowers for no reason. <http://www.goodflowers.com/>

Teach a class... <http://www.teachforamerica.org/>

Innovate! <http://www.businessweek.com/innovation/>

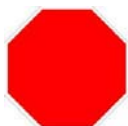
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Make performance incentives fun! Learn more at:
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Learn more about “New Track Thinking” -

<http://www.thinkingmanagers.com/management/new-ideas>



OMG! ... STOP with the Jargon already.

<http://finance.yahoo.com/career-work/article/111790/the-most-annoying-business-jargon>

Funny Business

This one will really get you thinking, and possibly laughing, but it also can be a very frustrating game.

Simply have someone choose any object in the room. Each player then has to come up with a joke about it or involving it. Have a reasonable time limit (maybe five minutes), and see who can create the funniest joke.

This is more difficult than it may seem, but it will really exercise your lateral thinking abilities. For the sake of this article, I just chose the calendar on my wall as my random object.

Four minutes later, this is all I've got:

Learn more at:

<http://www.increasebrainpower.com/thinking-games.html>

My friend was tired of winter, so he tore January out of the calendar and pasted July in its place. A few days later I asked him how that worked out for him, and he told me "I just can't get a break. Who would have thought it would snow on July fourth!" (I had another one about the guy who was in love with the calendar because he could always get a date with it.)

As I said, creating truly funny jokes is tough, but it will get you thinking. As with all these games, there are other versions. You can start with ideas or issues instead of objects, for example, or you can specify that you have to create a funny riddle. There are humor "algorithms" by the way, which will help you with this.

You can learn more about those on the page: [Writing Jokes And Riddles.](#)



Capture that Thought !! (even in the shower?)



To truly manage your time effectively you have to look at the tasks that need doing and decide how to handle them.

<http://www.icbe.org/2006/01/03/take-notes-in-the-shower/>



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Learn Steve Jobs 12 Rules of Success:

http://www.1000advices.com/guru/leader_corporate_12_success_rules_sj.html

Learn more about Steve Jobs:

<http://ezinearticles.com/?3-More-Reasons-Why-Steve-Jobs-%28Apple-Computers%29-Is-Such-a-Success&id=1985102>

Do you know who once said?

"Our first computers were born not out of greed or ego but in the revolutionary spirit of helping common people rise above the most powerful institutions."

- A) Michael Dell, (Dell)
- B) Thomas Watson, (IBM)
- C) Steve Wosniak, (Apple)
- D) Ted Waitt, (Gateway)



Learn more about Steve W and the beginning of Apple Computer ...

<http://www.evancarmichael.com/Famous-Entrepreneurs/5634/Tasting-the-Fruits-of-Success-Apple-Computer-Corporation-Takes-Off.html>

******* Discover the Presentation Secrets of Steve Jobs *******

http://www.slideshare.net/cvgallo/the-presentation-secrets-of-steve-jobs-2609477?src=related_normal&rel=415548

5 Things to Know When Hiring a... Social Media Manager

1. Some important attributes to look for on a resume is actual hands-on experience and success stories.
2. The expert should have demographic knowledge ... Local? National? International?
3. The expert should have easy “accessibility” to staff and vice versa.
4. The expert should have definitive short and long term goals and milestones.
5. Hire an expert but - also become familiar, with Social Media elements in general, yourself.

Learn more at: <http://www.idealaunch.com/blog/content/5-things-to-know-when-hiring-a-social-media-manager/>

“There is no greater anti-brain environment than the classroom and cubicle.” - Dr. John Medina

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Off the page ... (wait for it)



1. OPPOSITE OF DOWN
2. CHASER OF CATS

