



“Now In Our 41st Year”

From the desk of David Simpson

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“The elephant keeps walking as the dogs keep barking.”

- Indian proverb

It is a firm grasp of the obvious that today’s business landscape trends towards being unpredictable, unstable and chaotic. So it is not surprising that the typical CEO is spending about 40% of their time reacting to unforeseen and unfolding events. Yet these days it is more important than ever to ensure we are not drawn in to every passing issue. Staying focused, patient and measured, and keeping your goals uppermost in your mind is critical given all of the “noise” that currently exists in the marketplace. Ensuring you are spending at least an additional 40% of your time on proactive issues is equally important to those which are more reactionary.

Ironically, talking to other CEO’s about the business climate may not be totally helpful and could well do nothing more than exacerbate the stress you might be dealing with yourself. After all, they are also up to their “earlobes” in the current helter skelter. Consider seeking out key advisors who are not stuck in the news of the day. Their counsel could well be very grounding and help you recharge.

It is also equally important to hear what is NOT being said given the current focus on day-to-day events. As well, take time to listen carefully to the smaller issues that could mushroom into much bigger problems.

Channeling your inner elephant is a healthy exercise at the best of times. Now, it may be more important than ever. It is worth saying again – patience and focus are key!

Perform better!