

LIFE AND TIMES

“The Business of Living...Work, Play, Style!”

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Who Says?

“I am the visionary right now. I see myself one day having my own brand of cereal. that would be incredible.”

– **Cody Simpson**

“How can we best get lawmakers to understand this new Jim Crow, prison-industrial complex.”

– **Cornel West**

“I asked Republicans to drop their blockade of a jobs bill that would cut taxes and make more loans available for small businesses.”

– **President Obama**

Rev. Al Sharpton versus Glenn Beck. That’s how it seemed on TV. Both planned rallies in Washington on the anniversary of Dr. King’s speech. “I have a Dream!” Probably the most quoted words from that original day. So who owns the date or the dream?

Beck said he didn’t realize the coincidence or the timing. Some find that hard to believe, considering that he presents himself as such a historian. Sharpton said it’s an annual celebration for his organization. He wants to keep the focus on Civil Rights concerns, past, present and future.

Rallying for the King is not a play thing. Nor should there be a profit motive. Beck com-

mands millions of TV and radio listeners (and *Tea Party Followers*). Maybe some see him as the next Rush Limbaugh. It’s hard sometimes to know whether public figures have a political agenda. There’s enough posturing to go around.



Attendees to the Beck rally were asked not to bring signs. The organizers didn’t want it to be a distraction. The theme was about restoring honor and celebrating the sacrifices of the Troops. There was even a Faith em-

phasis. Was Beck trying to create a prophet moment?

There were over 100 members of Clergy assembled on the stage. They came from all across the country and different religious affiliations. In Beck’s eyes, this was a moment of divine providence. It’s been said that coincidences are God’s way of being anonymous. If the truth be told, maybe not all the times.

Beck believes America is at a cross-point in history. He saw this as a time to reclaim the dream from the Civil Rights Movement. That’s some nerve! His radio rants seem counter to so many of its ideals. The Civil Rights fight was less about creating division and more about forging diversity.

Today’s Trends

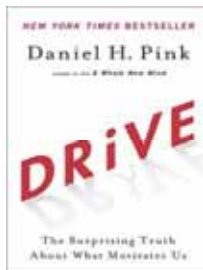
Tattoos and Taboos.

To do or un-do, that is the question being asked in our culture. We have become so enamored with self-expression. Youtube, blogging, spam and tattoos are all examples of people choosing to express themselves. In one sense, these represent new forms of self-publishing. But is there anything left for the imagination?

The problem some see with these new forums is whether there’s any self-editing. There was a time when telling someone about their mother was considered crossing the line. This could easily result in a fist fight. Nowadays people want to say anything about anyone at anytime without any consequences.

Dr. Laura stepped into this pit recently with her remarks to a listener. She says she was trying to make a point, but the point got lost. How we see it and how we say it can determine how we blow it. Just think about the volume of spam we get each day. It might say something about how we treat subjects that were once taboo.

Notes & Quotes (Editorial Book Review)



"The secret to high performance and satisfaction is to direct our own lives and to do better for ourselves in the world."

- www.DanPink.com

Drive: The Truth About What Motivates Us.

In the Human Resources industry it's Motivation 2.0 vs. Motivation 3.0. The former describes external factors used to increase personnel motivation. In the book, Daniel Pink uses the latter to describe internal factors that will drive professionals in the 21st century.

Pink makes the case for two type of working professional. The "Type X" worker is one who needs external/material incentives to perform. How-

ever, the "Type I" worker relies on internal principles to stay on the cutting edge. Type I behavior hinges on three elements:

Autonomy:- Higher performance occurs when people have a sense of direction over their tasks, time, team and technique for getting the job done.

Mastery:- This is about achieving "flow." Mastery begins when optimal experiences are enjoyed from hav-

ing our abilities challenged. The pursuit of mastery is its own reward.

Purpose:- Seeking a cause greater and more enduring than ourselves. A "purpose motive" is an increasingly more important aspiration than simply a "profit motive."

The Twitter summary of the book: "carrots and sticks are so last century. *Drive* says for 21st century work, we need to upgrade to autonomy, mastery and purpose."

[Career Trac](http://www.JoetoCEO.com) (Visit www.JoetoCEO.com for more)

Where Did Tiger Woods Lose His Mojo?



Tiger Woods lost his game. He's trying to clean-up his name. Usain Bolt got beat. Tyson Gay wins at recent track meet. JetBlue flight attendant loses his cool. Friends on Facebook don't think he's a fool. Each has had to take a second look. They need to get their groove back.

They should check with Stella. Who got hers back in Jamaica. Fun and joke aside, they might have to swallow their pride. Woods hasn't won since his return. Bolt skips out on money he could earn. It will take a new and improved focus. Maybe more than just wishful thinking or hocus pocus.

out. This happens to working professionals too. Yes, they're trying to re-group. Bolt might be sipping on chicken soup. Setbacks will cause disappointment. Layoffs may affect your department. But a comeback is on the way. In the fight of your life? You can win again someday.

- Cont'd on pg. 4

Athletes can experience burn-

Soul Food

Fantasia Says, "It's Time to Get Back to Me."

Fantasia has a new album entitled "Back to Me." This couldn't come soon enough, after her recent troubles were reported in the news. She's being sued under North Carolina law for "alienation of affection." In other words, she's been allegedly messing with a married man.

She was admitted to a hospital for a drug overdose. Maybe

the burden became a little too much to bear. Almost everybody can relate to the idea of a mid-life crisis. Not every event is a mid-life experience or every mid-life experience a crisis. But they can be understood in the context of your life's journey.

Sometimes life comes to a screeching halt or a personal experience burns like a wound where you add salt. Getting through the hurt might cause

you to question your enemy. Is there someone trying to get you or upset you?

Before taking matters in your own hands, consider if it could be part of a divine plan. It takes strength of spirit to arrive at a new you when life's put on hold. Fantasia knows this means getting in touch with your divinity and reaching towards your destiny.



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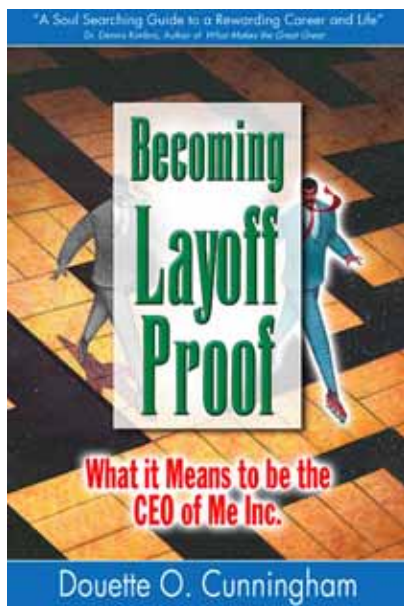
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ALL WORK AND ALL PLAY MAKE FOR FULFILLMENT ON PAYDAY.

Written in a friendly, conversational tone, it builds upon the premise that your career will rise to new heights once you begin to see yourself as the "CEO of Me Inc."



This will position you to:

1. Recognize the "Handwriting on the Wall."
2. Ready yourself for new opportunities.
3. "Raise the bar" on your skills and abilities.
4. Release a new sense of purpose and passion in your life.

"This book is a must read for all those who are serious about avoiding the pitfalls of corporate life or climbing one's own ladder of success." George C. Fraser, Author, *Success Runs In Our Race*



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LIFE AND TIMES

Publisher's Points

What can you learn in Business School or on the football field that is even better when learned from the School of Hard Knocks? Maybe NY Jets Head Coach Rex Ryan has some answers on his Reality TV show. A lot of factors come into play when deals are done and trades are made. However, in the final analysis, a good decision has much to do with the right timing. So it is with career moves or business opportunities.

This issue is a reminder of:

1. The dream as a rallying cry.
2. Drama that makes you wonder why.
3. Self-help that gets you to believe and fly.



As always, we welcome your feedback and look forward to celebrating your victories!

Regards,

Douette 'Doc' Cunningham
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www.PurposefulLivingVentures.com

Career Trac—Mojo- Cont'd from pg. 2.

When all is said and done, Woods and Bolt can return to form at #1. Some jobs are for the skillfully swift. But victory is for all those who reach the finish. Life can bring a wake-up call. You have to take action and not stall. Sick and tired of the job or boss? Need a makeover at all cost? Start to envision a new you. Build on your accomplishments with follow-thru.

Sports Page—Life Lessons from the Playing Fields!

What Made Brett Favre Come Out of Retirement, Again?

Say it isn't so! Brett Favre is returning for another NFL season. Many in the sports world can't believe it. After retiring on two prior occasions, he was convinced by his teammates to play again. Maybe Brett's return speaks volume about having your career go the distance. What would make him want to suit up again?

They say action speaks louder than words but maybe money does too. He signed to a one year deal of around 20 million dollars. Rumor has it that his decision was also partly emotional. He could see himself in the locker room and on the sidelines hanging with the guys. Experts suggest that career decisions or business moves should not be made entirely out of emotion. So Favre might have had something else to work with that's not obvious to the average eye.

1. **Strengths** – His records speak for themselves. One of his most talked about strengths is found in his durability. He's probably started in more consecutive games than any other QB. So strength doesn't always mean holding records. It could also be found in other areas like discipline.
2. **Weaknesses** – Does Favre have any chinks in his armor? At times he can throw too many interceptions. He's improved somewhat in this area, partly due to experience and to enforcement. Mistakes are only a weakness if you keep making them repeatedly. Turn off your weaknesses by learning from your experiences.
3. **Opportunities** – Favre seemed content to live out his retirement in Mississippi. He was considering coaching local kids before his teammates paid him a visit. Maybe the opportunity to return presented him with some yet unfulfilled options. Only he knows for sure. But one thing is certain. Staying in demand means being prepared for the right opportunity.
4. **Threats** – He was injured during the playoffs last season. Favre had surgery done on his ankle in the off-season. It seems like he had enough time to test out his mobility to see if he'd be ready for action. Moreover, the Vikings had not drafted or traded anyone else to be their starting QB. So in coming back, what did he have to lose?

