

Mission Ready

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Managing in an Age of Terror

Have you ever wondered what it must be like to run a successful business, while under the constant threat of terrorist attack? We all know how difficult it is to make a profit under normal competitive conditions; but what can it be like when some of your “competitors” are out to murder your customers, destroy investor confidence, and terrify the population at large?

What we’re describing, of course, are the conditions in Israel, where companies must not only compete against each other for market share, but against terrorists who are dedicated to bringing the economy to its knees.

Why should the struggle of Israeli businesses be of interest to Americans? The entire free enterprise system today is challenged in one way or another by threats Israeli business leaders have successfully dealt with for a long time. Just as the police and military from other countries have traveled to Israel to study under “the experts”, global business leaders have a lot to learn from the Israeli experience. Nobody knows more about “managing in an age of terror” than the Israeli businessmen and women who have lived with, and who have triumphed over,

terrorism for decades. The only capitalist society in the Middle East has been under assault for fifty years, in part because it is the only capitalist society in that region. The war against Israel is obviously also a war against capitalism itself, just as the attack on 9/11 targeted not only working New Yorkers, but the very symbols of free enterprise: the Twin Towers of the World Trade Center. And it may come as a surprise, for many who watch the news reports chronicling almost daily attacks against Israel, to learn that many Israeli companies are highly successful global leaders.

We are pleased to announce that Dan is going to Israel, to interview Israeli executives and managers who have overcome obstacles that, God forbid, may one day confront the American business community. Our next series of newsletters will be reports from one of the front lines in the war against terrorism. The story of the heroic Israeli business community really must be told—for the benefit of all who are trying to compete in the global marketplace while under the threat of terrorism.