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Open Letter to Business Editors

“The UK Need to Stop Talking the Economy into Failure and Engage in a New Attitude for Success Creation,” warns Parker and Marlier

Global business advisors Chris Parker and Didier Marlier have shared, in an open letter to the media, their recommendation for Success Creation amongst UK businesses. The pair, both ex-business school professors who actively support boards of multinationals, describe how **successful leaders are being hampered by the policies and comments of politicians and analysts, and, how the slating of high net wealth creators through the press can lead to stifled creativity and a delayed economic recovery.**

Dear Sirs

The wave of finger pointing and negative language about business and business leaders in general is compromising the chances of success of any recovery plan. It is time now to stop the negativity and cynicism and start “acting our way into a new way of thinking”.

We feel that the generation of economic success is all of our responsibility and in all of our hands. To that end we need to:

STOP giving so much air time to people who are analyzing symptoms rather than courageously searching for the causes and solutions . Having failed to predict the downturn, many seem for a good part, to have gone into post traumatic stress pessimism.

“Hindsight is always twenty-twenty.” - Billy Wilder

If they couldn't predict the collapse of the economy, why should we listen to their predictions for its recovery? Most of them have never had to lead thousands of people into or out of anything substantial.

STOP focusing on the Negative. Negative sentiment disengages people. Yes we have to learn from the mistakes of the past but we have to liberate the energy of hundreds of thousands of people for value creation. Yes there has been massive value destruction but focusing constantly on the negative will not get us to a place that is creative to be able to develop solutions to the problems we are facing.

"Success is the ability to go from one failure to another with no loss of enthusiasm."- Sir Winston Churchill

STOP generating fear and depression because it breeds fear and depression! Engaged people create constructive energy in organizations which goes straight to free cash flow through creativity, customer focus and the delivery of best quality. Free cash flow will be the driver for the economic turnaround. Freely available constructive energy is the pre-cursor for this. Our best leaders are the ones who understand this and we don't have to go too far to find them - Sir Richard (Branson) radiates it.

STOP putting all the people who earn over £100,000 in the same box as those who have led global economies to the brink of collapse. A tiny minority of business leaders were greedy others are saviours. The saviours know that people need a little time to get over the shock and that

shocked and hurt people need to be listened to and then lifted, through positive example. With positive examples people are able to redraw their mental and emotional maps in constructive ways and real hope takes over from victimization. Victims cannot act strategically they are like the deer in the headlights incapable of moving one way or the other. **STOP the witch hunt. Let's encourage the leadership wizards who can turn things round!**

STOP perpetuating the cynical and negative commentary that is all pervasive in today's climate. Research tells us that people are more influenced by the bad than the good. Therefore we need much more energy focused on good things happening in bad times, not the amplification of today's negativity. The wisdom of the crowd in bad times enables negativity to fester and grow but the real leaders will often go against the crowd.

START calling our leaders to arms instead of condemning them to wallow in victimization. Encourage them to "fight on the beaches". Those who have the capacity to turnaround the collective psyche of company employees and rescue the UK from economic collapse deserve to be paid well and not be penalised by increased taxes for standing up and being counted.

START encouraging and empowering leaders to move forwards with confidence that they won't be shot down or publicly humiliated if they try something new and it doesn't work. Self belief, confidence and a sense of purpose is what great leaders give their people. They help people to believe in themselves, to take risks and take constructive chances. They should be paid handsomely for that.

START heralding the green shoots stories from the roof tops if you want the psychology of the workforce and the economic climate to change. Let confidence breed confidence and let's celebrate our successes in industry (no matter how small) and encourage our leaders to prosper.

Ludwig Wittgenstein (1889-1951) postulated: "The limits of my language means the limits of my world".

He was right, **it is time now to change our language from negative and accusative to constructive and engaging.** No rescue package of any type will provide results if we do not change our mode of expression and thinking.

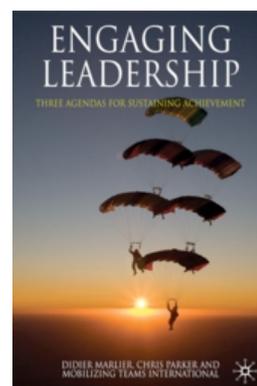
Yours sincerely

Chris Parker and Didier Marlier

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Engaging Leadership – The Book by Didier Marlier and Chris Parker

Chris Parker (Senior partner of Mobilizing Teams International) and Didier Marlier (Senior Partner of Enablers Network) have just published, '**Engaging Leadership, Three Agendas for Sustaining Achievement**', (Palgrave Macmillan, ISBN-13:978-0-230-57752-7 and on sale at www.amazon.co.uk). The book shares how successful leaders combine the three agendas of strategy, leadership and followers' engagement to create success. It is a down-to-earth, pragmatic read, offering a solid toolbox for leaders who are about to engage in a major, large scale change process. Its practical application of change models are based on some of the latest discoveries and thinking in strategic marketing, leadership, neurology and psychology. To find out more log onto: www.engagingleadershipbook.com



About the Authors

DIDIER MARLIER has been a strategy consultant and taught **Change Leadership in Nyenrode**. A provocateur at heart, he managed to gain the trust of renowned executives around the world through his passionate style of engagement and authenticity. Originally from Belgium, he now lives in Switzerland and delivers Engaging Leadership Programmes to multinationals across the globe. www.Didier@enablersnetwork.com

CHRIS PARKER has taught **Organizational Behaviour and Leadership in Cranfield** (Director of In-Company programs 1979-1986) and IMD (Professor 1986-1996). Chris' style is challenging and supportive. His professional deep intent is to help leaders create the conditions for themselves and others to be and do their best. Chris is from the UK and is CEO of Mobilizing Teams International. www.Chris@mobilizingteams.com

Note to Editors

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