

March 07: You've Gotta' Break on Through to the Other Side

"You've gotta' break on through to the other side." - The Doors

As you may know, one of my favorite caps is doing executive search work. Finding companies the right person to do a key job is always fun, a bit frenetic, and usually far more involved than it sounds.

Recently, I have been honored to be looking for a CEO to head up a particularly noteworthy endeavor that, at a meta-mission level, will help to expand economies and raise the standards of living in some pivotal parts of the world.

The flood of resumes that has poured through my wireless router is almost enough to make the abused device leak digital tears. Many are ill-fits at best, though most have a significant degree of overlap with the requirements: headed up an enterprise or two, leadership gravitas, consummate team-builder, technological prowess, etc. Many also have MBAs and/or other graduate degrees from top schools.

Even with these pedigrees, I must unfortunately pass on the vast majority of applicants. In doing so though, I have started collecting data from them: What does your dream job look like? What is your personal mission? What sort of passions do you want to release at work? The patterns in the results thus far have been surprisingly heartening.

Greater than half of CEO applicants mention a strong desire to meld their work and family commitments more closely together (more specific numbers will be presented at my upcoming SHRM presentation in Vegas) and a very significant portion relate the desire to do good while doing well. Greater than half reflect a social component in their personal mission and by my reckoning, upwards of 75% refer to a passion to improve the world as something they'd like to take to work.

Granted the sample size is not massive (though it does carry statistical significance), so why, you may be verbally mouthing to your computer screen, is all this corporate malfeasance, warming of the world, and focus solely on earnings still rampant? What is holding them back? Why can't these self-professed leaders make these changes proactively? These are expansive question with a concomitantly complex combination of contributing factors that my conjectured mind can only make futile attempts at partially understanding.

This noted, let's look at an even greater force that is shaping the business landscape: were the money is going. The recent buy out of Texas Utilities, valued

at \$45 billion, led by private equity heavyweights TPG and KKR, includes commitments to reduce planned coal-fueled generation plants from eleven to three, preventing **56 million tons** of **annual** carbon emissions.

William Reilly, Chairman Emeritus of the World Wildlife Fund and former EPA Administrator, will join the board of directors and lead effort in making climate stewardship central to corporate policies. And TXU will increase its commitment to exploring renewable energy sources and investing in alternative energy technologies.

Now, you may be thinking “There must be a business reason why these bottom-line mavens came up with these pledges.” Which is exactly the point. There **is** a very compelling *and* profitable rationale for these innovative conditions to be made central to the deal... and these investors broke on through to the other side to make it happen.

So as you brace yourself anticipating learning that even the likes of Ernie and Bert from Sesame Street back-dated their options, bear in mind that the two critical forces that drive change – innovation in reaction to market demands and the leaders who take this change to market – are both present and waiting to dance. Strike up the band...let’s roll all night long!

UPCOMING EVENTS

Yes, it is happening... Sponsored by the Wharton Club of Philadelphia, on Saturday, April 21st on the Wharton campus, Lawler will walk all-comers through the first four steps of his revolutionary process, **The Five Ps** in this all-day event.

Ever wondered what your **mission** and underlying passions might be?
How to truly **leverage** your personal assets and liabilities?
What is important to you **where** you are in life?
How to create, defend and dominate your personal niche?
How you are **financially** going to get “there”?

These questions and many more will be broached in this entertaining, mind-opening seminar that has been described by a participant as “**the most pivotal and aligning experience I have had since I first fell in love.**”

For more and to sign up, please click [here](#).

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Parting Note

Thank you all for your expressions of sympathy to Dave Gentry, per my last release. I was just informed by his wife that he passed away painlessly last Monday. Dave, you will forever be lodged in my memory and the memories of all those you touched. Your gentle fire will be sorely missed.

My best to all, L