

18<sup>th</sup> July, 2011

The Wright brothers' success at discovering the principles of controlled flight, was due to their scientific approach. Those principles allowed them to accurately predict the success at controlling their future flying machine. Samuel Langley and his contemporaries on the other hand, practiced experimentation; an empiric approach that we know today as Best Practices. Their trial and error attempts were of little consequence.

Similar to Samuel Langley, many CEOs of today's fledgling and well established businesses struggle controlling their business; counteracting for a turbulent economy and changing strategic direction. This condition will be perpetuated until CEOs gain insight into the basic principles of business governance!

*The Missing Link in the Value Chain™* helps CEOs discover that insight into business governance enhances their creativity and innovation for the essential renewal and re-invention of the business system under their command & control. Subsequently, CEOs that acquire this new level of thinking instill a need in their C-suite colleagues and other managers for acquiring that same mind- and skill set.

Once leaders become aware of what their business knows and does not know, there is an opportunity to interest them in training their managers on the proven practices of change management, supply chain management, business process engineering, and many other areas of vital expertise that are fighting for recognition as a discipline in their own right. This is the beginning of a real Master Mind!

By the way, CEOs are not only ultimately responsible for the success of the business system under their command & control, they also carry ultimate authority for making changes; the allocation of funds. Teaching CEOs how to be effective at meeting their pressure to perform head-on increases their tenure at the top while enjoying peace-of-mind. The decision and authorization to enroll is theirs to make!

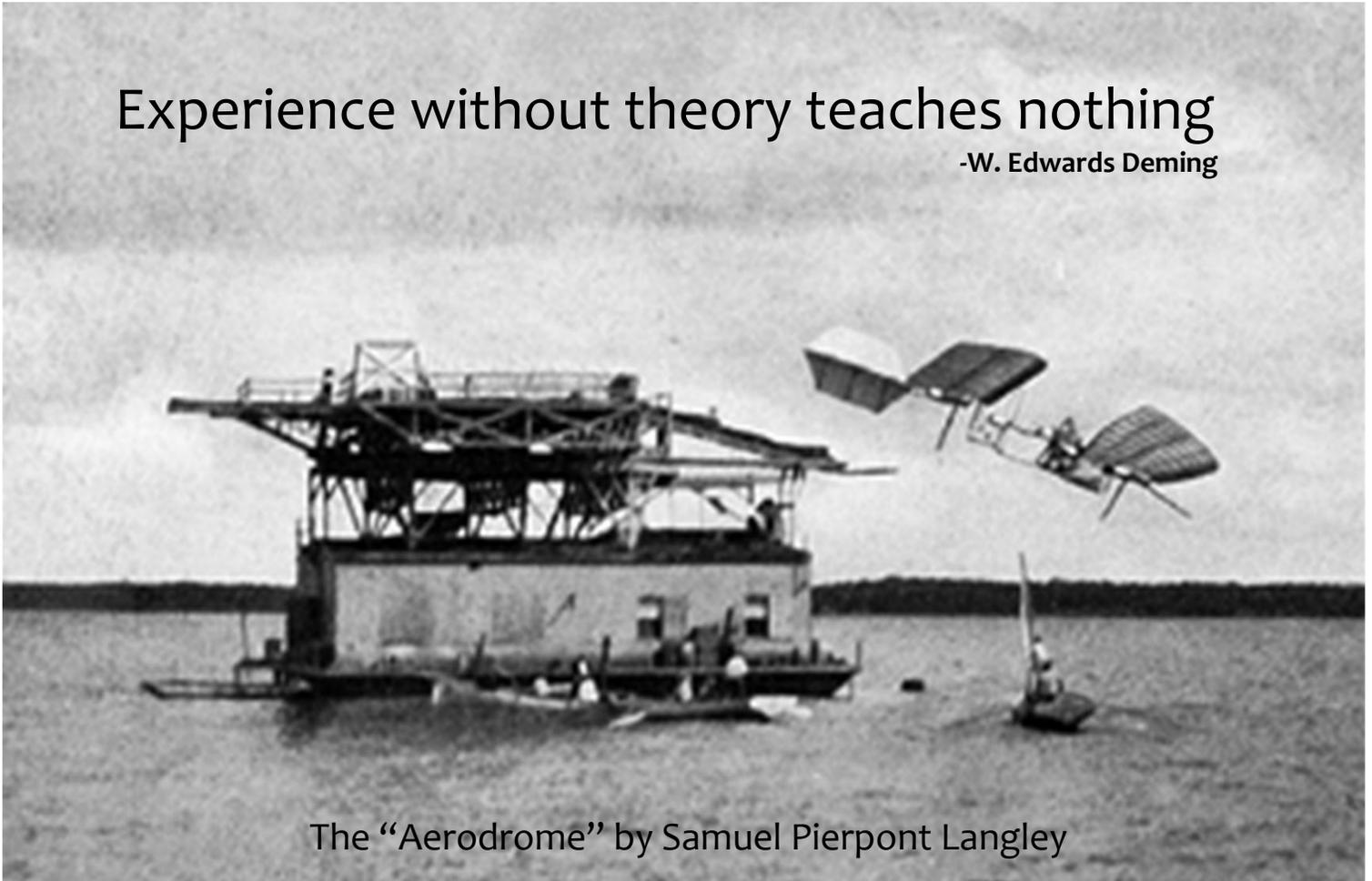
Let's talk soon ...



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Experience without theory teaches nothing

-W. Edwards Deming



The "Aerodrome" by Samuel Pierpont Langley