

The Board See The Crescent, The Workers See The Whole Of The Moon.

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By The Business GP

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Why your business strategies won't work

Picture the scene. The Chief Executive of Endangered PLC, Ms D Point in a doctors surgery in her local village.

· Receptionist: Ms Point, The Business GP will see you now. · Ms P: Thank you.

Ms P makes her way gingerly down to the door of her Business GP. `Come in' says a friendly voice in response to her gentle, if not hesitant, knock.

· GP: Good morning Diane, how can I help you today? · Ms P: Well I am er.....a little perplexed and sick. · GP: Go on (gestures the doctor) please tell me more. · Ms P: Well. The board went away in the early part of the year for the annual strategy review. When we came back we did the 2-3 day road show to share this strategy with the workforce - as we do every year. · GP: I see. (Leaning forward) So tell me more. · Ms P: I just feel, well, that the workforce either don't get it, don't buy it or generally try to find ways round the objectives. · GP: Well you can't go round making accusations like that! · Ms P: Why not? · GP: Because I said so! · Ms P: Well that is not exactly fair or rational is it? · GP: Exactly (he says smiling).....Now lets talk some more. Why do you present the strategy the way you do? · Ms P: Well we have always done it that way, and surely everyone knows the board is best positioned to formulate the strategy. · GP: Are they now? (Stroking his chin)

Taking a piece of paper he draws a diagram. Showing the diagram to Ms P he says.

· GP: How you see something depends on where you sit. It doesn't matter if it is a bunch of flowers, or a corporate strategy. · Ms P: Perspective? (Pauses while gathering thoughts) So its like looking at the moon, the board only see part of it but the workforce see all of it. · GP: Yes. Exactly. For the workers strategy is something done to them. A moment ago you didn't like being told what to do, and furthermore as a board you can only see a small cross section of what needs to be done. To see the `whole of the moon' you must firstly gain all of the perspectives. A good Japanese herbalist friend of

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mine says you must always 'go to the place' - until you do you will never truly know. · Ms P: I understand what you are saying BUT (a look of horror in her eyes)...we have too many workers to manage something like that. · GP: So what about a collective. No hang on, a forum? · MS P: A cross section of business representatives to help us focus on the whole? · GP: Exactly, and just think what that will do for morale, understanding, and completeness. · Ms P: So what do I do next then? · GP: (Writes on his prescription pad) I suggest you take one forum each month for six months. Then lets review the progress, but remember: 1. The more you know the less likely you are to be asked - so choose your team carefully. 2. No hierarchies - everyone presents for at least 10 uninterrupted minutes in every session. 3. Consider everything. 4. Have fun. (Handing Ms P the prescription and smiling) · Ms P: Thank you so much. · GP: Remember I am always here. · Ms P: I will.

Ms P leaves the room. The GP completes the note in the file and phones to reception 'I'll see Mr Branson for his usual 11.00 now, Jean'

Marc Lawn is The Business GP. Having worked for blue chip organisations in key management roles within sales, marketing, operations and strategy, Marc offers plain and simple actionable advice without the jargon.

The moon and the sun

By Mohammad Ali Abid

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Astronomers found that the moon movement is 18 kilometers per a second, the Earth movement is 15 kilometers per a second, whereas the sun movement is 12 kilometers per a second. The sun, the earth & the moon all run & the distance between them is regularized. Quran explained this fact before fourteen centuries. It says "And the sun Runs his course for a period determined for him: that is the decree of (Him) the exalted in Might, the All Knowing. And the moon we have measured for her Mansions (to traverse) Till she returns like the old (and withered) lower part of a date - stalk. It is not permitted to the sun to catch up the moon, nor can the night outstrip the Day: Each (just) swims along in (its own orbit) (According to Law) [36:38–40]. What does "Ali runs And Mohammed moves and Ali cannot reach Mohammed runs but Ali does not reach Mohammed. Here Allah the Excelled in might says "And the sun runs his course for a period determined for him" Then He says " It is not permitted to the sun to catch-up the moon" This means that the moon is meant to be before the sun where as the sun runs and can not catch up it. Because the speed of the moon is 18 kilometers & that of the earth is 15 kilometers while that of the sun is 12 kilometers. Whatsoever the sun runs it will not catch up the moon. But what makes the moon also to retain its mansions while it can leave them? The astronomers found that the moon runs in a zigzag swing and not in a straightforward line. The moon runs in this manner to retain its mansions and locations. In this manner Allah organized and systemized the orbiting &more movements of all of them so that they retain their orbiting traces & do not depart them. Therefore, we have the regular succession of Night & Daytime, seasons etc.... Don't you think it is an excellent determination? Is it possible that it has come only by chance? No, it has not come by chance because chance cannot create such excellent & systematic norms of the universe. Allah has created

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all this & creates this systemic cosmic norms. Source: "The Age of Faith has dawned"

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