Websites at: http://executivecoachinginsydney.com.au/ & http://bacupthefuture.com.au/ Ph: +612 9898 0681 In this issue: The Future of Robotics in Life & Business, by John R Fergusson • Google Exec makes creepiest

prediction yet, from Ray Kurzweil - interview by Observer • What Does a CEO actually do all day? by Nick Waterworth • 10 Tips from CEO's to help you get ahead + more • My next 10 Business Serenadesl • 1 Billion Extrasl Robotics – The Human Extension

like humans, function somewhat like us or better than us, and therefore – horror of horrors will eventually replace us.

John R Fergusson "The human extension of robotics rules out the human extinction of thinking in fact it promotes it!" The ultimate mistake the general public is making, or has been led to believe in these current times, is to think robotics is only about making robots that look something

Humans have been on the pathway to full robotics for thousands of years. Each robotic extension of mankind has always generated new thought, promoting another level of

creative thinking, undeniably producing a new level of robotics for human extension developed always by the new thinking. The reach of humans through robotics extends far above and way beyond any other species on this planet. In fact until humans began weaker species, and running or hiding from the larger or stronger ones.

this extension we were no different to all the animals on this earth as to how we did things. We foraged with our feet hands and mouth just like everything else, defended ourselves by stealth and cunning while beating up, killing and eating the smaller or Then we discovered that if we hold a sharp stick, bone or rock in our hand, we could dig up roots faster, make holes and cut up food and even chase off or kill larger stronger species etc. It made so much sense and was so much easier than using our bare hands - just by this simple extension! And so "human robotic extension" was discovered and

new thoughts began to pop up in our heads on how we could develop it further. Like everything, robotics is dangerous because humans are dangerous. There is no "fail safe" way of developing humans and their emergent and evolving extensions. Although lit is in our best interest to make safety a major priority it can't be the first priority because we wouldn't do certain research my decisions. –Stephen Covey if it were. Plus we don't really know how dangerous a robotic tool is until it is in the hands of dangerously ignorant humans. Humanity's greatest danger to itself is its own ignorance to what it creates - not the creation per se'.

We must never be fearful of the unknown! However, we must exercise a level of caution and be aware that the unknown may hurt us or even destroy us, if we don't find a way to measure it. E.g. when humans first confronted the "Grisly Bear" we very soon learnt that limb to limb combat always resulted in our defeat due to its great size and strength. When we discovered robotic tools, used as an extension of ourselves under our control, it completely changed the paradigm and gave us a fighting chance to defeat the "Grisly". So the journey into robotics at first progresses slowly but surely. It is a journey we can't stop and its vastness is increasing exponentially! Human robotic extension (HRE) is part and parcel of our persona and stimulates our thinking which in turn creates better and more functional robotics which in turn stimulates our thinking and so on adinfinitum! What is our future then? Robotics is the way of the future not because we want robots to

took a year or more for us to do with our bare hands.

do all our work but because our thinking demands it for stimulus which always creates further work, just like in the past. Work or doing things never ceases – the nature of it just changes. The very slow and tedious way of digging a hole with our bare hands changed in capacity and speed according to each new robotic extension of ourselves that we invented - first in our thinking - then eventually in our reality. Today we have giant machines which can pick up and move in one scoop what once-upon-a-time The mastery is not in the human robotic extension but in Future Class Leadership Academy the thinking that creates the Lead Your Future World! robotic extension. As the thinking evolves so eventually **EXECUTIVE COACHING AT...**

does the robotic extension F.C.L.A. (Future Class Leadership Academy) which in turn stimulates more insightful thinking. Your future is a road untravelled and unless you yourself are prepared, and plan the road and the journey with the right people, it The big question, "Will robots

will be unmercifully déjà vu, or, you may lose your way. replace humans"? The answer is a clear "Yes & No"! Call 02 9898 0681 More Details: www.fcla.com.au Why? Well, first for "Yes", as they will replace humans in the same way cars, trucks, tractors, trains, busses and planes have replaced horses for transport, agriculture and warfare for just one example. Are there any horses left today?

Yes, we still use millions of horses for sport and recreation and certain regional transport! And for "No", because robots are simply an extension of humans and we haven't been living without them since the "Stone Age" and long before, right back to when we first started using fire as a controlled robot for numerous reasons as it suited, such as hunting. It was from this we got our taste for cooked meat torn off the animals that were caught in the fires we started. Will robots replace human functionality and skill? Yes and they

on a continuous basis and I bet you would scream bloody murder if we began taking them away from serving you by shutting them down, or taking them off you and forcing you to do the work with the To VIEW A SUMMARY OF precise and perfect skill and speed only they can do and GLOBAL EXPERIENCE & which we humans can't match due to the "software" we **EXPERTISE OF** live in - our "bodies"! B.A.C.U.P. THE FUTURE We have been thinking and working for many millennia to PTY LTD create "hardware" for our "software". First for protection, TEAM circa Bronze Age, then for added strength, fortification and CLICK HERE also speed, serviceability and transportation, circa Iron Age (e.g. we discovered the wheel was much faster than our legs if we could only find some energy source to turn it, so we invented a carriage on

have been doing that for a very long time, but only as an extension of humans. Today robotics and the many robots themselves have been assisting us and also function for us

wheels and attached it to our energy source the horse, bingo, we had greater load capacity plus speed and ease. Now single file dirt tracks had to be turned into carriageways (roadways) to make speed even easier.), then for capacity increase and multiplication of known resources i.e. food production and the beginning of digging up "rare earth" and cutting down earth's growing resources for the manufacturing of all manner of goods and products etc., and as always, through all these new fangled human invented robotic extensions of ourselves, the many sceptical people complained about them at first, circa the Industrial Age. The Industrial Age grew the Energy Age which in turn grew the Technology Age which in turn grew the Information Age all of which is inspired, brought to light, encompassed and driven by the Age of Robotics since the dawn of HRE's ("Human Robotic Extensions"). Of course up until recently all HRE's have been "external" to "our-software-

selves". We sit in them, stand in them, travel in them, fly in them, ride on them! We mine with them, build with them, farm with them, cook with them, clean with them, work with

now in the age of "internalising" them.

B.A.C.U.P. your Future... if

you don't you will not remain an "Original"

you will become a

future depends on insight and

own ignorance. Fear is ignorance of the unknown.

You can never cross the ocean until you have

Christopher Columbus

ourselves, but never without ourselves.

of the HRE's that could come out of that!!!!!!!

The only person you are destined to become is

Ralph Waldo Emerson

infrastructures.

Through HRE's we are rapidly being moved into paying

both increasing government and private taxes. The private taxes must be paid

the real tragedy of life is when men are afraid of the light. –Plato

out into the open for public scrutiny.

foresight.

them, play with them and wear them! We as humans are in control of them and that - well that, feels good! But we are

The Age of Internalisation of HRE's has been upon us for

Does it make any difference then whether we wear the HRE

hardware in our internal software rather than on our external software or even apart from us externally? All of us use HRE's

other for selfish personal and corporate gain and

have been for some time! You need to be informed and equipped with your own HRE's. It is the

future for the world in which we live and always

some time. All of us are processing and obeying the mes-"Robotical Copy!" sages from HRE's automatically (and for the most part with-B.A.C.U.P. the Future is here to out even thinking) and doing it on a daily basis. You and I confront the holy grail of your see and hear messages, rules and regulations from HRE's company and your boardand obey them explicitly because the controls of HRE's are rooms secret business. You already internalised and so far we have had no issues of can only be successful in a world them being unethical, immoral or irreligious, not about any that you can control, and that, you must do within yourself be-fore you will be able to do it withof them really, and it can't be just because the hardware is external. We are talking about automatic messaging conout. Otherwise you will not know trols, signals, stimulations, rules, regulations and permissions the pathway and will wander all over the place relying on experts, coming from HRE's through our eyes, ears and touch. HRE's your board, spouse, partner, guesswork, luck and other fictiare teaching, educating, coaching and controlling us on a tious unintelligent nonsense -the panacea of the masses. The right help is here - now! Your regular daily basis and most of us are not aware it is so, due to them being so common.

that are apart from us. Many of us wear HRE's on us. Some of us are already hosting HRE's in us. All of them are controlling us by our own permission even as humans control all of them, but none of the HRE's yet has absolute control, except perhaps through our

Your ignorance is bliss – for a predator! People are already using HRE's against each

has been the force that drives us forward in our human development, often in spite of

We live in a world of very small but incredibly powerful HRE's. Some are built and proarammed to kill millions of earth's inhabitants such as ourselves, in a few moments of time. We sent 2 varieties of these robots to Japan which took out 2 cities in an instant to help bring an end to World War 2! The power of exponentially compounding robotics is mind blowing to say the least! These HRE's are stationed all around the earth ready to do our work on our behalf. Tremendous progress has been made when it comes to nations at war in that once-upon-a-time we could only kill each other one at a time by

one-on-one, but today through HRE's, it is millions at a time. Well, that example shows how once we had to send a million men to kill a million men (as in hand-to-hand combat measure) whereas now with HRE's a handful or even just one or two persons with an HRE can do it. Think of the cost savings and the saving of human lives. The benefits of developing HRE's for humans or Both failure and success is decided and established other species on earth far outweigh any initial negatives once we are able to define and measure the unknowns. HRE's are neither good nor evil in themselves except as we humans determine or decide. While we continue to look on a world divided by fear and hatred of each other's traditions, culture, ambitions and traits and the imposition of these on one another, and not shift our gaze to ponder the wonderful diversity of thought and ideas emanating from such a glorious human pool full of vast ingredients, which on their own, or individually taken, can be bitter, even vile, sickly sweet to the taste, obnoxious in

aroma and nauseating in texture to the narrow minded pallet of our minds, can in loving blending and learned combination plus embracing textures mingling sweet and sour, bitter and pungent, wet and dry, deliver the most astounding and all exotic dizzying varieties of personable splendour that makes each of us humans "beings of great taste" that becomes the most delicious and inspiring human interaction ever imagined! Think

Love that Neighbour and their Human Robotic Extensions! May they ever lift us to a higher plane in perpetually elevated and extended thought as wisdom's child, full of imagination! There is nothing robotical in that, which is why we are naturally driven to always improve the robotic manoeuvres of our extended processes and actions, and of course our strategic extended patterns, position, mindsets and purposes given to them.

Robots do have a mindset – but that's just it – a mind set by humans. You are worried about robots that can think for themselves - don't! There are hardly any humans in the world that can do that regularly! We are all far too programmed and set in our ways. It is not the free thinkers that are the threat today, it is those who don't and won't or can't think above and beyond the given robotical mind of their traditions and culture blocked thinking as self made prisoners, denying themselves the freedom to change their own thinking by using the key of knowledge to unlock the door to the highway of thought freedom and free thinking. Most humans treasure the key but never use it to unlock the door to thought freedom why? Because most humans are being programmed as the living prototypes by the robots we have surrounding us today, fully controlled by a preset mindset - no thinking required! A mindset delivered and taught by HRE's. This is the reason non thinking humans are so dangerous and feel so threatened as they seriously believe they are being replaced by robots, not realising that they are already one themselves. It is time to bring on the free thinking robotics as human intelligence is increasingly becoming artificially

extracted and compacted to pre-thought patterns powerless to break free without help. We are factory controlled and artificially programmed for repetitive work to produce the so-called experts as specialists, plus in this process is planned reduction of human value to cut the employment costs, all being measured and mass produced by university mindsets and industry presets, producing humans full of redundant knowledge

Most first World humans have already made the decision without question to let robots be their masters in both the major and minor areas of their lives, knowing that if they don't obey them 100% of the time, they are automatically punished with fines, certain restrictions and even physical imprisonment. For example, robots have been used to enforce the law now for very many decades and will soon be policing all public places and spaces as well as our private lives as robotics is rapidly enabling monetisation for

for most, imprisoning millions of us in earlier period paradigms of education well past the

use by date resulting in a new slave market in

the first World countries, just as the third

Worlders are coming out of it.

"The human extension of robotics rules out the human extinction of thinking – in fact it promotes it!"

and private shareholders only in the area

poses. We are currently in the process of

a reversal of accountability. Many governments of the world are rapidly privatis-

> "The most common way people give up

their power is by

thinking they don't

- Alice Walker

have any

whether we are earning money, have a job or not (otherwise we won't be allowed to go anywhere, use anything, use any place or space, enter anywhere or leave anywhere), whereas if we are not earning money, public or government taxes aren't required, except of course GST! The government also gets taxes from the profits of the entire now privatised public infrastructures, utilities, places and spaces without the cost of spending tax payer funds in return for any of it. Here is the catch - the Public used to own all things public paid by the public taxes collected by, overseen or budgeted by, and the spending of our money controlled by, our government on our behalf. For some time now, the government has been selling everything the Public owns to a few private people or companies (from any nation not just Australia), in the pursuit of the privatisation of our assets, completely removing our free access and free use of many of these assets, keeping our money and then allowing the private owners to tax (charge) us to use what we once owned outright. How's that for mastery and slavery! Does the government care if the private owners put up the prices and increase rapidly their charges (taxes) for our use? Of course not! Because it increases their tax take from the private companies which taxes are being paid for over and over, by us. All of this is made possible because of HRE's from anywhere in the

So what is the solution? What do we need to do to in order not to become unwittingly enslaved? Governments tell us they are accountable to the people they govern. It is public business while it is publicly owned. Private owners and companies are not accountable to the public anywhere in the world. They are accountable to governments

We can easily forgive a child who is afraid of the dark; of the P & L for dividend and tax pur-

ing everything public in order to hide from public view and prevent public scrutiny of everything the public has that the government controls, uses and needs, whilst at the same time is publicising the private citizen and all of their private information bringing it

Legislation is already in place that will require every citizen or person to report on each other to the government authorities and departments for anything they think may be suspicious in any way at any time. This takes the people's attention off government and its privatised business and focuses it entirely on the people they now privately govern through all the new means in privacy law rights. Our private and personal information is now collected and gathered by law and controlled by the privacy laws by private There is only one way to avoid criticism: do nothgovernment and other lawfully qualified pring, say nothing, and be nothing. -Aristotle vately owned institutions for both private and public purposes. Did you know you must qualify to have access to your own personal and private information held by government and any other private company or institution? Why? For the simple reason your private and personal information is owned by private government departments, institutions and companies, not you! Even though it is all and only about you, it is not owned by you, it is privately owned by others. This is

what you want it to get – not just what it wants to take from you or make up about you because of your neglect to put forward and promote your best self. If you don't, you will be letting the "Robots" of Human Robotic Extensions (HRE's) replace you and your thinking, becoming their tool (slave), being manipulated by the humans who control them because you won't or simply haven't bothered! For most of us humans, Robots are not our cute little slaves or servants; we have instead been rapidly becoming theirs! Ooops! I just got a message from my little Smartphone! I just need the traffic light to turn "Red" now so I can stop and read it...... Bugger! There's a "Camera" there for "my safety"! I'll keep going til I find a red light with no camera......Darn! My GPS is telling me to make a U Turn when it is safe – how am I supposed to know when it is safe? Where's a bloody Camera when you need one!!! Google exec makes creepiest prediction yet reading technology c developed a sal System hted perso abilities v ople. Th page jus II of the co The only way to do great work is magazi to love what you do. –Steve Jobs Lwhile hi docum

ssentia

organised. They often come from a finance background. That's their skill, organisation, efficiency, standardisation of procedures those types of things," Mr Waterworth said. In most companies a COO is responsible for looking after the supply chain, any production or technology issues, finance and making sure everyone has the right tools to do their jobs. Facebook's COO Sheryl Sandberg is perhaps the most famous number two in business, bringing her prodigious experience to bear alongside Mark Zuckerberg.

She has previously worked for Google, as chief of staff under Bill Clinton and topped bestseller lists with her book Lean In, but now uses her vast network of politicians, celebri-

She's responsible for ad revenues, marketing and day-to-day operations while Zucker-

worth said. David Gonski is perhaps one of Australia's best known and most sought after board members, having served as Chairman of Investec, the Future Fund, Coca-Cola Amatil and Chancellor of the University of New South Wales.

on in each region and area. It is already happening in China, India and other largely populated countries.

Do I have the makings of a Business Owner? Check the boxes □.

Can I make money out of what I enjoy doing?

Are other's making money out of what I enjoy doing?

the need of physically built bricks and mortar university campuses.

□Agree □Disagree I don't need money before I can start! □Agree □Disagree I must sit down to do business even if I haven't completed all my personal stuff. □Agree □Disagree I love doing business more than anything else. □Agree □Disagree Working for a living takes so much out of me. □Agree □Disagree I live for my work because of what it gives me.

□Agree □Disagree I am willing to do the walk before all the talk □Agree □Disagree I will learn as I go rather than go as I learn. □Agree □Disagree Though others fail me I will not fail myself.

Communities will have thousands if not millions of people with the same education and training requirements related solely to the very large industries they live amongst and work for. Future education will become increasingly industry specific and regionally controlled. We are rapidly moving into a new period or age of employment engagement where jobs will choose you, rather then you choose a job! This is happening right now and will accelerate, which I will talk about in the next "Future Insight Business Newslet-

This industry, commerce, and technology on site education and training will create a new "Village Community" type of education, specifically related to regions and cities due to the nature of the specialised work and the necessary expertise, that are majored

□Yes □No Money is not an issue even when I have none!

ings of a Business Owner?" To see if you qualify enter this for both Login & PW: BO1234 For more on this very important consulting & coaching work contact me at your earliest at: johnfergusson@bacup.com.au or call +612 9898 0681 More Details www.bacupthefuture.com.au **Questions or comments?** Email us at: <u>info@bacup.com.au</u> them. Thank You!

I hate leaving things unfinished so I plan everything to a timetable to ensure completion.

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Please feel free to forward to business friends and colleagues if you believe this news letter would be helpful to

profit everywhere there are humans. The reason! Privatisation of everything public is now possible because of HRE's (robotics). The purpose of privatisation is to create ownership for a select few in order to monetise every public place and space we used to enjoy for free! It also creates absolute control for the purpose of charging for entry, use, exit, due to it being privately owned or operated. Once our taxes paid for all things public! Now, we pay not only our taxes but will be paying again and again, in fact every time we use or go anywhere we once did for free when the government used our taxes for the building and upkeep of all public places, spaces, utilities and My Quote:

©John R Fergusson More Information "<u>Don't Cheat Your Future</u>"

all made possible through HRE's and because of this your information can also be sold to anyone who is prepared to pay the right price for it – from a distance of course i.e. second generation or second tier! Second generation/tier does not need your permission because they are not getting the information from you – they are getting it from a private on-seller who, because of the privacy act, has no obligation to reveal its private

So, now that you know how it all works, are you going to fight HRE"s or

conjoin with them? I said at the beginning that robotics is dangerous,

because humans are dangerous. More humans have been killed and

destroyed by humans than by any other species, thing, disease or

disaster. It hasn't changed in thousands of years and I for one don't

First, you need to use HRE's to protect yourself, your home, your

who can siphon off your information without your knowledge.

though they are freely shared to you by the owners of them!

else is in charge making the decisions for you, thus controlling you.

tension of your true self so that they serve you and not you them!

of it is going public right now and being read by other HRE's for vulnerabilities re your wealth, weaknesses re yourself, information re your health, educa-

There are millions of HRE's out there gathering info on you right now – most of it is stored for future use and/or sale, and it could result in personal fine\$ for your misdemeanours and the accumulation of your demerit points - some Change your thoughts and you change

tion, job, company, ambitions, shopping trends, family etc. Make sure the world gets

you for their own purposes.

3.

5.

Feb 24, 2014 11:36AM

stand human beings.

family, your personal & private information, your business/company and your finances. Do not use "The Cloud" as you cannot take anything back from "The Cloud". Remember, clouds are very prone to leaking and raining down on others

Second, use HRE"s to extend yourself into all the areas you currently cannot reach i.e. family, work, business, finance, sport, education, recreation and religion – you need to hear and see who is knocking at your private door and looking in the window of your private life and business, taking snapshots of you for their own future use. They are all there to publicise your private life using the powerful weapon of extortion to help themselves to your information and wealth. Many large monopolies and even "third parties" are doing this already by demanding personal info and a payment system from you in case they want to charge you for something one day, else they won't let you use your free apps etc., even

Third, use HRE's to build your own profile and become a public figure as quickly as possible by putting into the public arena only the positive strengths and what's highly valued by others concerning information about yourself that you want everyone to know or see, and do not leave it to the whims of others and their biases who will put private stuff out there on you and your life which for the most part will border on the weaknesses or negatives. There are thousands out there profiling

Fourth, be proactive in planning your own life and business with HRE's otherwise someone else will do it for you with their own ends, control, preferences and benefits in view. Being reactive to what's going on around you means someone

Fifth, become profuture in all of your thinking! Past and present successes blind the thought processes to future successful pathways. Success can only be a continuing journey. It can never be a destination! All failures are destinations. All successes are a journey of succession. You can only fail when you stop the journey. Your future is deeply entwined in HRE's. Make sure you authorise them as an ex-

expect it to change any time soon. What can I do? You ask!

your question before you have asked it. It will have Limitations live only in our read every email you've ever written, every documinds. But if we use our imaginament, every idle thought you've ever tapped into a tions, our possibilities become limitsearch-engine box. It will know you better than your less. –Jamie Paolinetti intimate partner does. Better, perhaps, than even yourself." As creepy as this may sound to some, Kurzweil — who has long contended that computers will outsmart us by 2029 — believes that the improvement of artificial intelligence is merely the next step in our evolution. "[Artificial intelligence] is not an intelligent invasion from Mars," he told the Montecito Journal in 2012, per a post on his website. "These are brain extenders that we have created to expand our own mental reach. They are part of our civilisation. They are part of who we are. So over the next few decades our human-machine civilisation will become increasingly dominated by its non-biological component."

Jan 14, 2014 11:34AM

THEY have the best office in the building and make you nervous in the lift, but do you

Here's what those executives with mysterious acronyms in their titles are really responsi-

It goes without saying the CEO is top dog. They take glory when things are good and carry the can when things are bad. But regardless of the industry, being CEO is all about

Watermark Search International managing

partner Nick Waterworth specialises in head

hunting top executives and said although the role varies depending on whether it's a

public, private or state-owned company,

'They're the top executive, ultimately re-

sponsible for running the organisation. That

on.

re-

sponsible for developing and working to-

wards the strategy of the organisation and

How this is done depends on the company,

but ultimately the CEO is working on leading

"Some are required to fix a problem, others to keep growth going, others to double the

size of the organisation in the next three

years, it's not one size fits all," Mr Waterworth

Their personality is also crucial as they have

a huge impact on the culture of an organi-

sation and set the tone for how staff dress

Yahoo CEO Marissa Mayer made headlines

when she posed for Vogue, banned working

from home and bought Tumblr as Yahoo

CEO, while Richard Branson's flamboyance

TED CEO, Ted Devine said working together

is a huge part of leadership in his company,

where there are no barriers or hierarchy in

about things that matter. - Martin Luther King Jr.

is now part of Virgin's company culture.

and defining the culture of the business.

Education costs

money. But then so does ignorance.

-Sir Claus Moser

there are some common threads.

means achieving profit-

ability, safety, ensuring

good practice and gov-

ernance, the wellbeing

They're ultimately

achieving those goals."

and act in the office.

and so

of staff

said.

the office.

"Everybody can talk to everybody. Everybody can participate in a decision. We work

Highland Consulting Group CEO, Roxana Hewertson said it's not just about being smart,

"None of this is rocket science. It's all about human behaviour," she said. "Those dollar signs are attached to people. How well you manage your people resources [is] going to make all the difference. Everything I do Our lives begin to end the day we become silent

"When you first become [CEO] it's like your face has changed. People speak to you differently. They speak in more measured ways. I like straight communication. One of the

Ultimately, he said every day in the job is different and you need the ability to be both a

"You see a circumstance is humanly difficult and you've got to deal with it. You see an issue with good people not getting good results and you've got to handle it," he said.

If the CEO is Batman, the COO is Robin. They're the ones that are completely across

"They're the non-sales and marketing side of the organisation. Very process driven, very

What does a CEO actually do all day?

know what your boss actually does all day?

My Next 10 Business Lullaby's

and Serenades

these decommission and neutralise

or put business people and others to sleep!

1. Not Everyone can be First but all should try

(the business world's greatest oxymoron)

Nothing in Life is Fair but it's better than

Death (death is the ultimate monopoly and

3. Everyone's a Winner (you've won all the other

Negative People (but only if you like being a

5. It's not just Me, I have to thank My Team or

I wouldn't be Number One, really, I won't

mention names, you all know who you are (I

sure the heck don't but false humility is all good for my image)

make sure you are not standing on a mountain

6. Successful People Outgrow their Peers (just

7. It's All in the Luck of the Game (I believe in

8. I Believe in Equality & Equal Rights (I make

hard to enforce them - at their level)

9. Keep Away From Negative People (you may

10. I love the Myths of Equality & Competition,

sure all my workers understand equality and equal rights and assure them we're working

discover your flaws and weaknesses and fix

Especially at the Starting Line with Everyone in Perfect Order able to Compete on a Level

Playing Field - It is so Believable and Inspi-

rational (pity about the other end though)

together, and that's very important in leadership," he said.

Practising Accountants CEO Alex Malley said it can be a lonely job.

challenges is allowing people to believe you're just a normal person."

But it's not all about the CEO. Here's what those other executive roles entail.

back office functions, leaving the CEO free to think about the big picture.

John R Fergusson Visit: www.bacupthefuture.com.au

but being good with people as well.

starts with self-awareness as a leader."

"counsellor" and "clinical" with staff.

ties and business contacts to advance Facebook.

ten have a direct line to the board.

Wall Street Journal reports. Chief Information Officer - CIO

eclipsed by their competitors.

situation.

John R Fergusson

Self Test

□Yes

the drinks cold. Read more about his role here.

Chairperson of the board and board members

Chief Operating Officer – COO

Despite being top of the tree, Certified

4. I Believe you Shouldn't Spend Time with

strips you to the bone)

places the first doesn't want)

Chief Executive Officer - CEO

ble for.

the big picture.

Song list:

of BS)

them)

fairies too)

RAY Kurzweil, the director of engineering at Google, believes that the tech behemoth

Kurzweil, who Bill Gates has reportedly called "the best person [he knows] at predicting the future of artificial intelligence," told the Observer in a recent interview that he is working with Google to create a computer system that will be able to intimately under-

In short, the Observer writes, Kurzweil believes that Google will soon "know the answer to

will soon know you even better than your spouse does.

berg looks after product and engineering. She's so good at the job, 'a Sheryl' has become the hottest commodity in Silicon Valley, with other tech companies seeking to replicate the leadership team Facebook has, <u>CNN</u> reports. Chief Financial Officer - CFO Once called Finance Directors, CFOs look after the financial health of a business, includ-

ing producing annual reports, forecasts and keeping the budget in check. They technically come under the CEO, however the crucial nature of their role also means they of-

"It's very important this person has an open dialogue with the chair. They are certainly in

IBM CFO Mark Loughridge is regarded as one of the best CFOs in business, according to

"When Mark took over, IBM had made a lot of hard decisions. What investors didn't understand was what the new IBM would look like. He took [the opportunity to define that]

But it's not all about growth either. Home Depot CFO Carol Tomé pulled back the pace at which her company was opening stores to focus on investing in technology and training staff. The move saw stock prices surge 45 per cent in five years, the

While CIOs may once have run a department with a few computers, they can now pre-

They're charged with keeping the company abreast of new technology, making sure things are working efficiently, sorting out IT issues and ensuring the company is not being

Coca Cola Amatil CIO Warwick Hutton looks after Australian operations for the world's biggest drink company, which employs more than 15,000 people and has access to a

He said his role is to invest in new technology to help the company run better, which can range from the number of servers available to staff email systems and ways to keep

In publicly listed companies, the board's role is to protect the rights of shareholders and

They're led by a chairperson who is ultimately responsible for hiring and firing the CEO

The chair will also help drive long-term decisions for the company and can be a highprofile person who may front the media and bring wider industry expertise to bear on a

"Shareholders own the company and executives own shareholders. The board ensures that executives are doing the right things, complying where they must comply, ensuring governance is adhered to and the company is approaching things in an ethical and honest way. That's the board role and the chairman is head of the board," Mr Water-

the top two or three executives in companies," Mr Waterworth said.

the Wall Street Journal, renowned for his mix of strategy and financial savvy.

and ran with it," Barclays Capital stock analyst Ben Reitzes told the Journal.

side over vast software systems for hundreds or thousands of workers.

market of over 270 million consumers, according to a recent interview.

make sure the executives are acting ethically, Mr Waterworth said.

and holds the casting vote in debates where the board is deadlocked.

state of the art training to guarantee their future is backed up to ensure profitability & longevity, and using HRE's (Human Robotic Extension), to not only bridge the ever increasing gap but to replace the geographical location regarding space and therefore

This year he will become Chairman of the Board at ANZ Bank, while also having previously been a director at Singapore Airlines, the Westfield Group, Chairman of the ASX and authoring the Gonski report on education funding. Want to know more about being the top dog? Ten tips from CEOs to help you get ahead Intern to CEO: Four people who started at the bottom and worked their way up • Is Palantir CEO Alex Karp the most bizarre in Silicon Valley? • Meet the women CEOs of Fortune 500 companies • 14 executives share the best advice they ever got When I let go of what I am, I become what I might be. -Lao Tzu But only if you know how! By 2025 there will be another 1 billion extra people on earth. This means we will have to build and open 4 universities per week in order to maintain our present level of university education. This is impossibility under the present paradigm. The answer for many will be in businesses becoming their own university development centres in order to establish

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□Agree □Disagree Doing what I've said, is more important than saying what I will do.

□I don't know □Yes □No Can I do it better?

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□Agree □Disagree Self management determines my time management. □Agree □Disagree