



MITCHELL PHOENIX

Establishing Profitable Behavior

Management Training - Phoenix or Leopard?

This morning the New York Times made the most promising noises yet, that the recession may be about to end. Unemployment is down, house prices are rising, productivity is up; all positive indications that things are improving. President Obama gave a stirring speech in Cairo committing to greater efforts for peace. GM's Chief has told Congress "it's our obligation to be open and transparent in all we do to reinvent G.M."

It seems that we are on the brink of a new era. New thinking, new goals, new plans....change. A chance for us all to make that 'New Year's resolution". Who of us has consistently stuck to their resolutions?

So there is the rub. What has business learned over the last 18 months and what will be the commitment to be different in the future?

The meaning of the phoenix in Mitchell Phoenix is derived from ancient mythology; the sacred firebird. The phoenix is a bird with beautiful gold and red plumage. At the end of its life-cycle the phoenix builds itself a nest of cinnamon twigs that it then ignites; both nest and bird burn fiercely and are reduced to ashes, from which a new, young phoenix arises. The bird was also said to regenerate when hurt or wounded by a foe, thus being almost immortal and invincible. The phoenix is a symbol of rebirth, regeneration and renewal.

If we view the recent past as a cathartic experience, emerging purged and refreshed, we have tremendous opportunities to be even stronger as a business. We can seize the moment to Govern Change, pro-actively operating in different ways at higher levels. It is also possible to let out a huge sigh of relief as we emerge from the bunker into watery sunlight, hand shielding the eyes, squinting at the sky. "Right! Where were we?" is the first phrase spoken on the road ahead.

What is the old saying about a leopard and spots? Be a phoenix instead.