

## BEFORE

YOU GO ...

# MAKING MONEY in 2008

HOW WILL THE 'SUPER RICH' BE MAKING MONEY THIS YEAR? IN A CLIMATE OF POTENTIAL RECESSION IN THE US, RISING INTEREST RATES AND FLUCTUATING MARKETS, IS THERE SOME STRATEGY THEY'RE USING THAT THE REST OF US CAN FOLLOW?

There are six major strategies for pocket-lining this year, according to a recent article in online magazines SmartCompany:

1. **Selling out** – following James Packer and others.
2. **Going green** – climate change is creating new business opportunities.
3. **Targeting Asia** – as opposed to the US, UK and Europe.
4. **Buying resources stocks** – the resources boom is definitely not over.
5. **Investing in the retail sector** – an old favourite that's still making sense.
6. **Buying property** – retail property particularly, as long as you don't borrow too much.



## GATES ON REALITY vs. feel good

THIS LIST DID THE EMAIL ROUNDS A COUPLE OF MONTHS AGO BUT IS WELL WORTH REVIEWING FOR THE YEAR AHEAD ... BILL GATES PURPORTEDLY GAVE A SPEECH AT A US HIGH SCHOOL DISCUSSING THINGS KIDS WON'T LEARN IN SCHOOL.

According to the report, he said feel-good, politically correct teachings have created a generation of kids with no concept of reality – and that this concept is setting them up for failure in the real world. Here are some of his rules:

- ❑ Life is not fair – get used to it!
- ❑ The world won't care about your self esteem. The world will expect you to accomplish something BEFORE you feel good about yourself.
- ❑ Before you were born, your parents weren't as boring as they are now. They got that way from paying your bills, cleaning your clothes and listening to you talk about how cool you think you are. So before you save the rain forest from the parasites of your parents' generation, try delousing the closet in your own room.
- ❑ Your school may have done away with winners and losers. But life has not. In some schools, they have abolished failing grades and they'll give you as many times as you want to get the right answer. This doesn't bear the slightest resemblance to anything in real life.
- ❑ Life is not divided into semesters. You don't get summers off and very few employers are interested in helping you find yourself. Do that on your own time.
- ❑ Television is not real life. In real life, people actually have to leave the coffee shop and go to jobs.

“Before you were born, you parents weren't as boring as they are now.”

## CHANGING the world 9 – 5

FOR READERS WHO HAVEN'T YET CAUGHT UP WITH THIS BOOK OF IDEAS TO MAKE A DIFFERENCE IN OUR WORK WORLD, HERE ARE SOME INSIGHTS TO PONDER FOR MARCH:

- ❑ Calculate your carbon footprint: visit [carbonneutral.com](http://carbonneutral.com) to find out how much carbon you or your company emits daily and then check out the ideas (on the same website) to neutralise the same amount.
- ❑ Don't be an ideas killer. Try not saying 'It'll never work'. Build on what other people say, don't knock it down.
- ❑ Use a biro from start to finish. Get all the use you can out of it. A ballpoint pen in landfill will last 50,000 years. Daily worldwide sales of bios exceed 14 million. Think about it.
- ❑ Take breaks. Stress is infectious.

If you'd like copies of *Change the World 9 to 5*, contact Eliza Anderson ([eliza@wearewhatwedo.com](mailto:eliza@wearewhatwedo.com)) and mention the Institute.

