

June 28, 2010: Is It Finally Time to Listen to Midas Managers?

For more than a decade, Bill Gates – Midas Manager extraordinaire - has correctly maintained that schools in the United States are stuck in the Agrarian Age. This causes all kinds of disconnects in society, from taking the Summer off to put hay in the mow (Not) to the general notion that a mastery of the Three R's is all anyone needs to be globally competitive (Not). Recently Mr. Gates spoke to a high school about his 11 Rules of Worldview. And I couldn't agree more with his conclusions.

Rule 1: Life is not fair - get used to it!

Rule 2: The world doesn't care about your self-esteem. The world will expect you to accomplish something BEFORE you feel good about yourself.

Rule 3: You will NOT make \$60,000 a year right out of high school. You won't be a vice-president with a car phone until you earn both.

Rule 4: If you think your teacher is tough, wait till you get a boss

Rule 5: Flipping burgers is not beneath your dignity. Your Grandparents had a different word for burger flipping: they called it opportunity.

Rule 6: If you mess up, it's not your parents' fault, so don't whine about your mistakes, learn from them.

Rule 7: 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 thought you were. So, before you save the rain forest from the parasites of your parent's generation, try delousing the closet in your own room.

Rule 8: 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.

Rule 9: 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.

Rule 10: Television is NOT real life. In real life people actually have to leave the coffee shop and go to jobs.

Rule 11: Be nice to nerds. Chances are you'll end up working for one.

In our politically correct, socialistic-leaning society, is it possible that we'll start listening to our Midas Managers – people like Gates, Buffett, Jobs, Schmidt or Perot? Or will we continue to listen and follow people who have never created social or economic value? The

answer to these questions will, in large part, determine what happens to America over the next decade.

-Rob

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