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Bill Caswell is an experienced coach of CEOs and senior executives world-wide. He is the author of 14 books including the 12-book series *The Respect Revolution* written, by a CEO for CEOs, as a guide to getting your company to *Excellence*.

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Even a small company can save

An obstacle encountered by every business leader, as is true of everyone else on the planet, is the incessant flu bug as it evolves and adapts to our resistance. Resolving the flu issue will save a 50-employee company \$50,000 per year.

The good news is that you can avoid the flu epidemics. A cure for the common cold has been around for at least fifty years; I have used it for about twenty years and have been able to control the flu and the common cold during this time. So can you.

A separate book¹ looks at the flu task from the microbe's point of view and why you must focus on eliminating the microbe's effect. We will look at part of it here.

To appreciate the enemy before us we have to understand that microbes are creatures that survive through natural selection as much as any other animal on earth. In their case they prosper according to the mathematics of the number of new victims infected per original patient.

Humans have developed defense mechanisms, such as fever that bakes some microbes. And we mobilize our immune system, which can make us permanently resistant to some diseases (measles, mumps). Clever viruses have learned to change their molecular components (antigens) so that our learned immune response is no longer useful.

The common cold can knock us out two or three times a year, several days at a time, for a total of four to ten days per year. Of course, the cold knocks out other staff members in the enterprise--a cumulative day count, even with only three or four people in the company, of thirty to forty days per year – a month's vacation time!

The short-sighted work ethic has most people feeling guilty when they stay home with a cold. As a result people show up at the office with their sniffles, tickly throats, wheezes, and coughs. The whole environment becomes strafed with pathogens--just as the microbes planned it.

What you can do about the common cold

In the 1960s, Dr. Linus Pauling explained how Vitamin C seemed to augment the human's immune system, especially against viruses. His book *Vitamin C and the Common Cold* was full of facts and test cases, but his findings failed to be accepted by the medical community until 40 years later in 2001 when his work was recognized by the American Medical Association.

¹ Caswell, W., "Blasting into Business", Vol. XI of "The Respect Revolution" series, General Store Publishing House, Renfrew ON, 2004

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The most important consideration of Dr. Pauling's treatise was that, with the onset of a cold, Vitamin C had to be taken in very large quantities; otherwise it was ineffective.

My own background includes: having had pneumonia four times, experiencing what seems like every flu bug extant, and coming down with a cold four to five times per year. Despite having read Dr. Pauling's book in the '70s, I never quite believed it until a friend convinced me to at least give it a try. Now, upon a cold's onset I experience its rapid disappearance after taking large amounts of Vitamin C.

Assuming that you view these comments with a great deal of suspicion, why not do what I did my first time--follow these steps out of desperation? If it fails, you have not lost very much. If it succeeds, \$50k per year may be yours.

How we help get colds

When a cold makes its presence felt you are at war with the virus. Understand that the microbes work on the basis of attacking only when they reach an attack quorum. That is, they don't attack unless they have an army large enough to win. So with the onset of a tiny snuffle, already a formidable viral army is in place. We think we can beat a tiny snuffle – nothing really wrong with us yet – BUT WE CAN'T – AND LET'S FACE IT, YOU NEVER HAVE. The greatest factor against us is that we do not listen to our body. It is sending out large signals of an impending war we are about to lose, but we think we are fine, because we don't feel too bad yet.

What you must do

Your body has a miraculous system that let us know there is some irregularity occurring. It gives us this warning so that we can take corrective action. A tickle in the throat, a runny nose, or a sudden bout of tiredness are symptoms of a cold. As soon as you get the signal, stop all other activities so that you can mount a corrective offensive. Otherwise, a colony of 1,000 microbes becomes 200 million within three hours. Now for sure you will have a cold. Begin the Vitamin C in great quantities. How great? Assume you use 500 mg. pills; trade a pill for every use of a Kleenex. That is, every time you reach for a Kleenex, also reach for a Vitamin C pill. Actually, this is the most difficult part. We think we can skip it just this once. NO WE CAN'T. The number one reason people get colds is a refusal to act at once – and continuously.

Keep at it until you feel the effects of the cold symptoms--snuffles--disappearing. It is like a little miracle because you can sense the effect within minutes if you take action quickly enough. That and a good night's sleep will see you strong enough the next day to go back to work fully recovered. As a precaution, continue the mega-dose for that extra day. Vitamin C is a natural food; it is safe; you cannot overdose.

The mathematics

50 employees with an average wage of \$40,000 each = \$172 per working day. Assume 6 days per year with a cold. Stop the cold – which is within your control: $\$172 \times 6 \times 50 = \$51,600/\text{year}$.

Simple action and simple math can save you a bundle.

Bill