



# Pulling It All Together

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*The Respect Revolution*

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**Do you have topic ideas? Comments or questions?**

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**H**ow, after 10 years of development, plus 30 years of experience to get certain answers, does one present the test-results succinctly? How can a proven, workable solution to many business processes be put together in a way that resonates with the needs of everyday business leaders? It took CCCC's associates almost a year to figure that out. It should be of interest to you, if you're the type of leader who likes to benefit from the fruitful labors of others.

## 1. The Basis of Progress

The documented cornerstone of the CCCC consulting for businesses<sup>1</sup>, aimed at senior executives, is a 12-volume book series called *The Respect Revolution*<sup>2</sup>. In a set of coaching sessions with CCCC, drawing on the principles encased in these works, various business leaders have opined that they have learned more about business in a shorter time than they had ever thought possible. Our hope is that such leaders found the information not just helpful, but fascinating to discover the core issues of successfully running an enterprise. Our dream seems to have been realized<sup>3</sup>.

CCCC's teachings are based on the premise that humans are very different from one another. Understanding the 'permanence' of that difference allows one to work with them - just as the Canadian society works with snow in Ottawa and the Indian society works with monsoons in Mumbai. That is we don't try to correct these natural inconveniences, we simply adapt ways to work around, and with, them. The management approach espoused is bottom up, starting with the kernel of the enterprise, the employees - showing each of them how to be responsible for their own results and to enjoy the sense of empowerment that

comes with it. Then it cascades up the organization.

That is, top-down management is viewed as a forced, and thus, ineffective approach. We say that the bottom-up thrust is based on the world's creatures' success with 'emergence', 'swarm theory' or 'chaos theory' a bottom-up approach used by ants, bees, birds and even trees. Its basis is that small simple local decisions, if allowed to develop and follow their own path under an overall strategic guidance of process, will lead to an elegant solution - not just a better solution but a superior solution that no single individual could likely have conceived. We have observed over 600 corporate issues being solved using this approach - with a 100% success rate. Some of those issues had festered for years, but were resolved - elegantly - by the client's own workers within a few hours, days or weeks under CCCC's guidance. We have also assisted 75 executives move from struggling positions to thrilling ones using the chaos theory as a prime tool - also at a 100% success rate, and in places as diverse as Canada, the U.S., Mexico, Austria, Russia, Dubai and China.

<sup>1</sup> [www.caswellccc.com](http://www.caswellccc.com)

<sup>2</sup> [www.respectrevolution.com](http://www.respectrevolution.com)

<sup>3</sup> See Note A at the end of this paper.



## 2. Cramming 12 books into Two Issues

People are in a hurry, especially business leaders. “Even if I believe you, who has time for 12 books?” “I need results now.” “Where is the answer?” Finally, after a year of concentrated reflection, we at CCCC agonizingly rationalized 3,000 pages of data into two ends of the same puzzle, the beginning and the wrap-up, conveniently skipping everything else in between. So here are the two:

### Planning and Accountability.

CCCC assists companies to lay out a practical, workable plan (Planning) to map where they are going. Then CCCC offers to make individuals responsible for their results (Accountability). Pick one; pick both or anything in between. Since they are based on an overall master structure of business operations, any step chosen will integrate into the total desired direction of the enterprise to bring it closer to Excellence, a precisely defined destination. You can rest assured that irrespective of where you engage in this process, no portion of your effort will be working at cross-purposes with another.

## 3. How can you Benefit Too?

We’ve put it all together so that business leaders have the option to pull it all together for their firms. If there really is a repeatable answer to the business success dilemma, perhaps you owe it to yourself to at least check it out. Be skeptical; skepticism is good for you and your firm. But also be open to investigating new information<sup>4</sup>. That is all you have to do – look, assess, investigate further, decide, try, and then: accept, modify or reject.

I trust that your curiosity will serve you well.

Bill Caswell

Note A: The following client testimonial supports our hope that leaders find the CCCC results fascinating:

“As discussed, I am attaching a brief Introduction to Bill (Caswell) and his (company’s) work. My experience has been thrilling. The concept is very simple, yet it fits the gamut of the whole Business. In just 7 hrs of telephone coaching I have started applying the knowledge of immense benefit to my personal life and my work. Now every moment of mine is used to its best potential.”

“I do have a long way to go but the path is clear. I have learnt the basic concept of seeing where each person is coming from what are his fears and his strengths and how this small jigsaw (PAVF) fits into the big picture of our goal for Excellence as explained by the balance of being Effective and Efficient, both in the Long Term and the Short Term.”

“I feel that this is so simple that it can be revolutionary; perhaps that’s why Bill has named his 12 Volumes ‘The Respect Revolution’. At the cost of sounding dramatic, I am tempted to say that I feel I this can be huge step for mankind.....in the Evolution Process as we all find and use our true potential and reach to our collective peaks.” S.B, VP Finance, Bectochem Industries

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<sup>4</sup> The CCCC Websites not only explain the two offerings, but also provide enough details that you can see exactly what they entail. The Websites have been set up so that you can elect to do both the planning process yourself and/or establish your own internal accountability measures from the Website information. Find the sites, respectively, at [www.PlanningPro.org](http://www.PlanningPro.org) and [www.caswellccc.com](http://www.caswellccc.com).