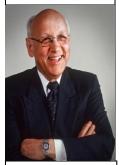


Caswell CORPORATE COACHING Company

Making good companies even better - worldwide

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William E. Caswell

Bill Caswell is an experienced coach of CEOs and senior executives around the globe. The author of F b а С

In November 2016, I delivered a 4-hour lecture in Guadalajara Mexico to a business group about Chaos Theory. How does one explain Chaos Theory and, even before answering that, we ask: why should anyone even bother with Chaos Theory? The reason we go to the trouble to explain such concepts is because Chaos Theory offers a road to corporate riches by the way it simplifies the approach to issues, especially business concerns such as hiring, employing, selling, and problem solving. Amazingly, Chaos Theory assures us of guaranteed results in problem solving, every time. Since business is nothing but a huge set of problems, it behooves us all to learn better ways to address those problems.

Chaos Theory

The reader is probably not ready to engage in a 4-hour dissertation about Chaos Theory; so, what can we do in a 2-page paper to get the Chaos idea across? It so happens that the 9 premises we associate with Chaos Theory can be explained using a Scrabble game for our example, as illustrated in the table below.

author of				
14 books, Bill has penned the 12-book series	Description of 9 Chaos Premises of CCCC	Scrabble Equivalent	Real Life Examples	
The Respect	1. Small initiators lead to	Word "sew" vs. word "see" at	Bill, on an impulse, while in	
Revolution written, by a CEO for CEOs, as a guide to getting your company to Excellence and keeping it there.	dramatic results later.	the second word of a game leads	Arizona, visits Mexico for	
		to an entirely different result.	2 days, meets a lady, falls in	
			love, marries and has 2 children.	
	2. Chaos must occur before	All the chips are mixed in a bag	A plague of locusts expands and	
CCCC Seminars in 2016:	the return to re-building.	in a chaotic manner with no	then collapses to nothing.	
	Chaos is part of every	system of words formed before	5 or 10 years later, it all happens	
	cycle.	the next game can begin.	again.	
 21 Jan. Guadalajara, Mexico 	3. Chaos theory provides	When playing Scrabble, you	Mathematical fractals create	
	answers where	create and learn new words you	same formula for a shoreline no	
	conventional mathematics	never knew before.	matter how much it is micro-	
4 May Ottawa, Canada	tends to bog down.		scoped (or macro-scoped).	
	4. The incidence of	You find words you know in	Bill keeps meeting people he	
	coincidence is high as	other languages even though	knows all over the world:	
 6-13 Sept. Arnprior, ON, Canada 	long as constraints are	you are playing the game in	London, Hartford, Banff, Baie	
	minimal.	English.	St. Paul, Los Angeles, etc.	
	5. Simple local choices	Choose only one word at a time	The Harvest Ant has 2 choices,	
 24-25 Oct. Ottawa, Canada 	result in a beneficial	but the final result is a mosaic	to forage or to build a nest.	
	global solution.	of many correct English words.	From that simple binary choice	
			comes the organized ant colony.	
 9 Nov. Guadalajara, Mexico 	6. The detailed result is	Two finished Scrabble games	Although no two maple leaves	
	never the same, but the	have the same 'global'	are identical, all the maple leafs	
	global general result is.	appearance of a finished	look like maple leafs (same idea	
> 9 Dec. Kiev,		Scrabble game, but no two sets	for oak leaves or snowflakes).	
		of games are identical.		
Ukraine				
For more				
information, go to:				
www.caswellccc.com				

CCCC offers 4 products:	Description of 9 Chaos Premises of CCCC	Scrabble Equivalent	Real Life Examples	
<i>1. Read</i> about the CCCC management methodology for \$40 electronically or \$400 with a set of 12 books	 7. Chaos-driven evolution is slow and deliberate as it is based on very simple decisions by simple organisms along the way. 8. Chaos builds from the answers provided before. 	The player focuses on one word only at one time, and even though many such words may be just 2 or 3 letters long, the board evolves to a full set of interconnecting words. In Scrabble, you can build only on words provided before.	A small town like New York of the 1700's builds bit by bit with simple deliberations to locate the next street, house or shop to become a major metropolis in the year 2000. The brain evolved to have its logic processor dispersed all	
 (2,700 pages) in a hardboard case. 2. Learn about the CCCC management methodology by attending the week-long <i>Practical MBA</i>, 	9. Chaos crafts elegant solutions; they can be superior to those created by human planned, top- down approaches.	A Scrabble-game result will always be superior to a human trying to lay out a full Scrabble game in advance, (ensuring to use only the same chips available in the same order).	 over the brain, finding a spot wherever there was space. Results include the beehive, evolution of the human being, blood cells, the eye, etc. CCCC's resolution of more than 1,000 'impossible' problems. CCI locating dream jobs for 200 unemployables. 	
 3. Act on the first step of resolving your key issues with a tactical planning session by CCCC at approximately \$10,000. 4. Engage fully in the Climb to Excellence right from the start (3-year step-bystep program) guiding you to Excellence, \$150,000 (\$4,200/mo.) 	In summary, engage in the Chaos approach just by doing, to achieve your ends – even when you cannot foretell how you will get the results. That is, keep shooting the puck at the net even though you don't know how it will actually go in. But the more you shoot, the more likely you are to get the result you want, namely, the scoring of a goal. Yet, we do not abandon organized planning; we judiciously choose the Chaos or planned approach as appropriate to serve the situation we are facing. Bill © W. E. Caswell 2016			
		always available for comments or o bill@caswellccc.com rell Corporate Coaching Compan (V) Ottawa, Canada 613-232-1243 (<u>www.caswellccc.com</u>	-	