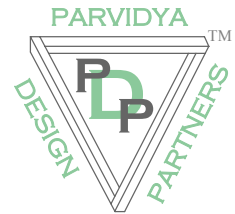


Concepts...



"Concepts" is published by Parvidya Design Partners to raise as many questions as it answers. It is driven by the belief that the industry, its products and its services are ever evolving. The ideas reflect the challenges faced in the continuous journey of innovation and improvement.

Optimistic Realism:

"A stock broker is a person who invests your money until it is all gone" – Woody Allen. This may act as a reminder of the proverb that "many a true word is spoken in jest" but, however clever or witty the quote; it describes the worst case scenario. In order to help justify a resolution or to communicate an issue, it is helpful to utilize "Optimistic Realism".

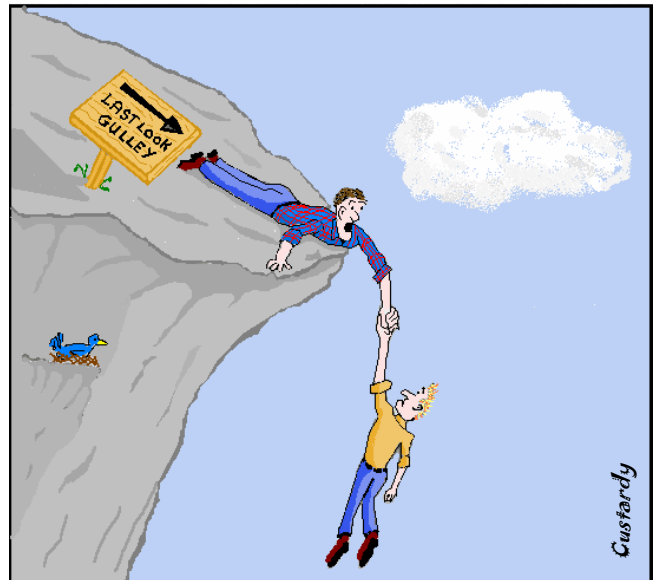
Often managers are required to deal with problems, exceptions or challenges that appear insurmountable. The very nature of these situations is both a strong justification and reason for management. Management's primary focus should be to prevent these bad situations, but those concepts are the subject matter of other texts. Beyond issue prevention planning, managers are also required to "fix" areas and deal with inherited situations.

It is all too easy to summarize situations as the problems that they are, the errors that they create or the general inefficiency or distractions that each will cause. However realistic, this is not a strong position, from which to move forward. Compare these two statements:

"The reconciliations are out of control; the system's integrity is questionable and we can't possibly know our potential losses"

"It is recommended that the process controls are reviewed for improvement; a comprehensive test plan is required to re-validate the system's integrity and stabilization efforts are needed to assess the potential business exposure"

Both describe the same situation, but the second is more appealing because of its positive demeanor and focus on solutions. The intention is not to advocate "spin" as a means of covering



"OK! You need to... (a) celebrate the success of the rapid interim solution, (b) embrace – so to speak – the potential for our collaborative synergistic resolution of the issue and (c)...er, hold on tight!"

problems; this is simply a substantive and appealing means of communicating status. Providing your clients, your managers or your business partners with solution options rather than problems; possible needs instead of shortfalls; suggestions that *could* happen rather than what can't be done, is very effective. The process of framing your discussion this way is also a test. If the positive solutions, that are to be articulated, are severe or untenable then, by definition, extreme measures are needed. However, at least by going through this process, the specific scenarios requiring drastic recommendations or actions are identified.

Parvidya Design Partners would be pleased to discuss the realization of these concepts with you further. We thank you for your consideration.

July, 2005

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