



ANDERSEN  
ALUMNI™

## Straight Thoughts, Straight Talk

*"Serving Andersen Alumni Worldwide"*

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## Editorial

### What can we learn from this crazy election?

This is not a political editorial. I will leave that for the talking heads on TV. I want to take a look at for lessons the business community should learn from this crazy yet historic election:

#### **Be authentic**

Customers crave authenticity. You know this with your brand. Any company that oversteps its brand will confuse its customers and damage the brand. We saw this with the contrast between Hillary and Donald. How many times did Hillary try to “reintroduce herself”? She had been in the public area for over 40 years. The public knew who she was. Any attempt to manage or change her brand was futile. Trump on the other hand was true to his brand. Every pundit said that he would change once he got the nomination or was elected. No way. This man knows branding and he is not going to change. This morning he tweeted seven times!

#### **Know your customer**

Politics is all about getting to 50 plus one. It is a zero sum game in that you either win enough to take office or you don't. You have to know who is going to vote for you and who is not. The

same is true with business. Know your target market and relentlessly pursue them. Delight them with your product or service. Anticipate their needs and wants even if they cannot articulate them. Trump did this. Hillary did not. Trump tapped in to people's angst. Enough of them responded to give him the election.

**Never take your customer for granted**

It is a cardinal rule in business that it costs more to get a new customer than to keep an existing one. Never, ever take your hard won customer for granted. It has been reported that the Clinton campaign was so confident in their victory; they shifted resources to Republican states to try and increase the size of the victory. Meanwhile she never (or under) campaigned in her core states of Wisconsin, Michigan and Pennsylvania. They were the 'blue wall' states that virtually guaranteed her victory. The campaign took them for granted and she lost.

**Stay scared and don't listen to the masses**

Every successful business owner wakes up feeling like they are behind. You can never rest. He or she knows there is another business out there working to take away their livelihood. Even when everything appears to be going your way, stay scared. Hillary was lulled into a failed strategy by listening to the press and pundits who were focused on the size of her upcoming victory rather than the victory itself.

This was an historic election. It will be reviewed and written about for years and years to come. I have no idea what the political consequences will be but I will not forget some of the important business lessons I learned from it. I think Andersen embodied these principles. Be authentic. Listen to your clients and the markets and above all else "Think Straight, Talk Straight".

We'd like to thank Andersen Tax for its continued sponsorship. We have a very interesting and informative newsletter this quarter. If you have content, you would like published in a future newsletter just let me know.

As always, we need your help to further strengthen and maintain our Andersen Alumni network. Please leverage our Social Media Presence and [LIKE our Facebook page](#) and [JOIN our LinkedIn network](#), and lastly you can [FOLLOW us on LinkedIn](#) as well.

Sincerely,  
Kirk Hancock  
Editor

# Building One Firm for the Future

By Mark Vorsatz, Alumnus Arthur Andersen & Co. (1979-2002,) Andersen Tax CEO

Andersen Global is an international association of member firms founded by Andersen Tax in 2014. Andersen Global is comprised of over 2,000 professionals in more than 55 locations worldwide

In November 2016, Andersen Global held an outstanding Partner Meeting involving our people from around the globe. It was our first truly international Partner meeting—held in Barcelona, Spain—and highlighted the chemistry, like-mindedness and quality of our Partners around the world. When we began the process of expanding our global capabilities, we evaluated a number of alternatives and networks and ultimately determined that building our own global platform, location by location, provided the best solution to ensure the highest quality client service throughout the world. It was clear at our meeting in Barcelona that the time we've spent to vet the firms that have joined Andersen Global, the inclusion of our partners in the process, and our relentless focus on quality is going to be the difference in the success of Andersen Global.

Our discussions in Barcelona focused on where our firm is headed in 2017 and beyond. The theme for our meeting in Barcelona was “Building One Firm for the Future,” and all aspects of the meeting were focused on this objective, from the topics of our plenary sessions to the inclusion of spouses in our events. We are creating something different. Building One Firm goes beyond having a common name—it's the creation of an organization in which our people and our clients regard one another as family. Our family ties were evident as our dinner at the Casa Llotja de Mar concluded with a series of serenades and dancing led by our Partners in Mexico, and throughout the meeting in the commentary and feedback of our Partners about the way we can create and sustain a truly global firm. Our strategic approach to training and developing our people, open communication with our clients and people, and providing exemplary client service and solutions in an independent way are all essential in this process.

2017 is going to be a terrific year and an inflection point for our firm. We've grown from 14 locations in the U.S. in 2016 to a presence in more than 55 locations worldwide today. We anticipate several additions in the first quarter, and the momentum will continue to build throughout the year as our member firms in Europe formally adopt the Andersen name. We recently launched a website for Andersen Global ([www.andersen.com](http://www.andersen.com)) and you'll find that we've integrated a familiar image into our brand, the double doors. When Arthur Andersen adopted the double doors in the 1950s, Leonard Spacek commented that he wanted clients “to feel that, no matter where they were, they were dealing with the same firm,” and staff to feel that “no matter where they were, they never left home. What better way to achieve this,” he said, “than to have them enter every Arthur Andersen office through identical doors.”<sup>1</sup> Today, these doors are a reflection of our roots and values, and our creation of One Firm for the Future, a family for our people and our clients.

<sup>1</sup> Arthur Andersen & Co., S.C. (1988), A Vision of Grandeur p.107 (Chicago: Arthur Andersen).

# What's it like working at a top accounting firm?

Did your work at Andersen shape the rest of your career? Then we want to hear from you! The Carroll School of Management at Boston College is conducting a research study of employees who worked at Arthur Andersen from the 1960s to 1980s. To find out more, click on the following link: [https://bostoncollege.co1.qualtrics.com/SE/?SID=SV\\_bK5ijmnOZivJQpv](https://bostoncollege.co1.qualtrics.com/SE/?SID=SV_bK5ijmnOZivJQpv)

**BOSTON COLLEGE**  

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**CARROLL SCHOOL OF MANAGEMENT**

## Enjoy the Little Things

By Ed Maier, *Former Andersen Partner*

Over the past few years, Carol and I have enjoyed taking river cruise trips in Europe. How is this a “little thing” you ask? I assure you that such an excursion is not, but let me continue.

On our most recent trip, which went from Basel, Switzerland to Amsterdam, The Netherlands, we enjoyed the beautiful scenery of the Rhine and Mosel rivers. On one of the daily excursions, we went on a tour of the Black Forest. To someone who grew up on the South Side of Chicago and only studied basic geography at the feet of the good Sisters of St. Dominic, the Black Forest was what – a dark place full of trees, plant and all sorts of not-quite-Illinois-forest-preserve wildlife. Until we visited it, I did not know it was a large, forested mountain range of about 2300 square miles. It was pretty vast and overwhelming and beautiful.

During the day-long tour, we stopped for lunch at a local restaurant and beer garden. When we arrived, we were asked to enter the restaurant and sit at any one of the large, common tables. Each table was filled with generous portions of breads, cheeses, ham, sausage, mustards, pickles and relishes—all accompanied by your choice of the local beer, or if you preferred coffee or tea. Tour members sat randomly with each other and built their own luncheon plates. The food was fresh and aromatic; very pleasing to the taste. It was the closest thing to a simple, country lunch we would have on any of the excursions or on the cruise itself. While the meals prepared by the award-winning chef and kitchen staff on the ship were excellent, the simple delight of this lunch is something I will remember for a long time. Whenever anyone asks me about our trip and what we enjoyed the most, I respond that it was this afternoon lunch, around a common table where several folks who never met, had the opportunity to share backgrounds and stories and just get to know each other a little better. The experience stuck with me because of its simplicity. It reminded me that I don't have to sit down to a gourmet meal in a fine restaurant to enjoy the pleasure of good food, drink and camaraderie.

2016 was an extremely interesting year and brings to mind that so-called saying: “May you live in interesting times.” Indeed, this year had its many ups (after all, my favorite baseball team won its first World Series Championship in 108 years) and downs (I will let you fill in your own as you think about this). To even describe it as interesting may be an understatement to many of us. And it seems to me that all of the ups and downs we celebrate or bemoan are the big, splashy news-making kind.

As you begin to make your way into 2017, you might be creating some resolutions for yourself. Or you just might be looking forward to certain things without resolving specific behavior changes. That’s up to you. But as you do approach the next year, don’t just focus on the “big” things you want to accomplish. Think about some of the little things you can do that impact others around you. For example:

- Read a child a story; help a child learn to read.
- Take your children or your children’s children or your nieces and nephews to a movie, or a ball game, or fishing, or bowling—and have a conversation with them about it.
- Surprise your wife, husband, partner by doing a chore that you often neglect or ignore.
- Literally—smell the roses.
- Mentor a grammar school, high school or college student.
- Contact a local representative of our military and see what volunteer services you can provide to those who have served.
- Join a co-worker for lunch and agree to put down your electronic devices and have a real conversation about a specific topic. Learn something about them that you did not know and share a story with them that they did not know about you.
- Incorporate “please” and “thank you” into your regular daily conversations.
- Volunteer at a hospice, a pet shelter, a school, a community organization, a church, a hospital. Do something to give back.
- Make a list of five simple things about which you have often said: “I would really like to try that.” Set some due dates; accomplish them. Once done, make a list of the next five.
- Read a book, see a movie or a play and have a meaningful conversation with another about what it meant to you. Better yet, do this together with that other.
- If when growing up you did something that you really enjoyed—playing a musical instrument or learning to needlepoint, for example—but then gave up because of the pressures of work or family or whatever, dust off that instrument or those needles and start again.
- Think of five people you know and respect but haven’t seen or heard from in over a year. Call them and ask them how they are doing.
- If nothing else, set a table of cold cuts, cheeses and fresh breads. Then invite a few friends or colleagues over to make their own lunch and have a conversation. Beer is, of course, optional.

This list could go on and on. I simply challenge you to do some of these “little things” as you move forward this year. Confucius said: “A common man marvels at uncommon things. A wise man marvels at the commonplace.” Be wise. Keep it simple.

As always, I welcome your thoughts on my thoughts. Feel free to write me at [ed@thinkstraighttalkstraight.com](mailto:ed@thinkstraighttalkstraight.com).

# A Sight Unseen

By **John Blumberg**, *Andersen Alumnus and author of Return On Integrity*  
([www.BlumbergROI.com](http://www.BlumbergROI.com))

A decade ago, following the surprising experience of suffering a detached retina, I would often recall that experience by saying: “when you must keep your eyes closed for several days in a row ... it’s amazing what you’ll see!” It was, and is, a paradoxical truth. I would rediscover that truth again in 2010 awaiting the recovery of a retinal detachment in my other eye.

A month ago, with only two eyes, I would rediscover that paradoxical truth for a third time. You might say this third retinal detachment blindsided me! It was all too familiar in some ways, yet a completely new experience just the same.

## **Nothing repeated is ever precisely the same.**

This is true in a job, a relationship, an adventure, a challenge or a task of any kind. While the nature of the repeated experience may be the same ... we are not. We are different. And, therefore, it becomes a new experience. And creates new opportunities if we choose to creatively embrace them.

My third verse of the same song, held a familiar tune of required limitations. The timing, however, presented the challenge of meeting new commitments previously made. My limitations prohibited both air travel and driving. Yet, long distance train travel remained an option. It was the cumulative 70-hours on the rails that made me question just how viable an option it might prove to be.

The next thing I knew, I was seated at Chicago’s Union Station late on a Saturday night ... awaiting my 9:30pm departure for the East Coast. Just 3-weeks post-surgery, the 9-day excursion seemed a bit overwhelming. As I sat in my passenger window-seat, there was only one thing I needed to do.

## **Look out the window.**

Windows on airplanes offer their own fascinating views. But, they are different than the windows on a train. Actually, very different. While smaller, airplane windows ironically provide the portal to a big picture. Broad strokes you might say. While you see a lot through them, you miss almost everything that is right before your eyes. You miss what is there. The threads that create the fabric of your vast scenic experience are real, but just not visible. But just because we can’t see them doesn’t make them less valid. Less real. Less important. It just means we are in-effect blinded from what they may hold to teach us, remind us ... or give us.

The windows on trains are large and revealing. They pass places that even cars on a freeway never pass. They hold a kinship to the car windows that historically traveled two-lane highways through the heart of little towns. They travel through the authentic realness of everyday life and all it honestly reveals. These windows don’t have the opportunity to protect you from anything that comes before them. They offer-up no well-spun catchy brands or taglines as polished veneers.

Nope. They provide equal-opportunity in presenting the good, the bad and the ugly without discriminating or judging the value each of them hold. In doing so, these windows reveal truth ...



along with the unique beauty that only truth has the right to hold. They weave the threads of walls of graffiti with the fields of harvested farms. Factories and homes, large and small ... new and old, are blended into a mosaic of one continuous picture. And within each scene is a unique story to be told. These windows-of-the-rails allow your mind to wander and your heart to wonder if you let them. And if you look through these windows long enough they become mirrors into your soul.

These mirrors reveal truth. Or at least the invitation to seek it. It's an invitation that is hard to see, and harder to seek in a world seduced with broader strokes. These broad strokes can be enticing and misleading. In fact, they can cause you to miss many things.

They can eventually cause you to miss what is most important and ultimately most everything that is true. The various stories along the rails are just as connected as the rails themselves. Bolted together, yes. Yet, nonetheless connected. Our blindness to their blendedness doesn't change them. It simply changes us ... and in the process, unplugs our sense of connection and appreciation. Truth becomes a sight unseen.

**Nonetheless, patiently waiting to be noticed.**

Even detached retinas provide their own sense of sight. Yes, when you must keep your eyes closed for several days in a row ... it's amazing what you'll see! The windows and mirrors, along the rails, hold a similar opportunity. For me, they were connected. And for that I am grateful.

May your eyes, heart and soul be opened ever-wider to the details around you. Each one of them hold the invitation to a deeper sense of gratitude. Happy New Year!

John G. Blumberg is an Andersen Alumni, a national speaker and author of several books including his just released book, *Return On Integrity: The New Definition of ROI and Why Leaders Need to Know It*. It is available on Amazon and at major bookstores. You can connect with John at <http://www.blumbergroi.com/connect>

## **Protect Yourself Now Because LinkedIn is Making Big Changes**

**By Wayne Breitbarth**, *Andersen Alumnus and CEO-Power Formula LLC (Author of "The Power Formula for LinkedIn Success: Kick-Start Your Business, Brand and Job Search")*

LinkedIn has announced that an update to your profile and the activities you can engage in on the site is coming "very soon." Based on their track record of past updates (some with warning and some without warning), they've been known to take things away, including some of your valuable information that you've built over the years. For instance, you might remember that company page recommendations simply disappeared one day.

Therefore, in light of LinkedIn's announcement of impending changes, it is in your best interest to immediately take a few steps to protect your data.

**Easy steps to take**

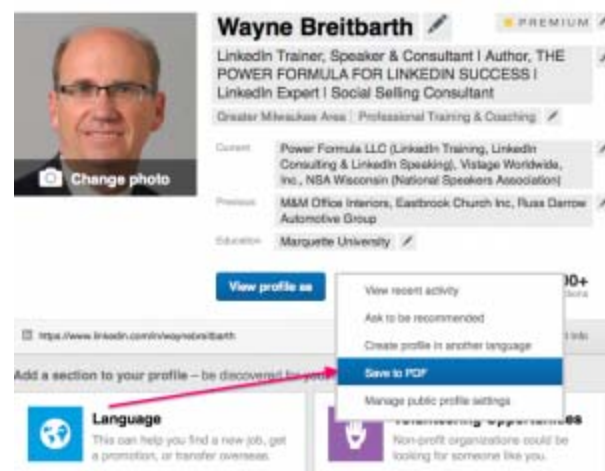
Armed with [LinkedIn's official announcement](#), knowledge of the [pending acquisition of LinkedIn by Microsoft](#), significant speculation by myself and others, and information from a [few users who are currently working with the beta of the changes](#), here are the steps I suggest you take ASAP.

**Request a free archive of your data.** The zip file you'll receive from LinkedIn via email will include a complete data dump of many of the things you'll want to have in your possession, including a spreadsheet with all of your first-level connections' names, current companies, titles, and their primary LinkedIn email addresses. (Note: This feature is not always dependable, especially when LinkedIn is working on updates. If you receive an error message, try again later or try a different internet browser.) How to get yours: Go to *Privacy & Settings* > *Getting an archive of your data*, and then click the blue *Request archive* button on the right.



**Save and print a pdf of your profile.** The pdf file will include words only. It won't include anything that has a visual element to it, like your photo, your company logos, graphics from your published posts or the media you've added. But it will include all of the recommendations you've received in their entirety, which I know you don't want to lose track of. I suggest you save and also print this file for your records.

How to get yours: Go to your profile and hover over the down arrow to the right of the blue *View profile as* button. Then select *Save to PDF*.



**Print a copy of your profile and your company page using your browser print function.** I recommend this step in addition to the previous one because you'll see all the graphic components of your profile that aren't included in the pdf. If you're in charge of your company's page, I suggest you save that as well.

How to do this: Go to your profile (and company page if applicable) and click the blue *View profile as* button. Then go to the top browser toolbar, select *File*, and then select *Print*.

**Import notes and tags from your regular LinkedIn account to Sales Navigator.** If you have upgraded to one of the premium Sales Navigator accounts and have taken advantage of the notes and tags features, be sure to transfer to Sales Navigator all information that will transfer, because the word on the street is that notes and tags are going away at the end of March.

Go to the LinkedIn Help Center for instructions about how to do the transfer: <https://www.linkedin.com/help/sales-navigator/answer/71287>

Don't delay. Follow these tips today, because you never know when LinkedIn will implement these changes to your account.



# Hiring Or Changing Jobs in 2017?

## What to do...and what NOT to do

**By J. James O'Malley**, *Former Andersen National Director of Experience Recruiting*,  
*Jim joined TalentRISE as a partner in 2012 to focus on clients' executive leadership challenges by leveraging his passions for executive search, on-demand recruiting, workforce planning and analytics and executive coaching.* [jimomalley@talentrise.com](mailto:jimomalley@talentrise.com)

With New Year's celebrations behind us and a couple of work weeks under the belt in 2017, there is a sense of economic optimism. The Conference Board's [Measure of CEO Confidence](#), which had declined slightly in the third quarter of 2016, increased sharply in the fourth quarter, reaching its highest level in nearly six years. As a result, we believe that 2017 will be a banner year for recruitment and hiring. That's good news for my firm, TalentRISE, and good news for job seekers. But, for my corporate clients, preparing for an even more a more competitive talent marketplace will, without a doubt, pose some challenges and require more investments.

Since both clients and candidates are seeking advice on how to best prepare for the coming months, I've taken the liberty below to pull together some "dos and don'ts" for each constituency. Let's start with my direct clients, employers:

### What Employers Should Do MORE of:

Leverage hiring managers' networks to amplify your employment brand. Recruiting should be part of everyone's job and hiring managers can and should participate as invaluable allies in sourcing strategies by, for example, posting targeted messaging on their social networks. For more on launching social strategies, [go here](#).

Related to that, employers should train hiring managers on how to get better at interviewing and assessment. Too often, hiring managers unintentionally put the brakes on the hiring process by sending candidates the wrong messages. This requires focusing on the process of recruitment in a disciplined way. Learn more about that [here](#).

Evaluate - or reevaluate - how you outsource recruitment (RPO). Investigate newer, more flexible models that are scalable and offer your business tools and expertise that are difficult and expensive to replicate in-house. Don't be caught reacting by not anticipating the need for more or different resources. Here's some [further reading on RPO](#).

### What Employers Should Do LESS of:

- Make "cultural fit" the primary criteria for hiring, ESPECIALLY if your company is on a path to become more innovative. Hiring the same kinds of people won't necessarily move the needle towards innovation and growth. For more, see [this article](#).
- Expect the recruitment team to "do it all" - be social media experts, be researchers, and be "salespeople" for the company. Instead, focus in-house resources on what really matters. [Read more here](#).
- Oversell job opportunities. Never over-promise future promotions, pay, opportunities, etc. Not only will it hurt retention of new hires but it will erode your employer brand. With sites such as [glassdoor.com](#) and [vault.com](#), disgruntled candidates and employees can really do damage.

### What Job Candidates Should DO MORE of:

- Become more social media savvy. Employers are doing more with social media as a means of connecting with their customers and potential employees. Just about any type of information about target employers is readily available to candidates via social media, so do your research. Also use social media to "get connected" to one or more employees at your target companies to build bridges that can lead to future opportunities there.
- Be great at networking. Candidates should realize that, despite the uptick in opportunities this coming year, many great jobs are still never posted on a job board or advertised. The job market is like an iceberg where 30% of opportunities are visible while 70% are invisible. So, if you are not targeting your search to include your personal and professional network, you may miss out on opportunities "under the waterline".
- Learn a skill. If you are actively seeking a job because you are unemployed or because you are employed, but are not satisfied, then now is the time to learn a skill or enhance your current skill base. If you are currently employed, this is easily done by requesting training from your current employer; asking to move into another area of the business to pick up skills or taking on extra projects. If you are unemployed, gain new skills by seeking a volunteer opportunity or unpaid internship, through temporary work or consulting. Or simply go back to school or seek out other vocational training opportunities.

### What Candidates Should Do LESS of:

- Depend on job boards for as a primary source of employment. If you need convincing on this point, re-read the bullet point on "networking" above! Company recruiters are trained to prioritize and focus their attention on candidates that are a perfect match for their open positions and job boards utilize tools and technology that filter out resumes that aren't a perfect match. So, unless you are a precise match, you'll need some other way of getting your resume noticed.
- Assume that anyone owes you a job. Employment is not a right or entitlement; it is earned. I suspect that candidates may often simply just be frustrated by the interview process, but being abrupt or arrogant with a recruiter because of the sins of all the previous recruiters is no way to make friends or endear yourself to the company! If you feel you are the perfect candidate for a particular job, let your credentials and interview skills prove it. If employers do not recognize and value your qualifications, do you really want to work for them?
- Act like a victim. With the predicted uptick in hiring, there is a job opportunity out there for anyone who is sincere about getting one and realistic about focusing on the jobs that they are qualified to perform. Not everyone can be the CEO nor should they apply for the job if there are not qualified.

### Conclusion

Without doubt, 2017 will be a busy year for those in charge of hiring at their firms and a good year for many of you who may be looking for new career challenges. But even in the midst of this very robust talent marketplace, remembering to follow some simple do's and don'ts will help you achieve success, regardless of which side of the desk - employer or candidate - you happen to find yourself on.

# ALUMNI BENEFITS:

MedjetAssist

Medjet provides reduced annual rates for its Air Medical Transfer membership program on a voluntary purchase basis to North American members affiliated with **Andersen Alumni Association**. Medjet provides single point coordination for the safety and protection of organizational clients and individuals/families as they travel for personal or business reasons - domestically and abroad. Zero cost beyond the membership fee for services coordinated by Medjet in medically transporting a member back to a home country hospital of their choice in time of need.

Medjet also offers an optional membership upgrade branded as Medjet Horizon that provides (among multiple membership benefits) a 24/7 Crisis Response Center for **Travel Security and Crisis Response** consultation and coordinated in-country services.

**Learn More/Enroll?** Persons from the U.S., Canada or Mexico can visit Medjet at [www.Medjet.com/Andersen](http://www.Medjet.com/Andersen) or call Medjet at 1.800.527.7478 or 1.205.595.6626.

Reference Andersen Alumni if calling. Enroll prior to travel.

Reduced Medjet annual membership rates for persons from North America under age 75 start at \$250. Multi-year and short-term rates are also available. Rules and Regulations available online and provided with Member ID cards.

## Social Media: Association's LinkedIn Group (Join) and Company (Follow) and Facebook Fan Page (Like)

Social Media is a great way for us to stay connected. To request the Association Status be added to your Linked in Profile click on the following URL to JOIN:

<http://www.linkedin.com/e/gis/38306/6E0CB25BC94E>

Additionally you can "FOLLOW" the Association by clicking on the following URL:

[http://www.linkedin.com/company/andersen-alumni-association?trk=tabs\\_biz\\_home](http://www.linkedin.com/company/andersen-alumni-association?trk=tabs_biz_home)

To "JOIN" our new fan page simply click on the following:

<http://www.facebook.com/pages/Andersen-Alumni/182112725168442>

