



TRY A NEW ANGLE

One Business Can Make a Difference

This column is unlike any I have written before. It is about how so many people – in our state and across our country – stepped up to help Louisiana begin recovering from the devastation of Hurricanes Katrina and Rita. Building upon the old adage “one person can make a difference” comes my reasoning, and demonstration that, “one business can make an even greater difference.”

It is important to understand that I am not trying to impress people – rather, I am trying to impress upon people the importance of the issues involved.

Several years ago, I was privileged to preview a video by Joel Barker – a renowned strategic planner, scholar and futurist. I was so impressed that I bought the video, and many others since. Joel's work inspired me so intensely that I began to loan out his videos to friends, employees, chamber of commerce members – even Governor Blanco.

Being the kind of person who constantly pursues new ideas and enjoys interacting with people, one day I simply picked up the phone and called Joel. We ended up exchanging ideas and becoming “phone pals.”

In the tragic aftermath of Hurricane Katrina, even before Hurricane Rita, I felt it was my duty to try and help in any way I could. I called Joel, and was delighted to hear him offer to come to Louisiana to lead a series of workshops to generate ideas for rebuilding Louisiana. This was the beginning of “Re-Thinking Louisiana” – a series of four workshops organized by BEGNEAUD and sponsored by Hibernia Bank and numerous other companies.

Joel recruited a team of five “Master Trainers” – professional strategic planners with exceptional problem-solving skills, and five others, studying to become Master Trainers. This entire group traveled to Lafayette at their own expense to join our efforts.

Re-Thinking Louisiana was held on December 14 – 15, and utilized Joel's patented Implications Wheel®. This process allows you to “scout the future” to make wiser choices relating to almost any situation. The basic premise is that you map out every implication you can imagine – good, bad and indifferent– that

results from a particular idea, decision, event or situation. The process allows you to evaluate numerous implications and make more informed decisions.

Re-Thinking Louisiana resulted in some great ideas for Louisiana's future. Some potential long term implications are for example: a reduction of crime in schools due to an overhaul of the Orleans Parish school system as a template for the rest of the state or that changing the current charity hospital system to a medical debit card system allowing the utilization of any hospital and walk in clinic has a high likelihood of decreasing mortality rates among those dependent on this system.

I wish to thank Joel Barker, his team of Master Trainers, the sponsors and each of the many people who attended that helped make this happen.

This whole event was an example of how positive things can come from even the most devastating situations. As I write this, some of the Master Trainers are planning on coming back to continue helping Louisiana. It will take time for us to see the fruits of our efforts – but it is my sincere hope that our local and state governments will embrace some of the concepts that Re-Thinking Louisiana has developed.

For a full report of the results of Re-Thinking Louisiana, please visit www.ImplicationsWheel.com.

Donald M. Begneaud
FOUNDER, BEGNEAUD



RE-THINKING LOUISIANA

PRESENTED BY:

