



Cover Your Assets and Become Your Own Liability: Self-Serving Destroys from Within

Gene Landrum

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Sacrifice Tomorrow for Today and You'll have Destroyed Tomorrow

While America was landing on the moon, Japan was landing in our living room. One nation focused on the conquest of space; the other on the conquest of mass consumer markets. *Cover Your Assets* delves into how an export power became an importer in three decades through self-serving. CYA management and discusses the need for leadership transformation to return to the days of glory.

The cost of a nation's leadership adopting a *take care of me* now mentality is huge. When they sacrifice tomorrow for today, they have sold tomorrow. CYA includes a self-assessment on how to change personally and professionally. There is a need to zap the *Yes Men* in our heads and understand what makes us tick.

Those who don't are hard-pressed to understand how to manage, motivate or control others.

We all have a need to feel good today but too much of today leads to too little tomorrow.



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