

Thanks Bridget. Distinguished Guests. Cal Dooley and Susan Schwab, Jim Bolger and Mike Moore, John Mullen and Stephen Jacobi.

Intro

- New York speech Tuesday at Radio City Music Hall for HSM Global Forum was about how to create “Loyalty Beyond Recession”.
- Response is “Win Ugly” “I firmly believe that any man's finest hour, the greatest fulfillment of all that he holds dear, is that moment when he has worked his heart out in a good cause and lies exhausted on the field of battle -- victorious.”
- Here representing Business – Jim will tell you Politics is not my forte – best left to the experts!

The view of consumerland from where I operate

- Consumer is boss, and she is reframing value
- Internet has empowered the Participation Economy: Collaboration, Connectivity, and Involvement – just what we’re doing here in DC at this meeting
- US is Irreplaceable, NZ aims to be Irresistible
- One thing we share in Business and Politics is the power of Language

Revolution starts with Language, so does evolution

- Get the Language right, the entire conversation changes.
- Nuances: good friends, very good friends, or very very good friends.
- Saatchi & Saatchi: One Team, One Dream / Nothing Is Impossible
- New Zealand’s dream is an FTA, we’re One Team and we know we’ll get there, because Nothing Is Impossible.
- Want to share three quick relevant thoughts on Language

1. Language: Family

- Peak Performance study, US teams
- Discovered Family as metaphor; not soft and nice, but the toughest organization unit you’ll ever be part of.
- More effective operating model than any company or government
- Demanding but caring, evolving, balancing past, present and future,
- Sharing; crisis-proof; basis for integration, meeting dreams
- Family is a model for how US-NZ relate, support, make progress

2. Language: the role of business

- Welch: shareholder returns, Drucker: create a customer
- KR: make the world a better place for everyone
- Five years ago, Pentagon asked for advice on semiotics of the war on terror – meeting with CIA, FBI, NSC and lots of other initialed organizations, to discuss the complex responsibilities of the USA in an ever more complicated world.
- “The war on terror” increased, not reduced, the power of terrorists

- “The fight for a better world” - not just a language shift, but a *shift* in political emphasis and action.
- World’s problems solved for \$100B: Aids, malaria, contaminated water.
- Imagine if the world believed America was the force for good, as I believed in 60s
- US global company P&G worldview of being “Purpose Inspired, Benefit Driven”
- If we frame our actions in this context, the world will be a better place.

3. LANGUAGE: Edge

- We’re not a “nice little country at the bottom of the world.”
- Paradise; wonderland; sanctuary; garden; farm.
- Biology gave it up: change happens at the edge; this explains NZ;
- Our role is to be world-changing; Margaret Mead: role of NZ’s young men and women to go out and help run the world from the edge.
- Our role is not to be rational but to be creative, adaptable, flexible, edgy.

Two final thoughts on things we share...

Rugby

- Rugby greatest sport on the planet, the game they play in heaven, making great progress in US, game for all shapes and sizes and speeds
- Great relationship between Auckland rugby and Washington DC's Hyde Leadership Public Charter School
- Film “Forever Strong” bringing rugby to young US audience
- Film “Invictus”, Morgan Freeman as Mandela, Matt Damon as Francois Pienaar, directed by Clint Eastwood

Youth Justice

- We lock our young people up: US is world leader in incarceration, NZ in top quartile. 125th most populated. country in the world out of 238, but 57th most incarcerated - gives new meaning to the cliché “punching above our weight.”
- TYLA – prevention, not punishment
- NZ lot to offer in restorative justice, biculturalism, and an understanding of mana, or how you carry your personal purpose and authority.
- I’d like to see an exchange program between youth justice workers in both countries.

So, the power of language

- Nothing Is Impossible
- One Team One Dream
- Family
- Make the World a Better Place
- The power of the Edge
- Turn Your Life Around
- And, Purpose Inspired, Benefit Driven.
- The driving force/the heart of our US/NZ partnership.