



Focus on the Future

Guest Predictions: Martin P. Canard

Guest Predictions is a regular feature in which we ask leaders in a number of professions a set of questions that affect us all.

Martin Canard is the long term poster child for "BizSpeak" who claims to be a senior analyst with a major Wall Street investment banking group.

Canard has been married for 19 years to the former Mary Belle Frobisher of Sioux City, Iowa. Together they have inadvertently produced triplet Canards, N. Michael, Howard and Rodney, who were born November 14, 1997. They live somewhere south of the upper West Side of Manhattan, but have threatened to move to the country since the first day of marriage.

Martin Canard is an avid collector of rare, ancient writing implements... primarily Holiday Inn ball point pens. "BizSpeak", his second publication, has eclipsed his previous work, "How to Sandbag Your Boss and Steal His Job".

Q: What changes in your professional environment in the past 3-5 years have you found to be the most beneficial?

A: Advances in the internet have made it possible to be doing little to absolutely nothing at work while giving the appearance of advanced research and meaningful communication with clients... or if you are so inclined to actually be pulling this off for real.

Q: What changes have been the most troubling to you?

A: The ability of everyone to figure out what I am actually doing at any given minute, and then going for it themselves.

Q: How will globalization affect your professional area in the near term?

A: Global reach and competition means that as we speak there are dozens of Martin look-alikes out there hunting for MY job... which means that I must out-Martin the Martin-wanna-bees at every turn, by thinking out of the box, getting up earlier in the day and finding Martin Counter-Part Allies (like YOU!)

Q: What significant challenges might be anticipated in your professional area in the next few years?

A: The fact that EVERYONE can actually see my work at all times (including these words) is tough stuff that keeps me scratching my head late at night.

Q: What are the greatest challenges confronting young professionals in Western culture today?

A: Someone might actually expect them to be dance faster, run farther and wear more brightly colored plumes than the kids that came before them (and coming right after) is a grand chance to show off everything... like right here in the next Agenda... How about it? This does, after all, mean YOU! (and yes this is a plug... sigh)