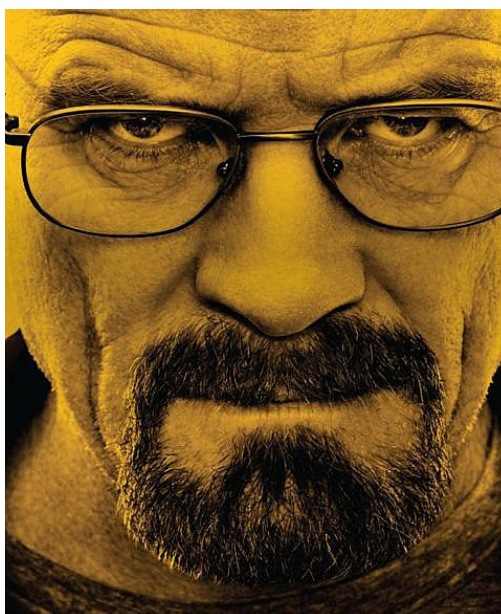


The Senior Executive

On a Lighter Note...

This month, let's start with "La Maison Blanche," the ultimate political sexual satire. "Ah yes, the French. C'est la vie." The writer could have left out the preaching, but otherwise, very funny.

Now on to the most serious matter: the unintended consequences of the Walter White phenomenon. Thanks to Warren Buffet for tipping his hat to meth maker Walter White "Heisenberg" of television's Breaking Bad, and admiring White's management style by saying, "Walter White is a great businessman." Now that is an inspiring quote! Warren is a great kidder, but some people actually admired Walter White as they did Tony Soprano in the past.



Get a good look at the founder of Silk Road, a highly educated, successful internet mogul who created the ultimate source for illicit drugs. Ross Ulbricht may have never been found out, if he hadn't started ordering hits on those who might inform on him. Like Walter White, Ulbricht amassed a fortune that he couldn't spend, with over \$80 million in his stash (his cut of the \$1.2 billion in drug transactions through Silk Road), without blowing his cover.

Finally, here is a scoring method to pick up on key phrases used in insincere communications. My own word triggers for verbal BS are "now more than ever," which



has been the favorite of many TV commercials. The next is “surreal,” then “mind-boggling.” Finally, to tell you the truth, would you believe a contemporary version of the New Testament had Jesus uttered the phrase, “to tell you the truth.”

AMAZEBALLS

If you have any difficulty accessing any of the following articles, we will gladly assist you as needed.

Cordially and Sincerely,

Jim DeHayes
DeHayes Consulting Group





Articles of Interest

La Maison Blanche

1/18/2014

The Economist

<http://www.economist.com/news/leaders/21594257-our-wildest-fantasy-if-only-french-ran-america-la-maison-blanche>

Would America be a better place if its public figures behaved like François Hollande, Ségolène Royal, Valérie Trierweiler, Nicolas Sarkozy, Jacques Chirac and François Mitterrand, and if its people took as relaxed a view of sex as the French do?

Eagle Scout. Idealist. Drug Trafficker?

By David Segal (1/18/2014)

The New York Times

http://www.nytimes.com/2014/01/19/business/eagle-scout-idealist-drug-trafficker.html?_r=0

Ross Ulbricht's last moments as a free man were noisy enough to draw a crowd. Employees at the Glen Park branch of the San Francisco library heard a crashing sound and rushed to the science fiction section, expecting to find a patron had hit the floor. Instead, they found a handful of federal agents surrounding a slender 29-year-old man with light brown hair and wearing a T-shirt and jeans. The goal of the arrest, at 3:15 p.m. on Oct. 1, 2013, was not simply to apprehend Mr. Ulbricht, but also to prevent him from performing the most mundane of tasks: closing his laptop. That computer, according to the F.B.I., was the command center of Silk Road, the world's largest and most notorious black market for drugs. In just two and a half years, the government says, Silk Road had become a hub for more than \$1.2 billion worth of transactions, many of them in cocaine, heroin and LSD.

Why Verbal Tee-Ups Like 'To Be Honest' Often Signal Insincerity

By Elizabeth Bernstein (1/20/2014)

The Wall Street Journal

<http://online.wsj.com/news/articles/SB10001424052702303802904579332751950927282>

A friend of mine recently started a conversation with these words: "Don't take this the wrong way..." I wish I could tell you what she said next. But I wasn't listening—my brain had stalled. I was bracing for the sentence that would follow that phrase, which experience has taught me probably wouldn't be good.

