

fc`Y]b`h`Y`W`a dUbmlUbX]g_bck b`UZYVcbU`mUfc`i bX`
h`Y`c`z W`Ug`h?` X]X`bch`U`Y`UbmlXYg]fY`h`Y`Y]b`U`
a UbU[Ya Ybhdcg]h]cb" <ck Yj Yfz`h`Uh`W`Ub[YX`Ug`h`Y`n`ci b[Yf`
?YUh]b[`gdYbh]h]a Y`Xc]b[`cZ`W`k cf_`z`YUfb]b[`U`XY`f`Y`Y]b`
W`bghfi V]cb`h`W`bc`c[n`W`a d`Yh]b[`]g`VUM`Y`cfg`XY`f`YY`z`UbX`
[Yh]b[`U`g`Y`bg`Y`cZ`ck`gca Y`c`h`Y`fa U`cf`b`Ua`Yg]b`h`Y`]bX`g`fm`
k cf_`YX"5bX`cXX`m`Y`bc`i [\`zd`U`f`h`c`z`?YUh]b[g`gi`W`gg]cb`
d`Ubb]b[`k`k`]W`f`Yg`h`Y`X]b`U`&&&`U`m`i`]g]h]cb`Vm7]UbVfc`
k`Ug]b`Z`fa`YX`Vm\`]g`gb`g`k`cf`_k`h`c`h`Y`f`fa`g`"

=h]b_`h`Y`V`Y`gh`h]b[=X]X`Z`f`a`ng`Y`Z`UbX`\`ja`k`Ug`h`b`ch`
\`f`Y`\`ja`U`h`Y`f`Y`[f`U`X`U`h`Y`X`z`?YUh]b[`z`k`c`]g`[Y`U`f]b[`i`d`h`
W`Y`V`f`U`h`Y`W`a d`U`b`mg`%`\$`h`U`b`b]j`Y`f`U`f`m]b`&`\$`*&`z`g`U`h`g`<Y`
\`U`X`h`[c`h`k`cf_`Z`f`c`h`Y`f`W`a d`U`b]Y`g`U`b`X`W`h`\`j`h`Y`h`k`j`h`
h`Y`a": cf`h`b`U`h`Y`n`Y`U`b`X`Y`X`k`j`h`g`ca`Y`j`Y`f`m`U`f`Y`fa`g`U`b`X`
Z`c`i`b`X`c`i`h`h`Y`g`U`f`_X]Z`Y`f`Y`b`W`V`Y`h`k`Y`b`o`g`Q`U`b`X`a`i`W`U`f`Y`
fa`g`=h`f`i`m`V`Y`]Y`Y`]g`Y`l`d`Y`f`Y`b`W`f`Y`U`m`]b`i`Y`b`W`X`a`m`X`Y`g`f`Y`
h`c`g`Y`h`c`g`ca`Y`b`Y`h`U`h`k`ci`X`Y`h`i`g`[f`ck`"

IMMEDIATE OPPORTUNITIES

: cf`?YUh]b[`z`g`i`W`gg]cb`d`U`b]b[`]g`a`i`W`a`c`f`Y`h`U`b`k`c`Y`j`Y`f`
a`Um\`U`Y`df`Y`g]XY`bh`c`f`U`b`ch`Y`f`h`c`d`h`h`Y`b`Y`l`h`h`h`Y`f`b`U`a`Y`g`+`h`
U`v`c`i`h`[`j`]b[`Y`j`Y`f`n`c`b`Y`U`W`U`b`W`h`c`g`c`k`k`Y`h`Y`f`h`Y`m`U`i`X`
``h`c`g`Y`g`c`Y`g`f`Y`[U`f`X`Y`g`c`Z`U`b`m`U`a`]`]U`W`b`b`Y`M`cb`K`Y`b`
k`Y`\`f`Y`n`i`b[`d`Y`c`d`Y`h`c`X`U`n`k`Y`k`U`b`h`h`Y`a`h`c`Y`U`j`Y`a`a`Y`X`U`h`
c`dd`c`f`h`b]h`Y`g`?YUh]b[`g`U`h`g`K`Y`X`c`b`h`k`U`b`h`h`Y`a`h`c`V`Y`g`h`]b[`
V`Y`\`b`X`U`X`Y`g`-`t`g`h`V`Y`W`]b[`g`h`Y`g`c`d`X`f`U`k`]b[`g`Z`f`U`n`Y`U`
V`Y`W`g`Y`h`Y`m`f`Y`c`b`h`k`g`a`U`g`g`j`Y`d`f`c`Y`M`k`j`h`\`i`b`X`f`Y`X`g`c`Z`g`U`Z`
A`J`W`U`Y`B`Y`g`c`b`Z`U`g`Y`b]c`f`U`m`U`i`b`h`Y`l`Y`W`h`j`Y`U`h`5`f`V`f`c`z`
V`Y`]Y`j`Y`g`h`c`g`Y`_]b`X`g`c`Z`c`dd`c`f`h`b]h`Y`g`W`b`V`Y`U`_Y`m`d`c]b`h`c`Z`
X]Z`Y`f`Y`b`h`]h`]b[`U`b`X`a`c`h`j`U`h`]b[`g`ca`Y`c`Z`n`i`f`V`Y`g`
k`cf_`Y`f`g`h`c`g`h`W`U`f`c`i`b`X`"

5`g`U`[Y`b`Y`f`U`U`c`f`Y`f`z`=?`W`i`X`[c`h`X`c`n`Y`b`g`c`Z`X]Z`Y`f`Y`b`h`
W`b`gh`fi`V]cb`W`a`d`U`b]Y`g`h`U`h`a`[`h`d`U`m`a`Y`U`b`Y`l`h`U`X`c`U`f`
U`b`h`c`i`f`h`U`b`a`m`U`g`h`c`V`z`B`Y`g`c`b`g`U`h`g`<`n`i`W`b`g`c`k`h`Y`a`
h`U`h`n`i`g`Y`h`Y`d`c`h`Y`b`h`U`Z`f`h`Y`a`h`c`d`U`m`U`V`[[Y`f`f`c`Y`]b`h`Y`
W`a`d`U`b`n`j`h`W`b`a`U`Y`U`V`[`X]Z`Y`f`Y`b`W`
?YUh]b[`U`g`U`a`Y`X`h`Y`d`i`b`c`W`h`U`h`d`c`h`Y`b`h`]U`V`m`c`Z`Y`f]b[`
Ya`d`c`n`Y`g`U`b`c`dd`c`f`h`b]h`m`h`Y`b`f`c` ``]b`F`U`d`c`f`h`@`U`X`Y`f`g`]d`
d`f`c`f`U`a`a`]b["h`Y`W`ff"]W`i`a`]b`W`X`Y`g`h`f`Y`Y`h`c`!`U`b`X`!`U`U`Z`
X`U`m`U`i`f`g`Y`g`Z`W`g`Y`X`c`b`Y`U`X`Y`f`g`]d`U`b`X`W`a`a`i`b]W`h`c`b`z`k`V`W`
?YUh]b[`g`U`h`g`U`Y`Y`V`Y`Y`b`]b`h`Y`f`U`h`c`Y`d`]b[`h`Y`U`a`a`Y`a`V`Y`f`g`
f`Y`W`[b]n`Y`h`U`h`h`Y`W`a`d`U`b`m`U`g`U`g`H`U`Y`]b`h`Y`f`d`Y`f`g`c`b`U`

X`Y`j`Y`c`da`Y`b`h`H`H`U`h`_]b`X`c`Z]b`j`Y`g`a`Y`b`h`W`b`d`U`h`V`[`X`j`]X`Y`b`X`g`
5`W`d`f`x]b[`h`c`h`Y`a`c`g`h`f`Y`W`b`h`Y`X]h`c`b`c`Z`@`b`Y`b`g`K`c`f`Z`c`f`W`
@`Y`f`b]b[`F`Y`d`c`f`h`+`\$`i`c`Z`Y`a`d`c`n`Y`g`g`U`m`Y`U`f`b]b[`c`d`d`c`f`h`b]h`Y`g`
]a`d`f`c`Y`h`Y`f`g`Y`b`g`Y`c`Z`W`b`b`Y`M`cb`h`c`h`Y`f`c`f`[`U`b`n`U`h`c`b`g`z`U`b`X`
,`\$`i`g`U`m`j`h`U`X`X`g`d`i`f`d`c`g`Y`h`c`h`Y`f`k`c`f`_`

=`n`i`f`Y`Z`c`W`g`Y`X`c`b`V`i`]X]b[`n`i`f`d`Y`c`d`Y`z`g`i`W`g`g`j`cb`V`U`d`Y`b`g`
b`U`h`f`U`m`B`Y`g`c`b`g`U`h`g`<`h`c`Y`g`b`h`U`Y`Y`h`c`V`Y`U`b`c`j`Y`f`k`V`Y`a`]b[`
W`Y`W`]g`h`c`Z`di`h`]b[`I`z`n`U`b`X`n`]b`d`U`W`g`h`h`U`U`Y`U`X`Y`f`W`b`

]bj c]WžUbX hc \UbX Y'U ``\K Y Hg g'cb nci f'd`Uhž`BY'gcb'gUgj"
H\YmU ``\HbX hc ZYY'a cfY'dfYgg]b[``\K Ub'gi Wwg]cb'd`Ubb]b["

?YUh]b[``i bXYfghUbXg\K Uhci [``\VU UbV]b[``\W 5g'ck bYfgžk Y'
UFY'Uk Uhg]b ``\K Y'k YYXgž?YUh]b[``\gUhgž UbX'k Y'UFY'dfcV Ya
gc'j Yfg'K Y'UFY'Uk Uhg]k cf_]b[``]b ``\K Y Vi g]bYggj Yfgj g'cb ``\K Y
Vi g]bYgg"

5'V][``dUfhicZ\]g'YZZcfhg'h'c'k cf_]cb ``\K Y Vi g]bYgg``\Uj Y']bj c`j YX'
fY[i ``\Uf'dUfh]WdUh]cb'k]h ``\UdYYf'[fci d'cZgj Yb '567'a Ya VYfg'
UWcgg\K Y Gci ``\K Y UghžA]X! 5hUbh]WdUbX'A]Xk Ygh'G]bW ``&\$\$' ž
``\K Y [fci d' ``\Ug'a Yhik c`tc ``\K fYY'hja Yg'YUW nYUž]bHfj]Yk]b[``
dUfhbYfg'UbX'Ya d'cnYYg'cb 'YUW c\K Yfg'VY\UZhc 'W ``\YUW
ZYYXVUW ``\UbX ``\Yd]b[``\tc 'XYj Y'cd'ghfUhY[``\Yg'Zcf'cj Yf'Ui ``]b[``
dUfhg'cZ\K Y]f'fYgdYUWj Y'Wla dUb]Yg''=g' ``\K Y'VYgh\K]b[``\=j Y'
XcbY'Zcf'k cf_]b[``\cb ``\K Y Vi g]bYggž?YUh]b[``\gUhgž Mti ``\Yh
cV'YUWj Y'ZYY ``\Yd'Zca dYYfg' ``\K Uha Uh\Uj Y'Ugc' [cbY'
``\K fci [``\gca Y'fci [``\dUhWYg"

...THEN GET OUT OF THE WAY

I ``\hja UhY'ñgi Wwg]cb'd`Ubb]b[``\Wb ZYY'Uk _k UFX'Zcf'Ubni
``\YUXYf. Mi ``\bYYX'h'c [``\hja Wla ZcfHU'Y'ZYY]b[``\fYd'UWUV'Yž
UWUfx]b[``\hc 'G\Yfm'@]bWžgYb]cf'j]W'dfYg]XYbhUhH'Y'fhi gh
7ca dUbmcZHYbbYggYYž79I D'UbX'7YfH] YX'9I]hD'Ubb]b[``
5Xj]gcf' Gca Y'ck bYfg``\Uj Y'U'a YbH]U]h\K Uhbc'cbY'Y'gY'Wb
Xc ``\K Y]f'cVz'@]bW'gUhgž; YUh]b[``\dUgh\K Y Y[``\c'g]XY'cZ]hWb'VY'
X]Z W'bzVi ``\K Y'ck bYfg'k \c'UfY'UV'Y'hc'Wla Y'hc' [f]dg'k]h ``\h
UFY'a i W'a cfY'gi Wwgj ``"

?YUh]b[``\g'Wla dUbni fghia YbH]U]hmcZYYfg'U'V i Ydf]bh'Zcf' ``\K Uh
_]bX'cZY[``\c'Y]a]bUh]cb''<Y'Yj U i UhYX'cZYYfg'Zfca 'gj] ``\X]ZYYfYbh
Wla dUb]YgžUbX'k ``\]Y'YUW'df]W'Yi WYXYX ``\g'Yi dYUWU]cbgž
\g'fhi Y'bcf\K k Ug'gla d'Y' <Y'k UbhYX' ``\K Y'd'Ub'hc'cZYYf'
a cfY'dcgjV] ``\Yg'Zcf' ``\K Y'dYcd'Y'k \c'k]`` ``\VY' ``\K YfY'UZYYf'
\Y'Yj Ybh U'mghYdg'Xck b''=k UbhYX'hc'a U'Y'gi fY' ``\K Y' [cU'
k Ug'hc' [fck ``\K Y'Wla dUbmgj VghUbh]U'mUbX'hc'cZYYf'a cfY'
cddcfh b]h]Yg'hc' ``\K Y' ``\K Ua 'a Ya VYfgž ``\Y'gUhgž"

7]UbVfc'k Ug'U' [ccX' ``\hW' ``\fU' ``\m\K Ymk YfY'WYUf' ``\K Uh\K Y'
Z h fY' ``\g'bcha YžVi ``\K Y' ``\K Ua 'a Ya VYfg'UbX' ``\K Y]f'Wb]bi YX'
[fck ``\K Y' ``\K UhU' [bYX'k] ``\K k ``\Uh= a Umch\Uj Y'VYYb'UV'Y'hc'
j YfVU' ``\nYžVi ``\h]hg'k ``\Uh=fYU' ``\mk UbhYX' ``\g'U' ``\Ugh]b[``\Y' [UW\K 

About the Article

K f]Hb \Vm8Uj]X'A \W]]`]bzh]g'Ufh]W]g'fYdi V]g\YX.Zfca : _____
9i YW hji YžUdi V]W\hcb'cZ5ggcV\UhYX'6i]XYfg'UbX'7cbhfU\cfg"7cdmf][\h
&\$&("5``f][\hg'fYgYfj YX"5ggcV\UhYX'6i]XYfg'UbX'7cbhfU\cfg]g'U'bUh]cbU'
W\bgfhi W\cb']bXi g\hfmhfuXY'UggcV\Uh]cb'fYdfYgYbh]b['a cfY'h\Ub'&%\$\$_
a Ya VYfg"6UgYX'cb'h\Y'a Yf]hg\cd'd\]cgcd\n\567'\Y'dg]hg'a Ya VYfg'XYj Y'cd'
dYcd'Yžk]b'k cf_\UbX'XY'j Yf'k cf_\g\U'Y'n\Yh]W' n\UbX'dfc' H\U'm\Zcf'h\Y'
VYh\Yfa YbhicZ\h\Y\W\ a i b]h\Yg]b'k \]W' h\Ym\k cf_"

5bmj]Yk g'UbX'cd]b]cbg'Yl dfYggYX]b' h\Yb'V

Q