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by George Mentz, JD, MBA, CWM®, MPM®, QFP

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AAPM® RECOMMENDED READ

Redefining CSR ...

The Jakarta Post article by Dr. Hasan Fauzi

Today PM planning should include Corporate, Social Responsibility CSR. Here is why: *“Under the stakeholder approach, corporations need to take the interests of people, the community and the environment into consideration when making decisions; otherwise they will face some problems with stakeholders. Every company has many groups of stakeholders. They have their own interests and*

powers to influence the company. In some cases, they establish a coalition to force the company to meet their particular needs. In order to be regarded as "good" by its stakeholders, a corporation should perform in economic, social and environmental aspects. This new concept of corporate performance is often called Triple Bottom Line (TBL)”.. [Click to read more](#)



Editor's Notes :

by Michele Guttenberger, MPM®
EDISON'S SCHOOL TIP FOR PM'S - OPPORTUNITIES IN HANDICAPS

Thomas Edison was almost completely deaf most of his life. His hearing was grossly impaired by the age of 12. Edison gave a very personal interview about his deafness to journalist Edward Marshall for Hearst's International – Cosmopolitan - April of 1925. He stated **“my deafness has not been a handicap but a help to me”**.

Edison said his deafness in youth aided his learning experience – *“I read ... pretty heavy reading for a youngster... if I hadn't been taught by my deafness that almost any book will supply entertainment or instruction”*. As a train station newspaper boy during the American Civil War, he learned newspaper companies printed the news provided by the telegraph communications stations that transmitted battle report messages from telegraph wires across the railroad lines. Here Edison states *“... being poor, I already knew that money is a valuable thing. Boys who don't know that are under a disadvantage greater than deafness.*

..I was already very deaf. In my isolation (insulation would be a better term) I had time to think things out. I decided that if I could send ahead to outlying stations a hint of the big war news which I, there in Detroit, had learned was coming, I could do better than normal business when I reached them.” Young Edison convinced the Detroit Free Press to supply him his station newspapers on a promise he would sell them all because, he had the cooperation of station agents – telegraphers.

They gave advance notice to the passengers of the headline newspaper story that awaited them at next station. Edison claimed *“When I got to the first station on the run I found The platform literally was crowded with men and women anxious to buy newspapers”*.

Edison believed his deafness directed his improvements to Bell's telephone and his own phonograph inventions. He claimed his deafness made him acutely aware of the noise in sound. He depended on the purity of sound to hear it. His deafness helped isolate the noise and so he set off to banish the clatter he found - both the audible and also the proverbial kind.

“The things that I have needed to hear I have heard” – Thomas Alva Edison

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DR. HASAN FAUZI, MPM®
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Dr. Hasan Fauzi is the President of the American Academy of Project Management AAPM® Chapter in Indonesia. In this role, he coordinates and executes all project management training and certification programs that endorse project management certification of the Master Project Manager MPM® in Indonesia.

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Mick Campbell is a best selling author of The NEW One-Page Project Manager and Managing Partner of

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