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CEOS OFFER ADVICE TO NATION'S NEW CHIEF

RUNNING THE GOVERNMENT IS A LOT LIKE RUNNING A BUSINESS, AND MUCH WILL BE EXPECTED OF GEORGE W. BUSH

Every new president gets a lot of advice. As the next president of the United States, George W. Bush is going to need it especially when it comes to leadership.

In addition to being commander in chief, the president is also executive in chief. After all, with 2 million employees and some 275 million customers, the U.S. government is a big business. And party politics is nothing compared with office politics.

So here's some advice from our local CEOs on how to make those first 100 days in office really count.

"The No. 1 thing that the president will have to do is really articulate a clear vision for the country for the 21st century that people can rally behind. In the same way that Bill Gates and Microsoft said they wanted people to have information at their fingertips or that Steve Jobs at Apple Computers said he wanted to make computers easy to use or that Jeff Bezos of Amazon.com said he wanted to give people a Web site where you can buy everything and have it tomorrow, the president must articulate a vision that touches the hearts of the American people and unites them."

Marc Benioff, chairman, Salesforce.com
"Admit right up front that it was a tie and that he is very fortunate to have ended up being selected because the election was so close. If he admits that, he will lend legitimacy to the office and inspire much more trust from the

American public."

Roger Strauch, chairman, The Roda Group
"Don't look to the right or left: stay focused on the economy and make short-term gains better for all Americans."

Edward Nwokedi, president and CEO,
UrbanEvents.com

"Whether you are talking about a company or the country, a leader needs to identify the areas that are broken and address them. But don't come in and tell everyone you are going to make changes too quickly. You need to come in, get the lay of the land, find out what needs to be changed, and show how you are going to make progress. But don't make it sound like you are going to do it all in a half an hour."

Peter Jackson, CEO of Intraware Inc.
"Bring leadership and set high ideals that transcend politics to unify the American public and bring dignity back to the office of the President."

Beverly Adkins, president and founder,
InfoWorks Inc.
"The obvious tendency is to try to mend the fences, to make sure the other party is comfortable. As a CEO, what ultimately determines whether you are accepted or not is based on results. I would spend more time worrying about building a new cabinet, and a new administration, and tackling the problems and the agenda of the country. I would worry less about being popular and winning a popularity contest. I would worry more about getting results. The country will suffer if all you do is spend time communicating. There are major global and domestic issues that need to be attended to."

John Chen, chairman, president and CEO of
Sybase Inc.
"As a manager, the thing I find works well is to focus. Figure out what are the top couple of things that would make your constituency, your company, your country successful, and focus on those."

Jeffrey Miller, president and CEO of
Documentum Inc.
"Whenever one does not have a clear mandate from employees or a constituency, it is important to make each of the represented

groups feel like they have been heard and considered. Having their issues understood and respected by the decision-maker garners support and respect for the leader, even when decisions are contrary to the group's desire."

Lorna L. Chandler, CEO, Security By Design Inc.

"Be really accountable to all the people of this great nation. It is always easier said than done. But as one CEO to another, I wish you all the best and God's grace."

Prakash Aswani, president and CEO, IndiaPost Media Group

"The turmoil of the election doesn't change what is important for this president to do. He will be coming in with not a discernible difference from his opponent. So there should be no reason for him not to be consensus-oriented and sprinkle his organization with folks who are traditionally associated with the other side. That is important for the president of the United States just like it is for any other organization."

Will Clemens, CEO, Respond.com

"What we always look at as a business is the intersection of three things: what we are passionate about doing and our long-term vision as a company; what we are best in the world at doing, and focusing on doing that better than anyone else; and finding an economic engine that sustains us. Those are the three things that it takes to make a great company, and it translates into having a great country. The president will have to get the country on a path to profitability just as we have to get our companies on that path."

Chris Larsen, CEO, E*Loan

"Try to act more like Martin Sheen. He seems to get a lot of stuff done."

David Grannan, CEO of Geoworks Inc.

"He should accomplish some things as soon as possible. He doesn't have to do the hard things. But the way to overcome the inertia of a partisan environment is to get the ball rolling. Just overcome that inertia. And before he starts, he should take a vacation."

Sal D'Auria, chairman, president and CEO, Tut Systems Inc.

"The new president must come in with authority and leadership as his No. 1 priority.

He will need to quickly establish trust amongst his peers and amongst the people in order to lay fears aside and ensure everyone their fate is in good hands. To do this, he must quickly and aggressively tackle all areas of concern with conviction and smart decisions. This will prove his abilities and leadership value and place him at the head of the world leaders where he belongs."

Clyde Foster, president and CEO, eConvergent Inc.

"Be ready for some compromise where it doesn't go against your overall philosophy."

Robert S. MacIntosh, acting president and CEO, PIER 39

"Stay the course, set your own agenda, and refuse the temptation to look backwards. Put this behind you and move the country forward we are all waiting."

Aaron Silva, chief executive officer, OASYS Networks Inc.

"The president will need to communicate a compelling vision for the country to be a successful leader. My experience with successful CEOs has shown me that people will follow leaders who are able to communicate a compelling vision with passion and sincerity. Their vision for a better future can unite people to join them in their efforts and focus attention on those priorities that will help achieve their goals."

Paul R. Witkay, founder and chief executive officer, **Alliance of Chief Executives**

"Aim for growth, stability, security for the country and quality of life for citizens. Avoid the dot-com model when it comes to spending and making money."

Srini Madala, CEO and president, SoftSol Resources Inc.

"Be honest and straightforward, and people will respect you and follow your leadership."

David Daniels, president and CEO, CloudSource Inc.

"My advice would be to focus. He should not attempt to curry favor by trying to appease everyone; he will wind up pleasing no one."

Garth Andrews, CEO, Andrews Technology Inc.

"Our country's political alliance is evenly divided. The wise president would look at this

instead of his own political agenda and make decisions based upon what the country wants, not along party lines. This would also help his re-election because he could sway some critical votes for the next election."

Scott Adams, Dilbert creator

"Try to act more like Martin Sheen. He seems to get a lot of stuff done."