

A Sample NFR (Nyman Friday Reflection):

Marti Nyman's weekly blog to the corporation he recently served

Good day *Company*,

Our Vision is about *Intelligence Transforms the World* – But What Else Does?

Fair question. What does it take to transform the world, but more specifically, to make it a better place?

I think there's a couple things that come to mind, that all have the ability to create a change that's for the better:

Kindness. Above all else, be kind. Remember we are the reflection of each other. None of us knows what burden a colleague, a friend, a family member, or a stranger we pass on the street may be carrying. So share a kind word. A smile. Let another car go in front of you. Think twice before you get angry with someone. These things are easy - AND they make the world a better place.

Putting Others First. Our Customer Centered culture focuses on putting customers at the center of what we do. Our 6 Values Leadership Model includes Others-Centeredness as a key part of how we lead. And I think it should be the same in our personal and professional lives. We put others before ourselves because it's simply the right thing to do. And when we do, both of us benefit. It's easy AND it makes the world a better place.

Engagement. In a past Reflection, I shared how important it is to engage in your community. Community engagement is equal parts rights and responsibilities; we all have rights as part of our society but that comes with a responsibility to engage - in whatever way we feel is best. Maybe it's coaching a soccer team. Maybe it's taking care of an older neighbor in these crazy times. Working in a homeless shelter. Volunteering in a hospital. Whatever seems right for you. Again - it's easy AND it makes the world a better place.

Finally for my colleagues in the United States - **VOTE.** It's a powerful and exceptional responsibility that we've been given. It's a chance for us to vote for those whom we believe will make a difference AND help the Transform the World. If you haven't done so already, I urge you to do what it takes and cast your vote.

Be safe and take care of each other.

Marti