

THE IDEAL ALMANAC

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The Path Forward

Hello and Welcome to the May Edition of the Ideal Almanac

I am writing this on 4/27/2021.

I am scheduled to start flying again this Friday! It has been over a year and my wife and I are scheduled to go see two of our kids in Denver, Colorado. The rest of the world is still in lockdown but at least we can start flying again domestically. I know this sounds a little crazy but it was an exhilarating experience just to take out my flight check-list and go through all of my travel stuff, power up most of my devices, check my clothes and the weather schedule for our destination.

It has been almost two decades since I did

not travel that long for business and I am hoping to start domestic business visits by early fall, then Mexico and Canada by October followed by Asia and then Europe. Here is the potential problem... I do not know if anyone will be at their offices to see me and our teams. We will, of course, be vaccinated, but certain countries will only recognize certain vaccines and I do not think it is wise to get additional vaccines by multiple manufacturers just to get into a particular country so that may be one issue. The other question is will people actually come back to their offices and plants or will they permanently work from home?

Many companies are seeing the potential financial and health advantages of spreading out their workforces remotely and the need for office complexes may be a relic of the past. In other words, we may be experienc-

ing a seismic shift in how business will be conducted. If that is the case then we have to figure out the best ways to stay in contact with our customers, handle new technology, and find new areas of business. It is not bad, it is just different and over the past hundred years our company has gone through multiple changes although I would argue this one rates with the last two World Wars and Great Depression. It trumps them all with the level and speed of change.

Regardless, like with all changes, we have three options, embrace and try and profit by it, ignore it and hope it will not affect us and go away or give up. Obviously the first option has been and is our only viable alternative and we have been on that new road since the day the virus struck our world. Someone always has to gain in extreme change and I plan and hope it will be us.

In the meantime, as I look back on the last fourteen months I am awestruck by the dedication, loyalty and good humor of our teams around the world through incredibly unsettling times. I am proud of them and if I were to choose a group to go through a pandemic they would be it. I have never prayed so much before but that has also meant I now remain eternally present on how good almost everything is and that the chances to work together to help our world are more possible than ever.

See you on the road.

Regards,
Andrew

Read more of Andrew's blogs at:
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