

## **CEDWA.ORG: CENTER FOR ECONOMIC DEVELOPMENT AND WORLD AFFAIRS**

It is a curious fact that as the world changes – and often this change is dramatic and rapid – we will do almost anything and everything to avoid adapting to this change. In 1998, after some two decades of international travel, I came to realize just how stupid and corrupt the main power centers in the United States were, and how unwilling they were to embrace change and to adapt to change. Then I had something of an insight: yes, these people were stupid, but the real problem was not their stupidity, it was their inability to generate any new ideas. There is a difference. I realized that this was the real problem – a lack of ideas, a lack of new concepts and new solutions to old and common problems. Isn't this obvious? Well, yes it is, but when I raised this issue with men in the power centers I could not get an intelligent reply. More often than not they would look at me and say, "We are doing pretty well, and there is just no real or serious basis to your criticisms."

Business has no choice but to find the best ways of doing business, the most intelligent ways. They either do this, or go out of business. Identifying the truth and the power in business is not an easy thing, quite obviously. Our aspirations are always just a little beyond our reach. We try and try, but we rarely come up with the correct or right ideas – and therefore the power – to solve our problems. And this is precisely the goal of the **Center for Economic Development and World Affairs**: research the problem, identify the actual problem, and then generate the ideas which will create the solution to the problem. Quite simple, isn't it? Yes, it is deceptively simple. But things are never clear and simple. The **Center for Economic Development and World Affairs**, or **CEDWA**, will be found on the net at [www.cedwa.org](http://www.cedwa.org).

Expertise is certainly what we want, and expertise will likely help us generate the ideas for solving our business problems and challenges. But expertise does not always yield what we need – what we need is ideas, new ideas, and experts do not always come up with the ideas we need. Yes, this is a paradox, and it is frustrating, but this is the reality. Business consulting is the future, however, and this is why I am going to devote a lot of energy and resources to **CEDWA**. The world is changing very fast, and businesses will require solutions, and they will often be desperate for solutions. We will consult the people with the ideas. We will search and search and search – and hope that we can tweak the system to make it work for us.