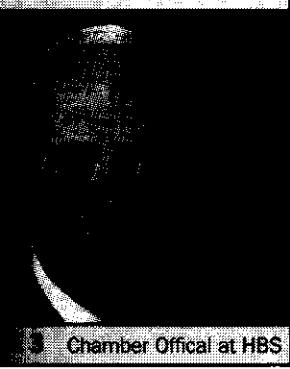


INSIDE PEEK



Chamber Official at HBS

BURDEN: Man Badaracco Responds

Regrets Process

What would you like to drink?

Alex Gooden

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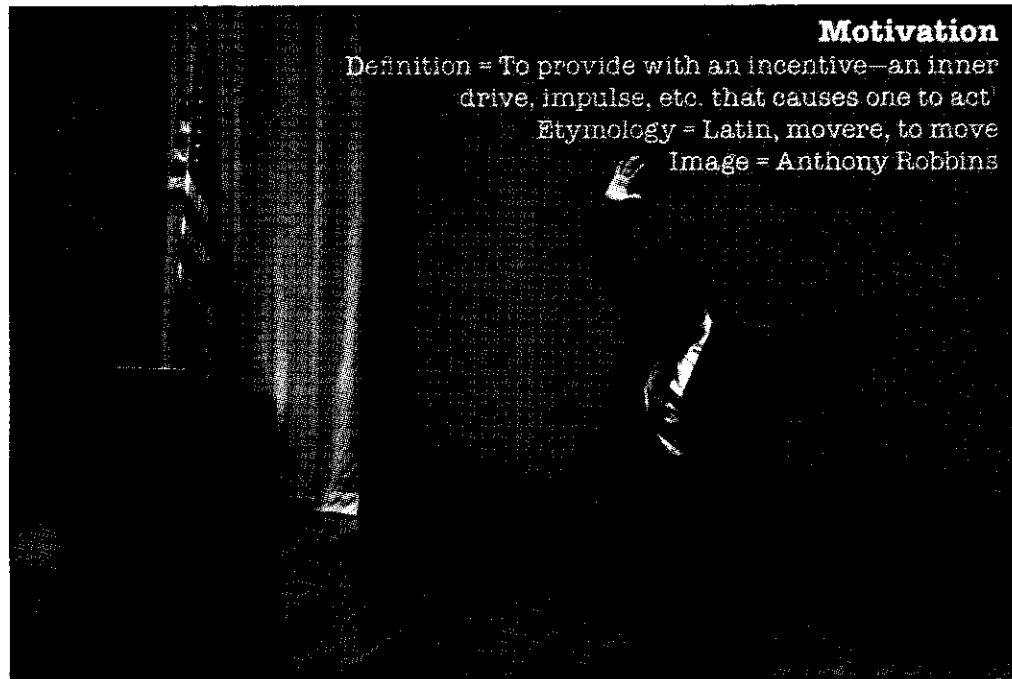


Photo Courtesy of Anthony Robbins Companies

Motivation

Definition = To provide with an incentive—an inner drive, impulse, etc. that causes one to act!

Etymology = Latin, movere, to move

Image = Anthony Robbins

Anthony Robbins On Decisions and Destiny

■ On March 29th, 2007, approximately eight hundred HBS students filled Burden Auditorium, hungry for motivation from Anthony Robbins, the legendary pop-culture figure and consultant to international leaders and celebrities. Robbins has worked with over three million people in eighty countries, and his clientele has included Nelson Mandela, Mikhail Gorbachev, Margaret Thatcher, Francois Mitterrand, Princess Diana, Mother Theresa, members of two royal families, members of the U.S. Congress, three Presidents of the United States, Andre Agassi, Greg Norman, Quincy Jones and Anthony Hopkins.

BY BRENDA VONGOVA

Harbus A&E Editor; VP of Operations, HBS Public Speaking Club

Towering at a height of over two meters (or precisely six feet, seven inches), Robbins looked like a God on stage. However, not all self-help gurus at the height of two meters hold the energy, authority and powerful image of Robbins. What makes his bestselling books different from all the other self-help books in the bookshelves?

Robbins has successfully used his skills, knowledge and personal power to obtain the success, presence, body, energy, and physique that he well-deserves. Although Robbins remains a legendary motivational speaker, he admits that his techniques are rather “damn basic” and certainly not “heavy”.

In a nutshell, the beliefs and ideas in the self-help books of Anthony Robbins can be summarized in the following outline:

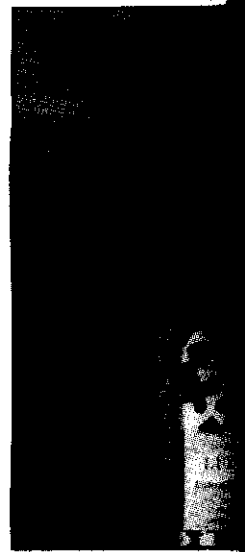
See **ROBBINS**, Page 4

The Lucifer Effect: Why Good People Turn Evil

PHILLIP ZIMBARDO EXPLAINS HOW IT COULD HAPPEN

■ Phillip Zimbardo, noted social psychologist, describes how situational characteristics can lead to seemingly moral people committing “evil” acts.

BY SANDEEP CHANDRA
Contributor



Dr. Zimbardo with his new book

The Milgram experiment, conducted by Yale University psychologist Stanley Milgram, revealed a surprising willingness to obey authority. Participants administered electric shocks to a stranger, even when they could not help but find it in ourselves not to. “I wouldn’t have included. We’re better educated, better lea-

Robbins...

Continued from Page 1

1. Neural Linguistic Programming (Learn by engaging the nervous system; information without emotion is not retained.)
2. Mind Mapping
3. Creative Visualization
4. Daily Affirmations
5. Vegetarianism
6. Clear goals that are dissected into smaller milestones
7. Exercise; Move your body!
8. Budget your money
9. Work diligently
10. Read; Turn off the television

According to Robbins, if an individual wishes to see results in life, five SIMPLE changes must be made:

1. RAISE YOUR STANDARDS.

For example, how many people have you stayed in a personal relationship way too long? One's daily affirmation must be, "Every day, I demand more from myself more than any other human being in the world." The *shoulds* in one's life ought to be changed into *musts*.

2. CREATE A UNIQUE IDENTITY AND CONSTANTLY LIVE IT.

Model the best that exists. If you live with passion, then people will follow you.

3. UNDERSTAND THE POWER OF THE PHYSIOLOGICAL STATE.

Healthy physiological habits, such as exercising daily and eating vegetables, provide a strong foundation that ensures the most powerful foundation from which one can work. A healthy body that is in its peace physiological state allows an individual more efficiently deal with work, family and academic affairs. Never forget the importance of first impressions. If a person does not like you within the first five seconds of meeting you, then s/he will wish not to do business with you. Successful advertisers do not sell a

product; they sell a state to its audience using tools such as music, food and sex. Like the successful advertiser and successful athlete (e.g. Andre Agassi), successful leaders have altered their physiological states in order to use their minds more efficiently. Following are tips on altering one's physiological state:

- Use more oxygen
- Move the body
- Speak louder
- Smile
- Sing

4. INCREASE YOUR EMOTIONAL INTELLIGENCE.

Life is always lovely and happy when work, family and academic affairs peacefully fall into place. However destiny is shaped when you lose momentum.

5. GIVE MORE THAN YOU EXPECT TO RECEIVE.

Leaders give, while followers receive. The secret to living is giving. Simple. This also happens to be the secret to genuine happiness. In the year 2005, Robbins was one of the twelve speakers honored at the Waldzell Institute Meeting, an invitation-only forum where the world's brightest minds—Nobel Prize laureates, scientists, artists, religious leaders, business icons, and heads of state—come together to discuss the changes necessary for mankind to have a future with meaning. As a non-profit contributor, Robbins has also been selected as Vice Chairman of Health, Education, and Science for the United Nations Research Center.

At a regular event fee of over one hundred thousand dollars that was waived, Robbins generously gave the HBS community an enormous gift. Furthermore, he has given all HBS students a free coaching session, a gift which can be found on: www.tonyrobbins.com/harvard

Some HBS students were cynical, and amazed at the list of successful people who swear by heart into his motivational ideas. Other HBS students were genuinely curious. In the end, Robbins was successful in motivating even the cynical students who originally insisted that they had any need for more motivation. HBS student, Matt Scherrer (OC), was indeed impressed: "Anthony Robbins' speech was excellent. I learned a

lot, and I had never seen HBS students so fired up...It was incredible!" Robbins' shortest weekend seminar runs fifty hours. Yet, Robbins beautifully condensed his ultramarathon program into one hour.

Perhaps one must be in an absolute state of hopelessness and depression to truly appreciate his motivational power. However, Robbins is one of the most underrated personalities in popular culture. His life message is simple, yet important. He reminds us that life is a gift—not a chore. We must stop moaning about our busy and tiring lives. A strong and positive attitude is paramount for every leader. An individual's FOCUS in life represents his reality, even if it is not reality! It is true that reading the newspaper can be disheartening. However, walking around the universe with a bitter and depressing "life is horrible" attitude leads even more anger, depression, and perhaps violence in this world. Robbins described on inspiring story of a soldier from Iraq, who was genuinely excited and happy about life despite the reality that he lost all his appendages. He additionally reminds us that, in the end, life is about relationships.

Harvard opens the door and provides students with tremendous opportunity; however, students will graduate, leave the Harvard community, and either lead and inspire the world, or suffer through rehab when faced with a "puddle" in life. While older people oftentimes walk around puddles and curse at them bitterly, children view puddles as opportunities, and with celebration, jump over them energetically! ■

One final event remains in the semester's Outstanding Speaker Series, hosted by the HBS Public Speaking Club: The Fourth Annual HBS Speaking Tournament Finals on April 11 at 4:15pm will feature our own home-grown outstanding speakers.

If you have questions, please contact the Public Speaking Club's Vice President of Operations, Brenda Vongova, at bvongova@hbs.edu.

¹Webster's New World Dictionary, Fourth Edition. Ed. Michael Agnes. (New York: Wiley Publishing, 2003)

Luxury

Continued from Page 1

Escada USA, and took a calculated risk when she recently uprooted her family to move to Canada to take on new successes at Holt Renfrew. Lerner has led important changes in re-branding the franchise by putting it at the forefront of fashion by mixing established and emerging brands and improving customer experience through an extensive \$60 million re-modeling of their stores. Questions from the audience touched on important points from green initiatives in the retail industry, which is a concern on many retailer's radars to how to provide

tion of luxury, the most commercially successful luxury brand, and an in-depth evaluation the concept of mass marketers expanding by partnering with luxury designers. While Olivier Cardon, President of Roche Bobois North America was skeptical of such agreements, citing the over-licensing of certain luxury brands in the 70s and 80s, such as Pierre Cardin, others such as Imran Amed, Founder and CEO of Byesse, a retail investment firm, cited successful collaborations between parties such as Viktor & Rolf and H&M to show how both brands can benefit. Founder and CEO Peter Som offered an entrepreneur's perspective on the debate by observing that the market is oversaturated with the "high-low" phenomenon and remarked that while it was successful for

company's strategy to focus on the "price-quality relationship" by obtaining materials from the best sources, such as cashmere from the Loro Piana mills and Italian leather for J. Crew accessories. Yonni Mrejen, VP of Retail operations at Lacoste, summed up his firm's strategy as looking beyond the "crocodile" and trying to re-position the brand as more of a lifestyle brand that encompasses a wider spectrum of ready-to-wear and accessories. Kimberly Jernil, VP of Wholesale Sales at Escada USA, said that their approach is to have 70% of their offerings reserved to appeal to their core audience of loyal customers while 30% is devoted to attracting new potential customers.