

Random Notes



From the desk of Michael Willard, chairman of Willard International. Random Notes are written for a few special friends of Willard (the agency and the guy).

May, 2014

What Ukraine Needs Now



We need a peace initiative. This will not show weakness, but strength, solidarity and resolve.

The closest I came to war was when I was 23, covering the red army against the blue army in *NATO* exercises in Turkey. People jumped out of planes, but nary was a shot with live ammo fired. I don't remember who won.

I was in *Sarajevo* immediately after the Bosnian war working on issues not decided by the Dayton Peace Accords. The home in which I stayed had the entire back area blown away before I and a colleague took up residence.

Somehow, I managed to be a witness to civil wars in El Salvador and Nicaragua. I met with the nations' leaderships and the guerilla leaders they chased as I led *U.S. Senate Policy* and Intelligence Committees staff delegations.

For Vietnam I was married with child and had a deferment. I petitioned to cover the war but was turned down. Another UPI guy, Frank Frosch, who was married with children, had just been killed. They weren't sending folks like me.

But I don't like war or the thought of war, particularly in Ukraine. It doesn't take a genius to figure out that in a war with Russia, Ukraine gets stomped. Ukraine is out-manned, out-gunned and definitely out-organized.

What I would like to see is this: A million *Ukrainian peace march* in downtown Kyiv on any given Sunday. It was done to get rid of corruption. Surely people will come out for peace.

It would gain coverage around the world. It could not be ignored. The Maidan should be turned into a *Ukrainian Peace Village*, and it should have the same intensity as it did in February.

While there is a lot of patriotic fervor, I believe there is a stronger under current of common sense. No one in their right mind wants war with Russia. That doesn't make us pacifists, merely rational. It also doesn't mean Ukraine should not be doing its best through whatever means to dislodge the Russian-backed separatists in Eastern Ukraine. It should.

A real Russian war with Ukraine would last a very short time, and hundreds if not thousands of Ukrainian youth would die. Cities could be reduced to rubble. Think Grozny. The end result would be a humbled Ukraine left to guerilla warfare.

Given the state of Ukraine's military, it could take years before the country can begin to really protect itself against a serious Russian war effort. It needs time.

The million person peace crusade would accomplish three goals:

- It would force the U.S. and Europe to grow a backbone, and be ready to announce the "nuclear" option of economic sanctions—one that would cripple Russia's economy and could eventually lead to downfall of *Putin*. Putin is the most dangerous man on the planet since Adolph Hitler.
- It would garner worldwide attention such that Russia – if it did invade—would be seen as a pariah among nations, more so than it already is. This, in itself, would help keep the peace.
- Ukraine would be seen as a nation committed to peace and simply wanting to follow its own destiny and not the dictates of Russia.

This is something I would like to see the various presidential candidates get behind.

Willard Round Table Hears from Dr. Bogomolets

Given the on-going *crisis situation* in Ukraine, the topic of conversation at the *Willard Round Table* in *April* was the obvious one—what Ukraine needs to do in the wake of a separatist movement in the east and the partition of Crimea.



Paul Niland, publisher Pan Publishing; Dennis Bazilevych, governmental relations, SCM; Armen Khachatryan, Senior partner, Asters (supporting partner) Michael Willard, Chairman, Willard.

While no problems were solved, it was a stimulating discussion that went well into the evening at the Sofiyskiy Fitness Center dinner.



Michael Willard, Chairman, Willard; Olga Willard, CEO Wilard; Dr. Olga Bogomolets, Presidential candidate; Alexei Kredisov, Managing Partner Ukraine Ernst & Young

Presidential candidate ***Dr. Olga Bogomolets***, called the “angel of the Maidan”, described those very dangerous days she spent administering to the injured. Host Michael Willard discussed what he felt should be a massive peace initiative.

Willard was glad to have a supporting partner for this installment of the round table, Asters law firm.

Crisis Marketing: A Right and a Wrong Way

With 40,000 troops poised to invade and with pro-Russian separatist causing havoc in Eastern Ukraine, the last thing a company needs to do is react in terms of commercial marketing strategies not relevant to the times.

Such an approach at best is a zero-sum game (so why do it) and at worst becomes parody and the company is ridiculed as having a tin ear during the new nation's greatest crisis.

Of course during times of currency devaluation and fewer consumer hryvnias going to what might be considered non-essential product, there is plenty of room for technical and aggressive marketing as to price, placement and supply.

However, in times of crisis, there are creative communication avenues for companies in terms of what I call **Public Accountability**, particularly when it comes to people issues, and aligning the company with the general mood of the public.

Before embarking on a marketing strategy during a national crisis, the key question the company should ask itself: "Is this approach relevant or will it be considered a frivolous marketing ploy to sell product."

In other words, it is not the time for a candy maker to rush out with new, heavenly chocolate "Maidan Bars" at a discount price.

However, sponsoring and branding a new "**We are the World**" style video with Ukrainian singers with the object of also raising money for the families of heroes killed on the Maidan—would enhance an image and do some good.

Willard Launches Willard Reader Website



Over the last 15 or so years, I have attempted to create a body of non-fiction and fiction works that would be interesting to the reader and educational. Hence, 10 books that are now featured on a new website called the Willard Reader.

The books range from my very first back in 1999 called *“Dancing With the Bear: Crisis Management in Eastern Europe”* to the fictional *“Urainia: A Fable”*, which was out several months ago.

Also on the site are a collection of my oil paintings which I have exhibited at various Kyiv galleries over the years, and some of the songs I have written that have been recorded and can be downloaded.

The coordinates for the site are www.michaelwillard.org I welcome your visit.

Win New Business in Tough Times



Michael Willard

The business climate in Ukraine for professional firms is more competitive than ever. More companies are chasing fewer opportunities.

So let me tell you how you can win new business. You *invest* one day and Euro 3,000 with Willard, and we guarantee that fee and much more will be returned shortly in new business and more business from existing business.

If not, we will return the fee after six months so long as your team members are using the professional tools we give them.

How can I be so confident? Our methods have worked for us with dozens of international and Ukrainian companies with whom we have done business during our nearly **20 years** in Eastern Europe.

We combine spoken presentation skills training with a formula for developing business-winning written presentations. We focus on *specific strategies, tactics, and commitments*. It is based not on what you want to deliver, but what the potential client wants to receive.

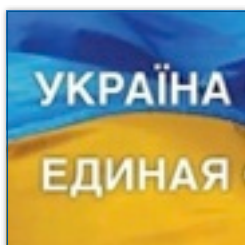
We also go a step further. For the **next six months** we will review your new business proposals and coach you on both the written and the oral presentation.

Being a good verbal presenter is not merely a skill that's nice to have, it is essential to success in business. For a company or firm, having forceful, message-driven communicators can increase your team's ability in the following areas:

- Bring in more business to your firm or company.
- Increase their ability to make presentations to clients and potential clients, as well as to colleagues and the home office.
- Help individuals gain the confidence needed in a competitive business world.
- Wean your team away from the over--use of PowerPoint and put the focus on the presenter and the team as star.

In summary, we deliver two things that will help you win business: The ability to give dynamic verbal presentations, and two, a method of presenting written presentations that focuses on the potential client and its needs.

Plus, remember, for six months we will coach your team on both verbal and written presentations. And we guarantee you will **win** new business.



Michael Willard

Facebook: Michael Willard, Kyiv, Ukraine

Twitter: @michaelwillard