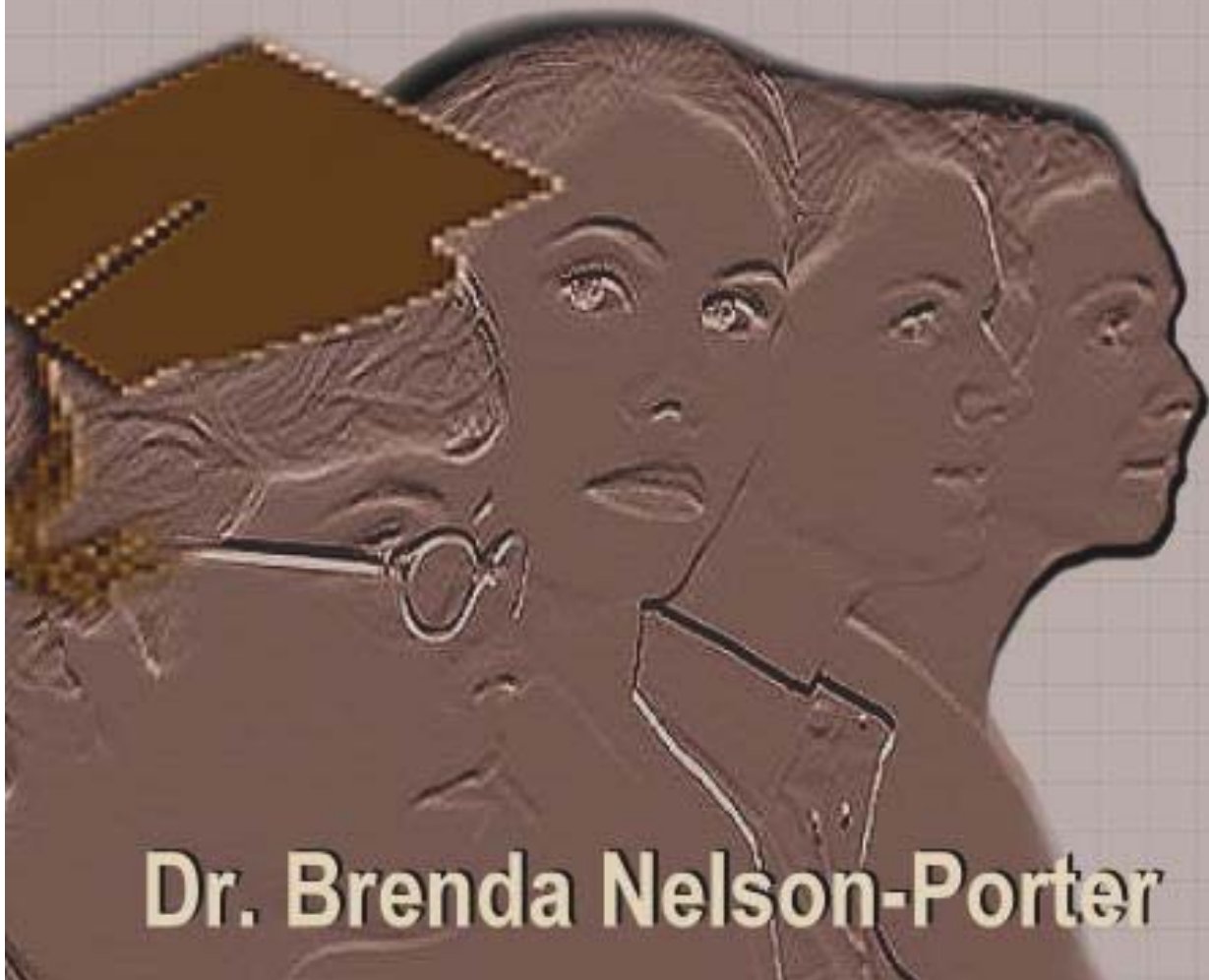


New Reality Task Force Concept©

# Thinking Systematically

Becoming a Portal to Synergy



**Dr. Brenda Nelson-Porter**

Copyright © 2005 by Brenda Nelson-Porter

Copyright © 2005 by  
**Brigette's Technology Consulting and Research Firm**  
All rights reserved.  
<http://www.brigettes.com>

Permission to Reprint: No sections of this document may be reproduced, stored in or introduced into a retrieval system (database), or transmitted in any form by any means (recording, mechanical, electronic, photocopying, and so forth), or for any purpose, without the express written permission of Brigette's.

Contact Brenda Nelson-Porter at  
[brigettebrenda@aol.com](mailto:brigettebrenda@aol.com) for details.

**Thinking Systematically**  
by  
**Dr. Brenda Nelson-Porter, CPP, MIT**



Designed by Graves MacRae Design  
<http://www.gravesmacraedesigns.com>

*Declare Yourself a Member of the  
New Reality Task Force  
Today!*

# Thinking Systematically

Becoming a Portal to Synergy



# Introduction

## FOCUS: Forming Task Forces, Merging Boundaries, and Recognizing Experts

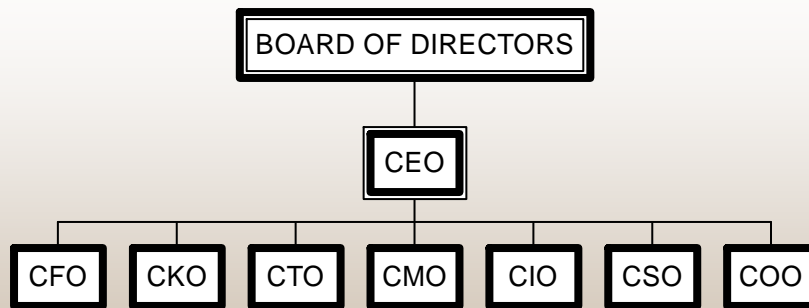
The New Reality Task Force© concept was developed in 2004 by Dr. Brenda Nelson-Porter, the founder of the New Reality Corporation© concept, in order to form the following task forces:

- Certified International Executive Task Force© (CIETF)
- Certified Global Entrepreneurial Task Force© (CGETF)

### CIETF



### EXECUTIVE MANAGEMENT TEAM



As cited in Nelson-Porter (2004/2005)

### CGETF



---

# Contents

These projects are designed to change the lives of leaders, entrepreneurs, and organizations.

---

Cutting-Edge Projects For Scholars (Doctors)	<b>6-9</b>
Graduate Students' Projects	<b>10-11</b>
Organizations' Research Projects	<b>12-13</b>
Cutting-Edge Projects For Entrepreneurs	<b>14-17</b>
About the Author	<b>18</b>
Testimonials	<b>19</b>
Sources	<b>20-21</b>

---



## ***Cutting-Edge Projects For Scholars (Doctors):***

### **Concentration:**

- (1) International Recognitions
- (2) Designations

### **INTERNATIONAL RECOGNITIONS**

#### **National Charity Fund-Raising Week©**

The U.S. Department of Commerce (2002) reported: "Family income remains an indicator of whether a person uses a computer or the Internet. Individuals who live in high-income households are more likely to be computer and Internet users than those who live in low-income households" (Chapter 2, para. 2). The National Center of Education Statistics (2003) reported the following findings based on the average reading score:

- Fourth graders in 2003 were not found to differ significantly from that in either 1992 or 2002
- Eighth graders decreased by one point between 2002 and 2003; the score in 2003 was higher than that in 1992
- Of the 39 states and jurisdictions that participated in both the 1998 and 2003 accommodations-permitted sample, 8 showed an increase while 7 showed a decrease
- White students and Asian or Pacific Islander students were higher on average than Black, Hispanic, and American Indian students at both grades 4 and 8 in 2003
- White, Black, and Asian or Pacific Islander fourth-grade students were higher in 2003 than in 1992
- White, Black, and Hispanic eighth-grade students were higher in 2003 than in 1992

Thus, May 11 through 17 has been reserved as an International Recognition Week for scholars. Scholars from across the globe can unite and form a universal alliance to assist in the reduction of the illiteracy rate. Although using emotional intelligence (EQ), which arises from the stimulating of the heart, may not increase the literary rate, EQ allows responsiveness to problems.

#### **National Book Signing Day©**

The U. S. Small Business Administration (2004) reported: "Two-thirds of new employer firms survive at least 2 years, and about half survive at least 4 years" (Question 7). The results of a 2004-2005 online mini-research study conducted by Brigette's Technology Consulting and Research Firm indicated that many small business owners who had mentors did not think of "throwing in the towel". However, other respondents considered closing their business and gave the following reasons why they rejected the idea:

- Had faith and believed in God and prayer
- Reminded self of the possibilities for the company
- Realized that there is no future working a 9-to-5 corporate position
- Realized that returning to a former position would cause coworkers to believe that they had failed
- Possessed the ability to control own destiny and chart pathways to success

- Had a need to succeed and accomplish something for self
- Current economic situations
- Remembered the motto, “Never Quit”

Thus, July 11 has been reserved as an International Recognition Day for scholars. Scholars from across the globe can unite and form a universal alliance to assist entrepreneurs with growing their businesses. Although numerous books have been written on developing Micro-organizations and Entrepreneurialship, no prior research have been recognized that amalgamated entrepreneurs and scholars into one setting for the purpose of exploring the effect of mentorship on improving entrepreneurial awareness, foresight, commitment, and conceptualization.

### **National Conglomerate Day©**

How has the scholar, the role of the scholar, and opportunities for the scholar changed? The 21st century teachings focus on organizational change as well as the transformation of leaders. However, the focus on certain disciplines seems to overshadow the focus on others. Scholars are often recognized for guiding students in an academic setting and composing books and peer-reviewed literature. New scholars (i.e., Doctors), however, are not recognized for their doctoral dissertation contributions, unless they compose a peer-reviewed article, sell a book based on their dissertation, or are sponsored by their organization. These traditional methods do not constitute “adventuring outside of the box”. Verbally presenting dissertation findings may be essential for the growth of new scholars. The National Speakers Association (2005) conducted a member demographic poll and reported: (a) Of 955 participants, 14.2% (136) hold Doctoral degrees, 36.8% (351) hold Master degrees, and 532 are independent, full-time speakers; (b) Of 937 respondents, 94.1% (882) are Caucasian Americans, 3.9% (37) are African Americans, and 1.3% (12) are Hispanics; and (c) Of 837 respondents, 26.5% (222) are paid an average fee that ranges from \$3,001 to \$5,000 per presentation. Although some scholars present the contents of their book(s) on C-SPAN2 Book TV, significant information presented in dissertations are yet to be discovered.

Thus, September 19 has been reserved as an International Recognition Day for scholars. Scholars from across the globe can unite and form a universal alliance to honor new scholars in the nation's top 3% and provide scholars with the opportunity to present their dissertation findings. Although guidance by the university staff, which includes the faculty and alumni program coordinator, becomes limited or none existent once new scholars graduate, opportunities do await the *motivated* scholar. Through the use of telecommunication and technology, such as television networks and computer programs (e.g., virtual meeting rooms and MP3 players), a broader audience of peers can be reached.

### **National Team Building Month©**

The U. S. Small Business Administration (2000) reported that federal agencies are required to award 23% of prime contracts to small firms, 5% of prime and subcontracts to small disadvantaged business, and 5% to women-owned firms. However, many outsourcing opportunities in the private sector have resulted in failure or experienced strained relationships due to buyer’s dissatisfaction with the client’s performance and “inability to effectively control costs of the work being performed. The most common root causes of these problems are typically poorly defined customer expectations, inaccurate workload projections, and inadequate scope definitions as defined by the client” (Tibbo, 2002, pp. 43-44). Then again, “The private sector increasingly has found that outsourcing - through competitive processes - has resulted in both improved performance and lower costs” (Gansler, 2003, para. 1).

---

Thus, November has been reserved as an International Recognition Month for scholars. Scholars from across the globe can unite and form a universal alliance to explore Entrepreneurship and its relations to corporate and government outsourcing. Although outsourcing may be considered a function of the purchasing or supply chain professional, the process affects all components of and personnel within an organization. It is also important that entrepreneurs become aware of and understand how their product(s) and service(s) impact an organization's performance to gain a competitive edge.

Note: Brigitte's designed the four endeavors to recognize new scholars because their contributions are not often recognized. In addition, many scholars are unemployed or do not receive career advancements. Usually facilitators' positions at the Master and Bachelor's level are available for new scholars. Thus, these endeavors aim to stimulate and guide new scholars in a new direction. For more information, view: <http://www.brigittes.com/NationalDays2.htm> and <http://www.brigittes.com/EventSeminarBusinessOpp.htm>, and <http://www.brigittes.com/SpeakersRequest.htm>

## DESIGNATIONS

### **Certified International Executive Task Force© (CIETF)**

CIETFs are permanent teams of 6 to 12 elite scholars who have successfully completed the necessary requirements and examination. Examinations are based on scholarly references donated by authors (affiliates). Once scholars have been assigned to a particular task force, scholars will not be permitted to change teams. Brigitte's holds exclusive rights to assign all members to all teams. Although a scholar may be a specialist in a specific industry, the scholar may be assigned to another task force to promote diversity. Teams will not be assigned a specific leader, however, the team or contracting organization can appoint one. The composition of various teams by industries includes: construction, defense and aerospace, education and training, fashion and beauty, finance and banking, food, government, hospitality, insurance, medical, healthcare and pharmaceutical, public relations (PR), technology and telecommunications, and so forth.

Teams are only allowed to work with organizations that are corporate sponsors. Board of Directors (BODs) will solicit a specific team based on the organization's needs. Team members will form a binding contract with the corporation. Brigitte's will not be held liable for team activities or breach of contract. Teams will consult with the BODs and work closely with the chief risk officer (CRO), chief compliance officer (CCO), chief globalization officer (CGO), and chief espionage officer (CESPO). Once the organization's mission is complete, the team will resume to the selection pool until the team is selected by another organization. Although the contracting organization officially negotiates the functions and tasks, in addition to maintaining confidentiality and publishing a book or journal based on findings, standard responsibilities also include thoroughly reviewing:

- Alleged Fraudulent Activities
- Code of Ethics and Business Conduct
- Corporate Complaints
- Governance
- International Policies
- Terrorist Activities



---

### **Certified Executive Scholar© (CES)**

CESs are scholars who (a) are executive leadership consultants, coaches, and mentors, or (b) hold executive-level positions, report to the CEO, and work closely with senior executive team. Although the hiring organization officially assigns the functions and tasks, in addition to maintaining confidentiality, standard responsibilities of the CES also include:

- Compose a corporate policy on what can be disclosed in research projects
- Outsourcing various high budget research projects to CGETF
- Assisting graduate students with finding potential candidates to partake in graduate studies at the executive and senior executive level
- Coordinating executives and senior executives' schedules to partake in Brigette's online mini-research studies
- Publishing a peer-reviewed article, which is to be co-authored by the CER, monthly in various journals

### **Certified Enterprise Researcher© (CER)**

CERs are Doctors or doctoral candidates, who are employed fulltime at the managerial level, report to a divisional executive, and work closely with the CES. Although the hiring organization officially assigns the functions and tasks, in addition to maintaining confidentiality, standard responsibilities of the CER also include:

- Outsourcing low budget research projects to CIEs
- Assisting graduate students with finding potential candidates to partake in graduate studies at the managerial level
- Coordinating managerial- and junior-level personnel's schedules to partake in Brigette's online mini-research studies
- Co-authoring articles with the CES and peer-reviewing articles written by the CIEs
- Maintaining a library and e-Library of articles, journals, and research studies conducted by graduate students, CGETFs, CIEs, and Brigette's

Note: Brigette's sets the requirements for obtaining designations and becoming a corporate sponsor and an affiliate. For more information, view: <http://www.brigettes.com/CertificationInformation2.htm>



---

## Graduate Students' Projects:

### Concentration:

- (1) Substantial Dissertations
- (2) All But Dissertations (ABDs)

### SUBSTANTIAL DISSERTATIONS

Dissertations are not simple research documents or term papers. They are life-long complex projects designed to expose levels of expertise in order to influence the minds of readers. Although the life cycle to compose the dissertation is usually limited to the individual institution's requirements (i.e., traditional universities allow 5 to 7 years to complete), the duration of the composition of a dissertation can endure 1 year to the end of the life cycle of the researcher; however, the concept of these projects can endure 'til infinity.

The proposal is a subset of the dissertation, which includes Chapters 1, 2, and 3. The dissertation includes the proposal and Chapters 4 and 5. Additional sections include the abstract, table of content, list of tables and figures, reference page, and appendixes. The proposal and dissertation can comprise of 75 to over 1,000 pages, which include information from 100 to 200 peer-reviewed sources and scholarly journals.

Although persons in the academia area (i.e., faculty, staff, and students) are more likely to read a dissertation than personnel in the public or private sectors, substantial dissertations may lead to future research, opportunities, book deals, and career advancements. Therefore, it is important to produce a scholarly document that will serve as a point of reference and not a document solely to graduate in order that a title precedes one's name.

Note: Brigitte's assists graduate students with constructing substantial papers, theses, and dissertations. For more information, view: <http://www.brigittes.com/Editing.htm>

### ALL BUT DISSERTATIONS

All But Dissertations (ABDs) will become a title of the past. The wave of online doctoral programs and independent dissertation coaches will decrease the number of ABDs. Although certain factors, such as illness and death, will continue to induce ABDs, concern factors can be influenced.

*Occupation and family.* Planning is essential to complete a doctoral program. Due to high demands to complete job-related tasks, students experience burnout and stress. As a result, less time is spent on school assignments and with family members. The strain on these relationships occasionally leads to academia failure and/or divorce.

*Mentor and committee members.* Committee selection is one of most important decisions that students will make during their doctoral studies. Students might consider the following:

Schedule: Mentors with a full schedule have minor time to devote to one student. They may mentor at several universities and serve on the maximum number of committees mandated by each university.

Expertise: Popular mentors do not necessarily mean that they are experts in the dissertation's area of focus. Select members based on their expertise (a) in the field, (b) on the choice of research method and design, and (c) of the university procedures. Solely emailing published dissertations to serve as a guide to students does not demonstrate expertise. Advising students to *hurry up and finish* and *conduct the "real" research* after getting the designation in front of their name does not demonstrate devotion to the students nor solving the problem under investigation.

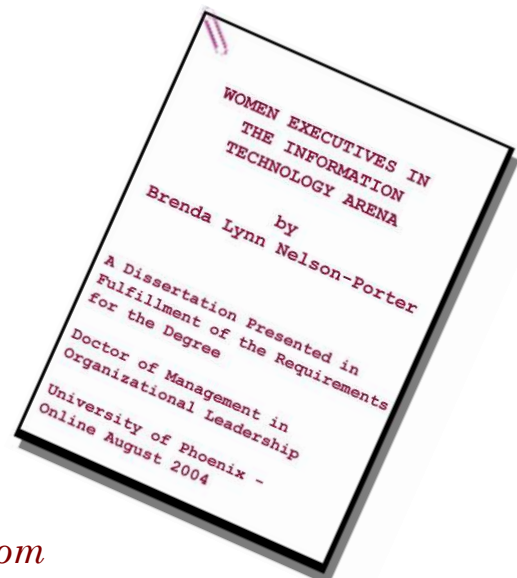
Is "Academic Politicking" becoming popular? Many students are not receiving proper guidance and valuable input. Partially reading proposals, not returning students' emails and phone calls in a timely manner, logging on and posting only to obtain credit, or solely stating, "Keep up the good work", is *not* displaying proper guidance. On many occasions, students have to repeat courses due to these actions. Although students pay for the services, many do not complain about the lack of services until after they have received their degree due to the following reasons: (a) Intimidation: For example, "Status Intimidation" includes a student and an already established and popular *Doctor*; "Racial Intimidation" includes an African American student with a Caucasian American mentor and (b) Fear of Connections (i.e., *They All Know Each Other*): For example, "Faculty Cliques" will ruin a student's reputation, and a new committee member(s) will be biased; "Staff Cliques" will uphold degree. Students enroll in colleges and universities to acquire additional knowledge; therefore, intentionally withholding knowledge and information for any reason (e.g., to make more money off the students) is a violation of code of ethics and might constitute fraud.

*Participants and organizations.* Data collection is equally important as committee selection. Potential candidates who have refused to participate constitute as obstacles to collect accurate and substantial data. The number of corporations that have opted out of assisting graduate students with their dissertation or thesis is also abundant. How is it that society has come to reject the *mind* that is willing to learn? Some reasons include:

- Do not have the time, staff, nor resources
- Data can be negatively manipulated
- Some information can be found on our website
- None given, do not respond

Organizations may consider appointing a Certified Enterprise Researcher (CER) to assist graduate students with obtaining organizational consent and finding appropriate personnel to partake in research projects.

Note: Brigette's sponsors students' research projects. Sponsorship includes soliciting potential participants to partake in research. For more information, view:  
<http://www.brigettes.com/DissertationsSponsorship.htm>



## Organizations' Research Projects:

### Concentration:

- (1) Substantial Data
- (2) Underrepresented Market

### SUBSTANTIAL DATA

What makes a reference scholarly? As cited in Nelson-Porter (2004), a peer-reviewed article is formally edited by a team of experts who are knowledgeable in a specific area, and a scholarly journal usually contains two or more articles that target a specific interest group. A peer-reviewed article can range from 1 paragraph to over 100 pages in length. Many are written in a format that is similar to the dissertation, which highlights the following elements: background information, problem, purpose, methodology, and findings. Thus, the depth of the content is what makes a reference scholarly.

Scholarly journals and peer-reviewed articles are in abundance; however, their accessibility can be limited. The 21st century concept of *voluntarily* sharing knowledge is not a systematic reality. Therefore, locating quality references can become time consuming. Many scholarly references are not read or cited in dissertations due to the fact they are only accessible through the membership of professional associations. Thus, obtaining a student membership may prove valuable. Nonmembers have the option of obtaining scholarly references for prices that can range from \$24.95 to \$150. There are many public and private entities, such as research firms, that publish scholarly references usually in the form of a *white paper*. However, the price for a single paper can range from \$150 to over \$200. Thus, many students rely on readily available sources, such as the Internet and university online databases, to locate scholarly references at no charge.

Applying the *common sense theory*: If students continue to access the same databases and read and reference the same articles derived from authors of the same school of thoughts, consequently the results of new and former studies will be similar. Thinking systematically requires that new researchers occasionally search outside the box (i.e., Internet and university online databases) to obtain scholarly references.

Note: Brigitte's assists graduate students in locating scholarly references that will support or contest the findings presented in their dissertations or thesis. Brigitte's publishes a scholarly e-Newsletter and e-Journal, which include peer-review articles and embrace various disciplines. For more information, view: <http://www.brigittes.com/DissertationArticleSearch.htm> and <http://www.brigittes.com/Newletter.htm>

### UNDERREPRESENTED MARKET

There is an underrepresented market of participants in the nation. A substantial number of potential qualified participants have occasionally or never been invited to partake in scholarly studies. For example, stay-at-home parents who once held junior-, mid-, and high-ranking corporate and government positions, junior personnel who somehow became junior to those they once trained, African Americans and other minorities, who have been underrepresented and denied training opportunities, which are essential to acquiring emotional intelligence (EI), southern (i.e., "country") citizens who have been ridiculed due to their accents and culture, and those who refuse to *play the game* because they believe that presenting truths,

<http://www.brigittes.com>

being honest, having ethics and morals, and candidly displaying the ability to interact explicit and tactical knowledge are more important than *playing dumb* (e.g., “office politicking”) in order to acquire a position. When selecting a sample, certain stereotypes (i.e., “metaphoric myths”) need to be avoid: (a) *Unpopular* personnel cannot help me progress to the next level; It is not *What You Know*, it is *Who You Know*, (b) *Country people* and street-smart small business entrepreneurs are not as *educated* as *city people*, corporate managers and executives, and college graduates, (c) *Caucasian males* are portrayed as more effective leaders; *women and other ethnic groups* are seen as microleaders, and so forth.

Applying the *common sense theory*: If participants of the same school of thoughts are surveyed or interviewed by students or organizations of the same school of thoughts, consequently the results of the new and former studies will be similar. Thus, an abundance of past and contemporary studies lack validity. Becoming a portal to synergy requires that researchers encompass all stakeholders and embrace diverse perspectives. Although all humans do not experience the same problem, personnel at all levels within and locations of an organization are affected by any particular problem.

*Note*: Brigitte’s objective also includes reaching participants who are not usually surveyed and have been excluded in prior research. New knowledge brings a new type of leadership and microleadership. Brigitte’s has coined the terms “microleadership” and “microleader” to substitute for followership and follower. Brigitte’s forms alliances with organizations, associations, and universities and collect data from underrepresented markets. For more information, view: <http://www.brigittes.com/BetweentheLines.pdf> and <http://www.brigittes.com/ResearchOrgPosting.htm>



---

## Cutting-Edge Projects For Entrepreneurs:

### Concentration:

- (1) National Recognitions
- (2) Designations

### NATIONAL RECOGNITIONS

#### National Knowledge Building Month©

Human knowledge can be considered justified true beliefs, empirical or *a posteriori* (i.e., by experience), nonempirical or *a priori* (i.e., by pure reason: inborn), propositional (i.e., by description), nonpropositional (i.e., by acquaintance), and realization of *how* to perform (Moser & vander Nat, 2003). According to the *Harvard Business Review: Knowledge Management* (1998), professional intellect of any small firm operates on the following levels: cognitive knowledge (*know-what*), advanced skills (*know-how*), systems understanding (*know-why*), and self-motivated creativity (*care-why*).

- *Know-What*: What skills and traits are needed to start a firm?
- *Know-How*: How do products and services get noticeably marketed in a saturated market?
- *Know-Why*: Why has it been difficult to solve certain social problems (e.g., illiteracy) of which many firms are founded?
- *Care-Why*: Why is it necessary to be robust and display integrity?

Small- and midsize business owners must prepare themselves for special circumstances that require creativity and deliver consistent, high-quality intellectual output, because receiving professional knowledge and cutting-edge service(s) and product(s) are clients' primary concerns (Harvard Business Review, 1998).

Thus, March has been reserved as a National Recognition Month for entrepreneurs. Entrepreneurs from across the nation can unite and form a universal alliance to enhance their intellect on (a) *what* products and services presently drive the economic engine, (b) *how* to continue capitalizing on the market niche that drives their passion, (c) *why* firms succeed in certain markets and suffer a slow death in others, and (d) *why* honesty creates brand loyal customers and leads to long-term relations with new clients. Although small business firms are limited in terms of physically dissecting the global markets, the use of the Internet (iSources: e.g., LISTSERVs or virtual seminars) may prove beneficial to acquire global clients and prospects and understand the culture of a country and global multinational firms.

#### National Mentoring Week©

A 2003 study conducted by Jim Collins, author of the book, *Good to Great*, concluded that several leaders, such as William (Bill) H. Gates, chairman and chief software architect (CSA) of Microsoft Corporation, Andrew S. Grove, senior advisor and former chairman and CEO of Intel Corporation, Jack Welch, former chairman and CEO of General Electric (GE) and author of the book, *Jack Welch & The G.E. Way: Management Insights and Leadership Secrets of the Legendary CEO*, and Lous V. Gerstner Jr., former CEO

of International Business Machines (IBM) Corporation, were ineligible to be recognized as 1 of the 10 greatest CEOs of all time because their performance is difficult to decipher. Top candidates were selected based “on [a] impact (presiding over innovations—whether technical or managerial—that changed things outside the company's walls), [b] resilience (leading the company through a major transformation or crisis), and [c] financial performance, measured by cumulative stock returns relative to the market (or other financial metrics in the case of pre-IPO companies) during the CEO's tenure” (Collins, para. 8). In contrast, a study conducted by Clifford (2005), concluded that 38% of 100 business leaders selected Michael Dell, the CEO of Dell Computers, as the entrepreneur they most admired, and 23% selected Bill Gates. Forty-seven percent selected Dick Cheney as the leader they would recommend to oversee their firms, followed by Oprah Winfrey (16%), Bill Belichick (15%), and Mel Gibson (13%; Clifford).

Thus, August 1 through 7 has been reserved as a National Recognition Week for entrepreneurs. Entrepreneurs from across the nation can unite and form a universal alliance to obtain advice from their most admired corporate officer or government official. Although the duration is limited, the perspectives of corporate and government leaders may provide insight into the strengths, weaknesses, opportunities, and threats (SWOT) of small business firms, and the liaison may present corporate and government leaders with the opportunity to establish trust with potential clients or partners.

### **National Organizing Day©**

Is it feasible to become a successful entrepreneur and be a (a) parent (e.g., a stay-at-home or single parent) or (b) part- or full-time student or employee, or (c) have a disability? A 2004-2005 mini-study conducted by Brigette's Technology Consulting and Research Firm asked several owners of small firms: What is hindering your success to becoming a Fortune (F) 1000 organization? One respondent stated, “I have no knowledge of what a F1000 organization may be. Please advise, if you will.” Other participants provided the following responses:

- I am unsure
- It takes time
- It is not in my business plan
- I have no desire, want to keep the firm small, or never thought about it
- I need the right team and focus
- Lack of viable resources, income, support, and financial assistance
- Health reasons
- Fear of investing money in hiring more people and losing control
- Time and experience
- I have a family and full-time position
- Lack of organization and motivation

Thus, December 14 has been reserved as a National Recognition Day for entrepreneurs. Entrepreneurs from across the nation can unite and form a universal alliance to organize in order to start the New Year ready to meet the demands of a global society. No matter what personal or professional circumstances exist or may arise, organizing is the initial step to sustaining and growing any business. Although some tasks are important and seems to take precedence over others, time should always be set aside to improve all strategies. *Motivation* is key!

*Note:* Brigette's designed the three endeavors to prepare entrepreneurs who want to be recognized as a 21st century specialist. Many entrepreneurs are not visionary leaders and are unsure which direction to

move their business. As a result of not having a productive business coach, many micro-businesses suffer a quick death. Thus, these endeavors aim to stimulate and guide new entrepreneurs in a new direction. For more information, view: <http://www.brigettes.com/NationalDays.htm>, <http://www.brigettes.com/EventSeminarBusinessOpp.htm>, and <http://www.brigettes.com/VirtualSeminars.htm>

## DESIGNATIONS

### **Certified Global Entrepreneurial Task Force© (CGETF)**

CGETFs are permanent teams of 6 to 12 elite entrepreneurs who have successfully completed the necessary requirements and examination. Examinations are based on references donated by authors (affiliates). Once entrepreneurs have been assigned to a particular task force, specialists will not be permitted to change teams. Brigitte's holds exclusive rights to assign all members to all teams. Although a team specialist may be an expert in a specific area, the specialist may be assigned to another task force to promote diversity. Teams will not be assigned a specific leader, however, the team or contracting organization can appoint one. The composition of various teams by specialties includes: customer service, executive leadership coaching and mentoring, financial management, human resources, manufacturing, marketing, sales, and advertisement, public relations (e.g., media relations, production, speaking, special events, and writing and editing), risk management, purchasing, outsourcing, and acquisition, website development and graphic design, and so forth.

Teams are only allowed to work with organizations that are corporate sponsors. Board of Directors will solicit a specific team based on a division's need. Team members will form a binding contract with the corporation. Brigitte's will not be held liable for team activities or breach of contract. Teams will report to and consult with the senior executive team and work closely with the CES and executive who oversee a particular division. Once the organization's mission is complete, the team will resume to the selection pool until the team is selected by another organization. Although the contracting organization officially assigns the functions and tasks, in addition to maintaining confidentiality, standard responsibilities include:

- Interviewing staff members within the division to determine divisional problems and possible resolutions
  - ◇ Turnover
  - ◇ Absentees
  - ◇ Burnout and Stress
  - ◇ Over and Under Budgeting and Spending
  - ◇ Meeting Deadlines
- Publishing a peer-reviewed article

### **Certified Intelligent Entrepreneur© (CIE)**

CIEs are entrepreneurs, consultants, coaches, and mentors, who outsource their services to large institutions. These stationary or virtual entrepreneurs will report to and consult with divisional executives and work closely with departmental directors and managers. Although the contracting or hiring organization officially negotiates the functions and tasks, in addition to maintaining confidentiality and determining who is *playing the game*, standard responsibilities of the CIE also include:



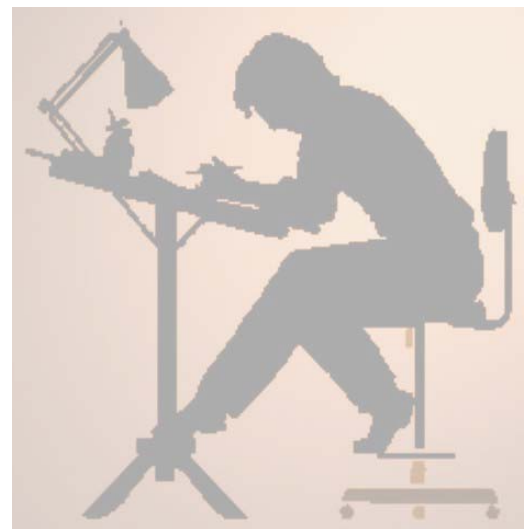
- Promoting professional intellect
  - ◇ Maintain certification and encourage others to achieve
  - ◇ Decipher the culture to determine the underlying source for departmental problems; Maintain a personal journal of the departmental culture, which includes artifacts, values, ethical conduct, rituals, and myths
  - ◇ Demonstrate application of skills by developing a reform action plan
- Publishing an article that the CER will peer-review

### **Certified Associate Entrepreneur® (CAE)**

CAEs are entrant entrepreneurs and consultants, who plan to outsource their services to Fortune 500 and 1000 organizations. They will consult with the Vice President of Human Resources to determine the requirements, and the vice president may assign an internal mentor, such as a supervisor or junior personnel, to provide guidance to CAEs on how the department functions. CAEs may consider outsourcing their services to small- and mid-size organizations that employ 1 to 75 personnel or generate a maximum annual profit of \$200,000. Although the contracting organization officially negotiates the functions and tasks, in addition to maintaining confidentiality, standard responsibilities of the CAE also include:

- Attending seminars with mentor or staff
  - ◇ Negotiation
  - ◇ Contract and Proposal Writing
  - ◇ Finance
  - ◇ Business Ethics
  - ◇ Marketing and Sales
  - ◇ Investments
- Researching and maintaining a taxonomy of market trends and rivals' positions in the market place
- Maintaining a personal journal of experiences

Note: Brigitte's sets the requirements for obtaining designations and becoming a corporate sponsor and an affiliate. For more information, view: <http://www.brigettes.com/CertificationInformation.htm>



## ***About the Author:***

Dr. Brenda Nelson-Porter, CPP, MIT, BAS is a 2004 graduate of the University of Phoenix-Online Doctor of Management (DM) program (Organizational Culture and Leadership focus). She is a Practitioner, Scholar, Researcher, Originator, 'Level 5' and Servant-Leader, Developer, Programmer, Certified Purchasing Professional (CPP), Negotiator, Marketer, Entrepreneur, and Marine. In addition to research, Dr. Nelson-Porter's professional goal is to become a Chief Technology Officer (CTO) for a Fortune 500/1000 technology organization and exceed the organization's expectations by customizing and delivering quality products and services to clients with a genuine commitment to their best interests in the technological market! Dr. Nelson-Porter's professional interests include e-commerce, e-business, and developing in-house software and databases that will simplify the tasks of those managing the supply chain.



Dr. Nelson-Porter is a member of the American Society of Business Publication Editors (ASBPE) and Toastmasters International since 2005. She has been prior accepted into the membership of several professional associations, which include: Women In Technology International (WITI); National Association for Female Executive (NAFE); African American Women in Information Technology (AAWIT); The National Center or Economic Development, Business, and Technology, Inc.; Reserves Officer Association (ROA); American Society of Association Executives (ASAE); ewomennetwork; Society for Technical Communication (STC); Association of Information Technology Professionals (AITP); Technology Association of Georgia (TAG); American Business Women Association (ABWA); Women in Aviation International; The National Association of Purchasing Management (NAPM); National Contract Management Association (NCMA); American Purchasing Society (APS); Australian Institute of Purchasing and Materials Managements Management (AIPMM); International Who's Who of Professional & Business Women and Kensington Who's Who Among Executives & Professionals Candidate.

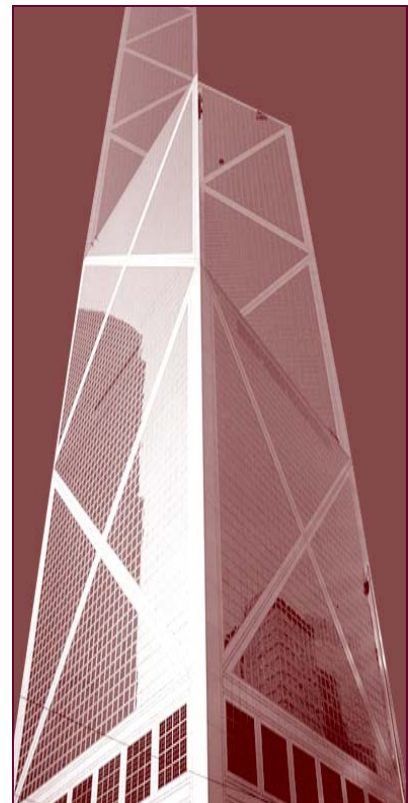
## ***Testimonials:***

Today, entrepreneurship is being taught in colleges and universities all across the country. It is now a belief that entrepreneurship can be taught to organizations large and small. Entrepreneurship benefits businesses by creating new products and services that add to the growth of an organization.

Martin J. McDermott  
President, Franchise Interviews  
<http://www.franchiseinterviews.com>

Task Forces of Scholars and Entrepreneurs can benefit non-profit organizations like ours in many different ways. Entrepreneur task forces could evaluate and analyze our training and post training services so that we might better provide our clients with the support and skills they need to ensure success in their businesses. Scholar task forces could work with us in our evaluation department; analyzing our data systems and helping us come to valid conclusions as to the effectiveness and impact of our training not only for our clients, but for the community. Both types of task forces could help with organizational development, leadership, and best practices.

Pemala W. Mejía  
Women's Initiative for Self Employment  
<http://www.womensinitiative.org>  
Recipient of the:  
2001 Presidential Award for Excellence in Microenterprise Development  
2004 Isabel Allende Espiritu Award for the Empowerment of Women



<http://www.brigettes.com>

## Sources:

Clifford, S. (2005). CEOs of fast-growing companies see bright future for entrepreneurship. *Inc.* Retrieved August 8, 2005, from <http://www.inc.com>

Collins, J. (2003). The 10 greatest CEOs of all time: What these extraordinary leaders can teach today's troubled executives. *Fortune.* Retrieved August 8, 2005, from <http://www.fortune.com>

Gansler, J. S. (2003). Six myths of competitive sourcing. *Government Executive.* Accessed July 23, 2005, from <http://www.govexec.com/features/0603/ots03s8.htm>

*Harvard business review: Knowledge management.* (1998). Boston: Harvard Business School Press.

Moser, P. K., & vander Nat, A. (2003). *Human knowledge: Classical and contemporary approaches* (3rd ed). New York: Oxford University Press.

National Center of Education Statistics. (2003). *National results, State results, and National subgroup results: The NAEP 2003 reading assessment.* Accessed July 16, 2005, from <http://nces.ed.gov/nationsreportcard/reading/results2003/>

National Speakers Association. (2005). *National Speakers Association 2005 member demographic survey.* Retrieved July 18, 2005, [https://www.nsaspeaker.org/2005\\_survey.shtml](https://www.nsaspeaker.org/2005_survey.shtml)



## Sources:

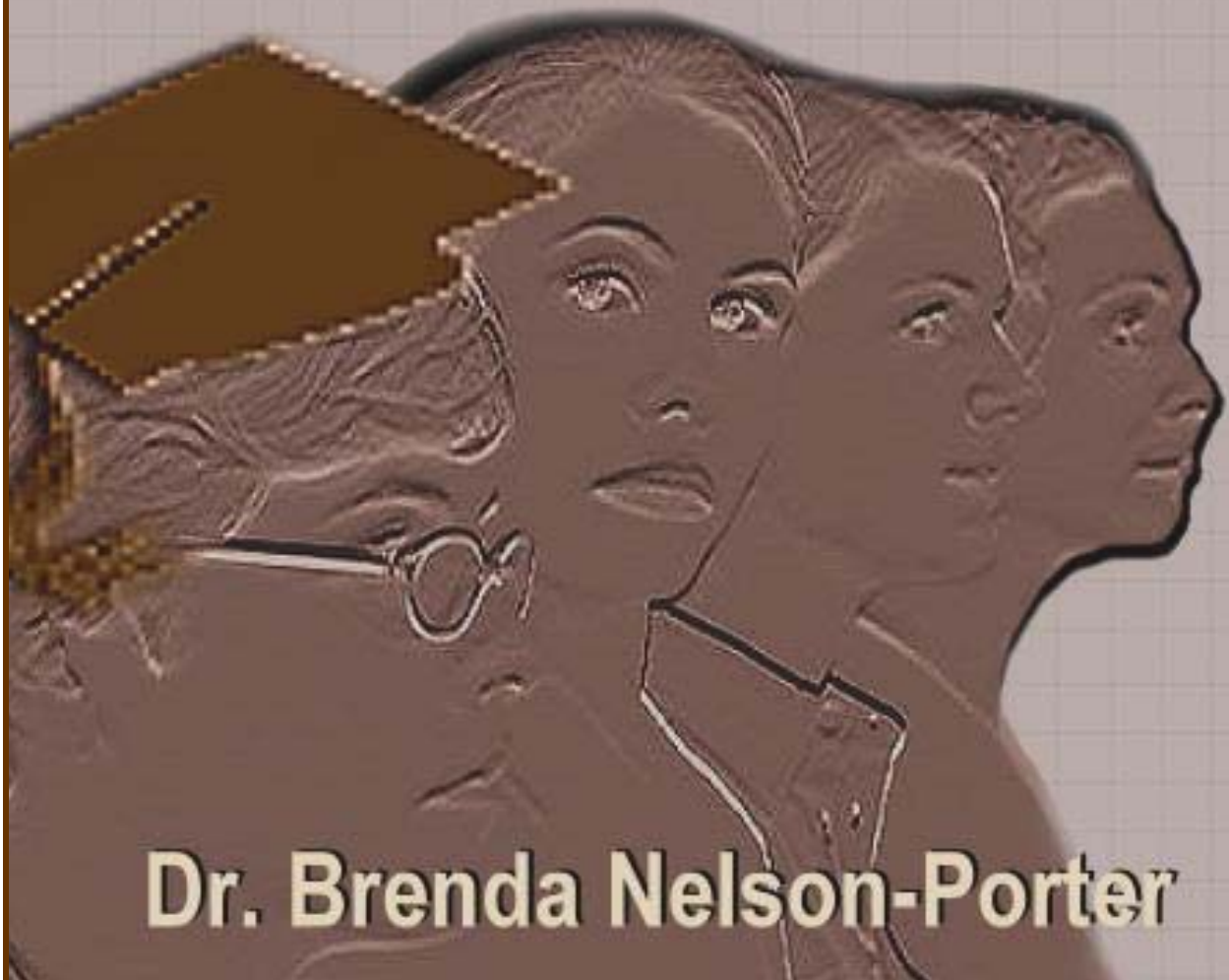
- Nelson-Porter, B. L. (2005). Corporate officers' daily agenda: What functions and tasks dominate the information highway. *Brigitte's Technology Consulting and Research Firm*. Retrieved June 16, 2005, from <http://www.brigittes.com/DissertationTopicEbook2.htm>
- Nelson-Porter, B. L. (2004). Women executives in the information technology arena (Doctoral dissertation, University of Phoenix-Online, 2004). *UMI ProQuest Digital Dissertations*, No. AAT 3148728.
- Tibbo, S. S. (2002). Considering outsourcing? Establish the baseline first. *Inside Supply Management*, 13(4), 43-45.
- U. S. Department of Commerce. (2002). *A nation online: How Americans are expanding their use of the internet*. Accessed July 16, 2005, from <http://www.ntia.doc.gov/ntiahome/dn/html/anationonline2.htm>
- U. S. Small Business Administration: Office of Advocacy. (2004). *Small business by the numbers*. Accessed July 16, 2005, from <http://www.sba.gov/advo/stats/sbfaq.html#q7>
- U. S. Small Business Administration: Office of Advocacy. (2000). *Procurement opportunities: A small business guide to procurement reform*. Accessed July 23, 2005, from [http://www.sba.gov/advo/laws/archive/law\\_pro.html](http://www.sba.gov/advo/laws/archive/law_pro.html)



New Reality Task Force Concept©

# Thinking Systematically

Becoming a Portal to Synergy



**Dr. Brenda Nelson-Porter**