

3. the final step in the transference begins when the former cultist identifies with the deprogrammers and talks against the cults.

The problem today is that there are no strong role models and our society is not clear on the issues, especially the difference between good and evil. *The human need to belong to a special group, to have friends, to have security, and to feel important should be understood by parents and church people.* These should be within the confines of the Church and the family. We must understand the youth in that "their energy and enthusiasm need constructive channeling. *They need direction and discipline and a clearly defined purpose in life.* They need to be taught how to think for themselves and to develop their own systems of self-discipline." The contemporary religious movements reach "to the heart of man's search for spiritual transcendental experience, his need for ritual and structure."

Dr. Martin Orne, a psychiatrist, finds the reason for joining the cults is our "whole culture" that *"created a society of instant everything, where happiness is a primary goal instead of a by-product."*

A SLOW-DOWN CULTURE

A Friend Sent Me This — JHDB

It's been 18 years since I joined Volvo, a Swedish company. Working for them has proven to be an interesting experience. Any project here takes 2 years to be finalized, even if the idea is simple and brilliant. It's a rule.

Globalization processes have caused in us (all over the world) a general sense of searching for immediate results. Therefore, we have come to possess a need to see immediate results. This contrasts greatly with the slow movements of the Swedish. They, on the other hand, debate, debate, debate, and hold an "x number" of meetings and do work with a deliberate slowdown scheme. At the end, this always yields far better results, fine results.

Said in another words:

1. Sweden is about the size of San Pablo, a state in Brazil, about 450,000 sq. kms. in area.
2. Sweden has 9 million inhabitants.
3. Stockholm has 500,000 people.

4. Volvo, Escania, Ericsson, Electrolux, Nokia are some of its owned companies. Volvo supplies the NASA.

The first time I was in Sweden, one of my colleagues picked me up at the hotel every morning. It was September, a bit cold and snowy. We would arrive early at the Company and he would park far away from the entrance (2,000 employees drive their cars to work). On the first day, I didn't say anything, neither on the second nor the third. One morning I asked, "Do you have a fixed parking space? I've noticed we park far from the entrance even when there are no other cars in the lot." To which he replied, "Since we're here early we'll have time to walk, and whoever gets in late will be late and need a place closer to the door, don't you think?" Imagine my face — red.

Nowadays, there's a movement in Europe named Slow Food. This movement establishes that people should eat and drink slowly, with enough time to taste their food, spend time with the family, friends, without rushing. **Slow Food!** is against its counterpart: the spirit of **Fast Food** and what it stands for as a lifestyle. Slow Food is the basis for a bigger movement called Slow Europe, as mentioned by Business Week.

Basically, the movement questions the sense of "hurry" and "craziness" generated by globalization, fueled by the desire of **"having in quantity"** (life status) versus **"having with quality"** — "life quality" or the "quality of being." French people, even though they work 35 hours per week, are more productive than Americans or British. Germans have established 28.8-hour workweeks and have seen their productivity driven up by 20%. This slow attitude has called forth the US's critical attention — proponents of the "fast" and the "do it now!"

This no-rush attitude doesn't represent doing less or having a lower productivity. It means working and doing things with greater quality, productivity, perfection, with attention to detail and less stress. It means re-establishing family values, friends, free and leisure time. Taking the "now," present and concrete, versus the "global," undefined and anonymous. It means taking humans' essential values — the simplicity of living.

It stands for a less coercive work environment, that is more happy, lighter and more productive where humans enjoy doing what they know best how to do. It's time to stop

and think on how companies need to develop serious quality with no-rush that will increase productivity and the quality of products and services, without losing the essence of spirit. And in the process, leaving more time for love!

In the movie, Scent of a Woman, there's a scene where Al Pacino asks a girl to dance and she replies, "I can't, my boyfriend will be here any minute now." To which Al responds, "A life is lived in an instant." Then they dance to a tango.

Many of us live our lives running behind time, but we only reach it when we die of a heart attack or in a car accident rushing to be on time. Others are so anxious of living in the future that they forget to live in the present, which is the only time that truly exists. We all have equal time throughout the world. No one has more or less. The difference lies in how each one of us does with his time. We need to live each moment. As John Lennon said, "Life is what happens to you while you're busy making other plans."

So what do you think?

Perhaps "Quality" should be given higher priority than "Quantity." If you review the past half decade of Japan, this was the turning point. Edward Deming taught the Japanese to focus on quality and improve quality and let the other things follow as a consequence. It worked! It turned Japan from a poor toymaker to a topnotch manufacturer.

Deming is so highly regarded in Japan that one would find Deming's portrait displayed in the Toyota Board Room next to the founder of Toyota Motor Company, Mr. Toyoda; but twice as large as Mr Toyoda's portrait — quite an honor!

It has been reported that when Honda motorcycles won the first three top places in the Grand Prix races, a British manufacturer bought three Hondas and quipped: "Let's see how they made these "toys."

After assessment, the British exclaimed: "My God! They made these things as precise as watches! There is precision everywhere!"

So, there. "Quality" did it. It really goes before everything else, including productivity.