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Musings

#148: Musing
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More evidence of you really never know in this world. Turns out the FB whistleblower was in tight coordination with DC operatives. She put out a new twitter account just before testifying before congress and has a history of activism. So the whole thing might have been a setup against FB. Doesn't change the substance of the argument but a good reminder of always to be cautious when judging a situation. Unfortunately, we now live in a world where you can't simply trust what is presented. Still, I encourage readers to get off Facebook. It is not necessarily easy. From Washington Post: *"The truth is, leaving Facebook isn't possible for everyone. That's by design. With nearly 3 billion users around the world, Facebook has a reach that's closer to a public utility than a fun social app. It's impractical and even unfair to ask that many people just quit. But for those who can and want to, here's where they can go next."* [leave-facebook-alternatives](#).

I continue to be surprised by the "negative framing" of the September jobs report. Basically good with unemployment down and private sector strong job creation. Only negative was declining workforce participation (especially among women). The challenge, to quote Andy Kessler, is "Nuance is not narrative friendly." You can't simplify the jobs report to one tagline. Wages also continue to grow at a rapid clip pointing to future inflation. *"Average hourly earnings rose 0.6% for the month, making the year-over-year increase 4.6%. Over the past six months, wages are running at an average 6% annual gain."* (CNBC) Social security announced a large 5.9% cost of living adjustment (COLA). Inflation is here and wages are rising. It is a job seeker's market. Watch the unions take advantage. You need to make employment at your company more than "just a job" and commercial transaction --- need to have the employees heart and mind.

There is much writing about millennials seeking "values and mission alignment" with their employers. They don't look at it just as a job and want to be furthering their interests when they go to work. There is *"a movement called Effective Altruism, which relies on science and data to determine how individuals can use their time, money and skills to do the most good.... Through a nonprofit called 80,000 Hours, the movement has since expanded into helping people design do-good careers tailored to their talents and skills. The London-based organization...gets its name from the 80,000 hours you are likely to spend working over a 40-year career, assuming you work 40 hours a week, 50 weeks a year."* [can-your-career-help-change-the-world-you-have-80-000-hours-to-try](#).

Communities also understand that they need a good supply of quality workers to attract

employers. The result is smaller communities “rolling out goodies” to entice workers to move there. It has become so common that a third party built a website to track it all. www.makemymove.com.

If you really want to maximize your career opportunities, get trained in logistics, cybersecurity, green jobs and artificial intelligence which are projected to represent one in six jobs in five years. [worker-retention-talent-acquisition-jobs-workplace](#).

Great quote from Adam Grant: *“Don’t confuse being a fast talker with being a deep thinker. Speaking quickly signals confidence, not complexity. Don’t mistake volume for expertise. Speaking loudly reflects conviction, not credibility. Sometimes the best ideas come from the least assertive voice in the room.”*

Jack Welch was never the least assertive voice in the room. A little “Napoleonic” for me but had some good thoughts on leadership. He shared these eight lessons (full article -- [8-simple-rules-of-leadership-from-jack-welch-are-more-important-now-than-ever-before](#))

1. Leaders relentlessly upgrade their team, using every encounter as an opportunity to evaluate, coach, and build self-confidence.
2. Leaders make sure people not only see the vision, but they also live and breathe it.
3. Leaders get into everyone's skin, exuding positive energy and optimism.
4. Leaders establish trust with candor, transparency, and credit.
5. Leaders have the courage to make unpopular decisions and gut calls.
6. Leaders probe and push with a curiosity that borders on skepticism, making sure their questions are answered with action.
7. Leaders inspire risk taking and learning by setting the example.
8. Leaders celebrate

Quote of the Week: “There may be no I in team, but there are two in narcissist.” – Anonymous

I am not a big fan of the move by some to use a “self-service calendar.” In particular, when the calendar owner asked for the meeting. It goes like this --- someone asks you for a meeting by email or text and you say ok. S/he then sends you an email with a link to their calendar so you can find a time that works for you. Don’t do this. If you ask for a meeting, don’t then make the person do work to set it up. Make yourself available when it works for them. You are the requester. Not a good signal to use a “self-service calendar” which implies your time is more valuable than mine.

Twitch suffered a big hack and info was posted about earnings/payments. Amazing how much money people are making streaming themselves playing video games. That is the basic construct — you watch someone play a video game. Here are the top five earners from August 2019 - September 2021. This captures their share of advertising revenue which runs along their stream and maybe the share of subscriptions (data file unclear). It does not include

sponsorships. Unclear why such a gap between the Top 2 and the rest especially since some of the lower earners have more subscribers but maybe fewer folks actively watching them.

1. CriticalRole \$9,626,712
2. xQcOW \$8,454,427
3. summit1g \$5,847,541
4. Tfue \$5,295,582
5. NICKMERCS \$5,096,642

This is a talent market like any other with the streaming sites fighting for talent. A third party website lets you look at all of the analytics on user base/followers. You can check out any specific personality and site so this is youtube and pewdiepie

<https://socialblade.com/youtube/user/pewdiepie> (thanks to our son Graham for the tutorial).

jml