

# What Can We Learn From Randy Hess?

- 1. Incremental rationalization:** From role play #1 to #2, we tried to create a series of incremental commitments that would eventually lead Randy to back the MicroNet deal. Questionable steps can lead to undesired results; there are many slippery slopes in new ventures and deals.
- 2. Forces of influence:** Cialdini's theory highlights what people have used for centuries for both good and bad. Good people are susceptible to bad circumstances.
- 3. Distinction between ethics and integrity:** Like execution of a strategy, a key success factor is to put a moral code (ethics) into action (integrity) as part of our daily lives.