

Time to hold big business accountable

By **Bryce Elsley**
Post Contributor

Corporations and global leaders of today are finally being looked down upon by youth.

We are going to become the global leaders of the near future and the leaders of today are setting the standard low. You older people always found yourselves inspired by upcoming leaders, innovative entrepreneurs, and the new hip cool adults. The problem today is corporations and global leaders do next to nothing to help inform themselves of change because there is not enough information that is up to date with how the world is changing.

Youth are becoming the global leaders of tomorrow.

Youth know about global warming, asthma, war, inequality, but they feel alone with adults feeling helpless. We are all feeling helpless against legal entities that are powered by overpaid shareholders.

Youth are finding out about unethical business practices on blogs and wikis.

How can teachers keep up with technology and teaching youth properly when they are forced like all others to work paycheque to paycheque? Top shareholders and CEOs choose to commit usury, and when they are caught, they toss the blame towards accountants and hired consultants.

The problem with corporate America is the unrealis-

tic goal of an economy that will never fall. It now is, and youth are the answers. Not Obama. Not Harper.

Cutting corners in business for shareholder and personal income is easier to do than to complete hard work, and youth have been taught this sickness.

There are an infinite number of reasons as to how and why a human mind soaks up knowledge. The chance to share this knowledge and information with new generations is key to youth become the global leaders of tomorrow. With the daily changes in technology and frequent Internet usage youth have become sponges to information widely spread around the Internet and its endless websites full of documents and free entertainment. The young new leaders of today are influencing each industry like the old leaders should be.

Youth and adults share a common trait that we absorb details on every level. In doing so we have discovered new potential in business and the World, and more importantly in ourselves. This is because it is our instinct to do so.

When the most talented business leaders of today achieve something, in a way we are drawn to that information, and we are drawn to this because we also believe we are sharing their glory as well. Why are so many people believing that saving money is actually a life accomplishment?

Realistically corporations

preserve the culture we grew up in, while technological advancements these corporations invent evolve the future by what youth do to advance them.

We need to take responsibility for our own actions and reject mediocrity. A civil rights movement is the best idea that comes to mind.

It is sad watching business leaders that spend thousands of dollars stating business expenses for personal gain. When the answer is they lost their pride in life while spending years reaching a corporate level where change could happen, and then stress commonly takes over the excitement from business.

Almost all who reach the top know they work to make the shareholders more money. Letting personal consumption effect any business is not making positive advancements on any level, especially in terms of employees. The gross boom in temporary work agencies allows this usury to multiply.

Youth today know through the media that corrupt business leaders do negative

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things, and the negativity associated with this sort of action is drastic. Business leaders become leaders from advancing the business and industry in which they work. If our complacency is the agent of our own demise what will we pass on then to the young business leaders of tomorrow?

The biggest threat to our world, to Adbusters, and to business, is industries without leaders. Technology advancements are supposed to make life easier and more simple because our day to day tasks are rapidly becoming more complex.

Leaders of today must explain to youth the core values and principles of business

and how to lead properly. Too much mixed information is available with new technology and on the Internet.

The older generations and younger generations of leaders are using technology and the Internet today for various, usually completely different reasons.

Both the younger and older generations know there is a distance between technology knowledge. Both leaders in older and younger generations must be wise and efficient in order to pass on information correctly between each other.

Equality, morality, empathy, and humility must first be brought back to life.

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