

THE CORNERSTONE EAGLE

January 2016 Edition



HAPPY NEW YEAR EVERYONE!

We pray that your new year ahead is filled with Health, Happiness, Peace and Prosperity.

Cornerstone International Group's **MISSION** is to be the best executive recruiting group worldwide, but our **VISION** is to be a true mentor and coach with our clients, candidates and partners one at a time.

We believe the way to do it is to promote our 3C VALUES of **Community, Credibility, and Continuity**. The Cornerstone Eagle is not a sales letter to promote activities of our 70 offices globally, but a 3C tool to inspire you to maximize your personal and professional potential to be a Better Leader and a Better Person both at home and at business.

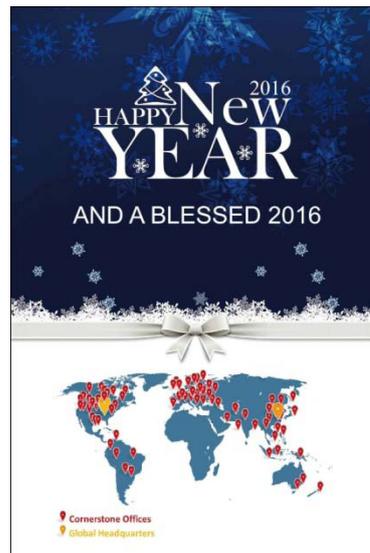
We shall be your Faithful Companion / Coach / Mentor on your life and career journey, supporting you to discover

yourself and offering good advice regarding the SIX important aspects of your professional Life: Identity, Money, Career Options, Health, Relationships and Your Future (spiritual and your legacy reminders).

The period leading up to New Year and New Year itself is often a time of reflection of the past year and planning for the new. New Year Resolutions are part of it. Have you stopped to think about 'Intent and Honesty in Life' and 'Responsibility' at this time of year, ponder on their meaning, and their impact on the past, present and the future, and how we could allow them to build the legacy which we may wish to leave behind?

We pray that these powerful wings of the Eagle shall continue to enable you to soar to new heights.

Best Wishes,



Dear Colleagues, Partners and Friends:

On behalf of our Cornerstone team of 70 offices around the world, we thank you for your friendship, support and partnership throughout this year. Your support enables our continued success both locally and globally.

We pray that your new year ahead is filled with health, happiness, peace and prosperity.



Cornerstone International Group

Simon Wan

Chief Executive

Cornerstone International Group

☎ Phone No.: +86 21 6474 7064 | ✉: simon-wan@cornerstone-group.com

The New Office

In Hong Kong, we are busy preparing for the move into our new office on 31 December 2015. It is a brand new building, and every utility/facility has to be established from zero base, from electricity supply, to voice and internet broadband and all the cabling and connections involved, to internal office design and fixtures and fittings, furniture and window blinds, and door security system and so the list goes on.



With every aspect and step of the process, there are different companies involved in providing the various services. Today I had to hold the company responsible for our voice and broadband service to their word of meeting the target dates agreed for the different steps of the project, which ultimately affect our moving-in date. Issues arose when different departments of the company are involved with the service provision, and when one reneges on a promise, it impacts on the whole, and ultimately the original deadlines.

The above reminds me of the importance of taking Responsibilities seriously, in our professional or personal life. Not only that, Intent and Honesty in Life are major influencers. Sometimes, it is not only being true to our responsibilities, it is also helping others to holding true to theirs.

This leads me to take a glimpse at our future world, and whether it may enhance or diminish our sense of Responsibility, Intent and Honesty in Life.

The Sharing Economy

We may look back on the 20th century and wonder why we owned so much stuff — refrigerators, cars, TVs, telephones, computers.

Even as the ownership society was announcing its birth in the US, it was already rotting from the inside out. Its demise began with Napster. The digitalization of music and the ability to share it made owning CDs superfluous. Then Napsterization spread to nearly all other media, and by 2008 the financial architecture that had been built to support all that ownership — the subprime mortgages and the credit-default swaps

— had collapsed on top of us. Ownership had not made the U.S. vital; it had just about ruined the country.

Since then, we are moving toward a different form of consumption, a collaborative consumption: renting, lending and even sharing goods instead of buying them. This movement has been started by the young,



who had essentially borne the brunt of the recession. You can see it in the rise of big businesses like Netflix, whose more than 20 million subscribers pay a fee to essentially share DVDs, or Zipcar, which gives more than 500,000 members the chance to share cars part-time.

Those companies, however, while successful, are essentially Internet-era upgrades of old car- and video-rental

businesses. The true innovative spirit of collaborative consumption can be found in start-ups like Brooklyn-based SnapGoods, which helps people rent goods via the Internet. Or Airbnb, which allows people to rent their homes to travelers. There is a green element here, of course: sharing and renting more things mean producing and wasting less, which is good for the planet and even better for one's self-image. And renting a power drill via SnapGoods for the one day you need it is a lot cheaper than buying it. It is a perfect fit for an urban lifestyle in which you have lots of neighbors and little storage.

Companies have also progressed to renting out expertise. An example being Fedex having the expertise of repairing digitalized readers which they use to scan their parcels and packages. This expertise is now available for others who require a similar repair service. As the Sharing Economy develops, more and more ways and means will be discovered for sharing in the community.

The Social value

The real benefit of collaborative consumption turns out to be social. In an era when families are scattered and we may not know the people down the street, sharing things — even with strangers we have just met online — allows us to make meaningful connections. Peer-to-peer sharing "involves the re-emergence of community," says Rachel Botsman, co-author of *What's Mine Is Yours: The Rise of Collaborative Consumption*.

"This works because people can trust each other."

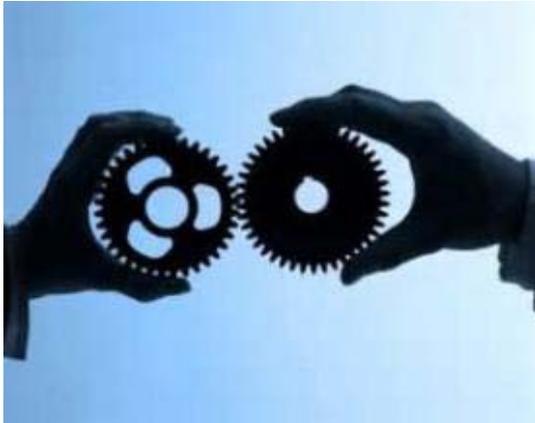
We yearn to trust and be trusted — one researcher has found that people get a spike of the pleasant neurotransmitter oxytocin when they are entrusted with another's goods. That is the beauty of a sharing society — and perhaps the reason it might prove more lasting than one built on ownership.



Intent and Honesty, and Responsibility

Unless we can be honest with ourselves, we can hardly be honest with others. One is just as important as the other. And builds Trust along the way.

What shall it profit a man if he shall gain the whole world and lose his own soul, says the Scripture. Of course, the answer is obvious. What we are talking about is honesty of purpose in life; the real motivation behind our actions; do we live in the world to see how many people we can deceive, or do we live in



honesty of intent.

As long as we seek to be honest and our intentions are good we will usually do the right thing. We should strive to be honest at all times and not turn to honesty when all else fails. The important thing in life is to be and not seem to be; not to use honesty of purpose only to gain our immediate ends, but to grow day by day toward honesty.

It augers well in that socially speaking, things such as the Sharing Economy will encourage and promote Trust in the community and each other, enforcing essentially values which come beforehand as in Honesty, good Intent and taking Responsibility, and ensuring sound legacies are built within the fabric of our society.

Notable Quotes on Responsibility, Honesty and Trust

Booker T. Washington

Few things help an individual more than to place responsibility upon him, and to let him know that you trust him.

William Shakespeare

No legacy is so rich as honesty.

George Bernard Shaw

We must make the world honest before we can honestly say to our children that honesty is the best policy.

Zig Ziglar

The foundation stones for a balanced success are honesty, character, integrity, faith, love and loyalty.

Oliver Wendell Holmes, Sr.

Put not your trust in money, but put your money in trust.

Denis Diderot

We swallow greedily any lie that flatters us, but we sip only little by little at a truth we find bitter.

From the Bible:

Luke 21:1-4

Jesus looked up and saw the rich putting their gifts into the offering box, and he saw a poor widow put in two small copper coins. And he said, “Truly, I tell you, this poor widow has put in more than all of them. For they all contributed out of their abundance, but she out of her poverty put in all she had to live on.”

Corinthians 3:8

He who plants and he who waters are one, and each will receive his wages according to his labor.

John 8:32

“And you will know the truth, and the truth will set you free.”

Philippians 4:8-9

Finally, brothers, whatever is true, whatever is honorable, whatever is just, whatever is pure, whatever is lovely, whatever is commendable, if there is any excellence, if there is anything worthy of praise, think about these things. What you have learned and received and heard and seen in me—practice these things, and the God of peace will be with you.

Our Editor, Nancy Chu at nancy-chu@cornerstone-group.com would love to hear from you if you have special thoughts to share.

About Cornerstone International Group

Cornerstone International Group takes pride in its 25 years in executive search and as trusted advisors to CEOs. A global member of the Association of Executive Search and Leadership Consultants (AESC), Cornerstone is recognized as having the highest level of quality in the executive search industry. With 70 offices in key cities around the world, we make lasting contribution to the success of our clients locally and internationally. Our work is INTEGRITY based, RESULTS driven and SATISFACTION guaranteed. Awards received around the world & in China includes 'The Most Trusted China Recruitment Firm 2015'; 'China Recruitment Firm of the Year' & 'Trustworthy HR Unit'.

'Achieve More With Cornerstone'[™] Visit us at www.cornerstone-group.com to see why you can 'Achieve More With Cornerstone'[™]

