



## **GroveTalk — Spring/Summer 2005**

Hello and welcome back.

OAK continues to grow and branch out.

I am pleased to welcome two new and interesting clients – Strategic Leverage Partners ([www.StrategicLeveragePartners.com](http://www.StrategicLeveragePartners.com)) and Starr Office Solutions ([www.thinksos.ca](http://www.thinksos.ca)) – unique solutions providers that partner with their own clients to help them reach and surpass their expectations.

In February, the *Gleaner* editors asked me to take on ***Diversity***, an exciting column in *The Village Gleaner*. In the column, I profile a different cultural or ethnic group each month. This experience has been both challenging and rewarding. Not only have I learned a great deal about the city's west end, but I have also gained some insight into the human experience in Canada and around the world. I believe this ongoing assignment will continue to enrich my writing and thereby benefit my clients.

And I continue to take on other interesting freelance assignments for the *Gleaner* newspapers. Over the past several months, I have written stories on Fort York, a High Park canine group, Toronto's lost rivers, an international tango festival in Toronto, and a strange but wonderful Bloor West enclave called Wendigo Way. These assignments have further strengthened my commitment to historical, biographical, and cultural content.

### **Moving to other Media**

Recently I signed on as a series writer for ***Unexplained Canada***, a KarowPrime Films television production ([www.karowprimefilms.com](http://www.karowprimefilms.com)) with broadcast partners Space: The Imagination Station and CBC (Country Canada). Also, CBC Radio has agreed to help me produce a short radio documentary that will take me to a remote lake in northern Saskatchewan this summer. More on this next time!

**Read on...**

My work with the Etobicoke Chamber of Commerce ([www.etobicokechamber.ca](http://www.etobicokechamber.ca)) newsletter has begun with a profile of Gib-San, an award-winning pool company. If you would like a copy of this, please don't hesitate to ask. The ECC is a dynamic and highly effective organization offering great opportunities for Etobicoke businesses to generate and gain awareness.

You will find my work at <http://oakwriter.com/Samples.shtml>, where I continue to post new stuff. If you're interested in reading something not yet posted, please let me know and I'll gladly send you a copy.

### **Book Review: Blink by Malcolm Gladwell**


Perhaps it's fitting that a book on the power of split-second decisions would be slender. Malcolm Gladwell's *Blink* is a lean book that touches on a broad and universal idea—that great decisions can be made in the blink of an eye, and that often we know something but can't quite say why.

What are the signs of a healthy marriage? Why are so many CEOs tall? How does a mediocre thinker come to lead a nation? Why does one particular car salesperson sell more cars than his coworkers?

Gladwell, a staff writer for *The New Yorker* and author of the landmark book *The Tipping Point*, addresses these and other questions with his "Theory of Thin Slicing," which is the ability to make rapid holistic assessments by discerning key characteristics; or, as some might say, separating the wheat from the chaff. Appropriately, he also looks at how the speedy train of unconscious thought can go off the rails, and why experts are different than laypeople in that they know why they trust their own trains.

One particularly poignant example in *Blink* is the story of Amadou Diallo, a young African man gunned down by police in the Bronx back in 1999, when they mistook his wallet for a gun. Other cases of racial bias and misperception are brought to light. Gladwell's exploration of racial issues sparks some important questions and provides powerful examples of how hidden thoughts can lead to tragic outcomes when we fail to understand and address them. Gladwell covers plenty of other interesting ground, and offers great reading for anyone interested in questioning assumptions.

For me, the most compelling, and useful, outcome of reading *Blink* is that it has persuaded me to reconsider my own take on the world and the hidden code of my abilities within it.

And that, after all, is at the heart of my business. 

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**Read on...**

My business is finding great words and ideas for those who have placed their trust in OAK. Whether I am writing about people or the products, services, and events that enhance people's lives, my mission is to **engage, persuade, inspire, and connect**.

Accordingly, my business is also to extend a welcome those who have yet to consider OAK for their communications needs.

I would like to thank my clients and those who have shown interest in OAK.

All the very best and look for the Summer 2005 GroveTalk in about three months time. Have a great summer!

Regards,

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