



"I don't predict. I just look out the window and see what's visible but not yet seen."
— Peter F. Drucker

the window



Letter from Claremont

Sept-Oct 2011



PC RIP?: "Is HP's possible abandonment of the PC good business?"

The most popular Dx post in the past 30 days

In his 1957 book *Landmarks of Tomorrow*, Peter Drucker described an advance that was rapidly spreading to the farthest reaches of the globe. "The radio," Drucker wrote, "brings the whole world with all its ideas, its excitement, its dreams into the most remote hamlet."

More than half a century later—in an age of Google, Facebook and Twitter—the radio is still bringing a plethora of ideas and excitement to listeners (though people may now tune in over multiple platforms).

And so it is that last May we decided to launch "[Drucker on the Dial](#)," a monthly interview program framed around Drucker's teachings.

The show is hosted by Phalana Tiller, who in addition to serving as the Drucker Institute's communications manager is also an award-winning actress. Earlier in her career, Phalana worked as a DJ at WTJU, a public radio station in Virginia, and as a VJ on MTV-2 in the late 1990s. (Who says we're all nerds?)

"Drucker on the Dial" is distributed for free through the Public Radio Exchange, an online marketplace for programming. To date, two small stations have signed up for the show: KFOK in Georgetown, Calif., and KGLP in Gallup, N.M.

But we have little doubt that more will soon come on board. After all, how can they resist the guests that Phalana is able to attract? Among them so far: the CEOs of Deloitte and the Red Cross, leading management thinkers like Roger Martin and even novelist Richard Ford (about an anthology on work that he edited).

Sound cool? If so, please urge your local public radio station to air "Drucker on the Dial," where, as Phalana says (in a tone more mellifluous than we could ever muster), "timely issues meet timeless principles."

Rick Wartzman and Zach
Executive Director and Managing Director

Local Links

How people around the world are bettering their communities by applying Peter Drucker's ideas



"I thought management meant something I would do to other people... Now I know I have to start by managing myself."

So said Eriko, a high school junior from Tokyo and a recent participant in [Drucker for Future Leaders](#) (DFL), the Drucker Institute's management and leadership training program for teens.



The Drucker Institute's Lawrence Greenspun with Waseda Prep students

Eriko and 20 other students from the Waseda Prep School in Japan recently spent a week in Claremont learning and applying lessons drawn from *The Effective Executive*; *Management: Tasks, Responsibilities, Practices*; "Managing Oneself"; and other classic Drucker texts.

As part of the DFL program, each student designed and implemented a self-management plan based on Drucker's "Five Most Important Questions": *What is my*

mission? Who is my customer? What does the customer value? What are my results? What is my plan?

As part of their work, the students also developed community service projects to implement back home. Makoto, a 10th grader, devised a plan to improve the organization and performance of the sports

clubs at his school. "I didn't think I could have an impact," he said. "The management skills I learned will allow me to solve a problem I thought was too big."

Fumiko Kondo, a Waseda Prep teacher, explained that Japanese students are usually eager to gain skill and knowledge but sometimes hesitate to put ideas into practice. DFL, she said, provided an "opportunity to satisfy their curiosity and force them to take action."

Check out our new monthly radio show, "[Drucker on the Dial](#)," where timely issues meet timeless principles. And please urge your local public radio station to pick it up.



**Bloomberg
Businessweek**

The Drucker Institute's Rick Wartzman writes a column for *Bloomberg Businessweek* online that ties Peter Drucker's work to today's headlines.

[Read the latest.](#)

From the Archives



This time of year Claremont is buzzing with new and returning students. There are also new professors who are getting acclimated to their surroundings. It's easy to forget that Peter Drucker was once a new professor himself.

Two years after arriving in the United States from England, where he had worked at a London bank, Drucker decided to shift gears and enter the world of academia.

Sarah Lawrence College was among the first schools to which Drucker applied.

We found Mr. Drucker very stimulating indeed and think his point of view would be an excellent one to have on the faculty. I have no means of finding out anything about his teaching ability. He has suggested that I write to you and I am wondering if you have any light to throw on the subject. Do you think he could make his material simple enough for intelligent beginners? Perhaps if you would tell me something about him as a person that might help us to form an idea of how well he would work with our students. We do very little lecturing at the College but conduct our classes by the discussion and conference method which, of course, entails having a person who not only has insight into the needs of individual students but is a good listener as well as a good talker and is provocative in discussion.

In this 1940 letter, the then-president of Sarah Lawrence, Constance Warren, asked a University of Virginia colleague about Drucker's teaching abilities. (Drucker had recently given a talk at Virginia.)

"We found Mr. Drucker very stimulating indeed and think his point of view would be an excellent one to have on the faculty," Warren said. However, she was clearly apprehensive, and continued, "I have no means of finding out anything about his teaching ability."

Warren was confident that Drucker knew the material but concerned whether he could make it "simple enough for intelligent beginners."

Warren's fears were quickly put to rest, as Drucker proved more than adequate in the classroom. He went on to teach part-time at Sarah Lawrence until 1942, and then full time for another 60 years at Bennington College, New York University and Claremont Graduate University, winning fame for his spellbinding lectures.