

Hi Lis

Welcome to the Martians Reunited monthly newsletter. This month we major on a real boost to our archives on Leadership and Development, with a wonderful collection of materials from the Center for Creative Leadership (CCL).

We also have some fascinating material on E-Marketing from Darin Brockman's book *The Website Workout*; an enthusiastic account of a recent reunion of former associates of Mars Spain, which came about through Martians Reunited; and the regular updates from Mars, including news of a survey of retirees in the USA.

Current Martiansreunited.com membership figures:

Active members	Current associates	Former associates	Countries represented	Gender balance
1825	539	1286	40	66% m 34% f

Careers & Business

In the current recession, we all know that people are working extremely hard to deal with the most challenging business environment that many of us have ever faced. This is of course precisely the time when it would be really helpful to spend some time reading, thinking and reflecting on some of the issues of key importance to our businesses: leadership, strategy, change, innovation, organisation culture and principles.

But for many people there is so much going on that it is even harder than usual to find the time to read and reflect, in spite of the business slowdown. We know, from our own experience and because many of you have told us, that people are working as hard as ever if not harder, and that means that time is at a real premium.

In order to try and help, we have teamed up with the Center for Creative Leadership (CCL)ⁱ, the top-ranked global leadership education and research specialists, to give you access to a large collection of articles from its magazine **Leadership in Action**.

They are currently making more than 130 articles available, at no cost, on their website.

This is a larger number than most of us would have time to find or work through. So we have spent some time reviewing all 132 articles, and identifying those that we think are likely to be most relevant to Martians (67 in all). For each one we've given you a brief idea of what it's about and a link to the article, so that you can quickly find the ones that are likely to be of interest.

We recognise that 67 are a lot of articles to post in one go but thought it best to do so as we are unsure how long these materials will remain freely available and how long the links will work.

May we suggest, therefore, that you check them **straight away**? You can then access the ones you're interested in and download them, even if you don't have time to go through them all in detail now.

You can find summaries of and links to 22 articles on Personal Development and Career Management at the top of the list of items in *Managing Your Career* here: [Managing your Career](#)
And you can find summaries of and links to 45 articles on Leading and Building a Business at the top of the list of articles and videos in *Building a Business* here: [Building a Business](#). This is a unique offer: do please access the articles themselves while they remain freely available.

While we're in Careers and Business, please also look out for Darin's guidance on E-Marketing, also to be found in [Building a Business](#), and some new Gardening articles from Vanessa Faulkner in the [General](#) section.

News

New this month, amongst many other items, is an account of a gathering of former Spanish associates from the early days of the Unit as a result of reconnecting through Martians Reunited [Mars Spain Reunion](#).

We have the regular news items from Mars around the world including the 30 Year Celebration of Mars Viersen; the Whiskas Photo-shoot in South-East Asia; a new petcare research initiative in New Zealand; and Mars and Wrigley working together at the All Candy Expo in Chicago.

We are also delighted to tell you of a new initiative in the USA: Reaching out to Retirees

Hal Toberman, the US Retiree Advocate and a member of Martians Reunited, is spearheading this initiative. Hal worked in P&O and Operations before retiring in 2005. Today, he spends time networking with his peers and working with P&O in a variety of areas that impact the US retiree community.

The 2009 US Outreach Survey will explore a number of issues with US retirees, including what sort of volunteering they are getting involved in; how they are communicating (telephone, email, etc.); and what information they would like to receive from Mars. The survey will go out to all US retirees in July and preliminary findings will be available later in the summer.

That's it for this month - please do keep the ideas, comments and contributions coming.

Mike and Lis

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ⁱ The Center for Creative Leadership (CCL) is a top-ranked global provider of leadership education and research. Founded in 1970 as a non-profit organisation, CCL helps clients around the world cultivate creative leadership the capacity to achieve more than imagined by thinking and acting beyond boundaries

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