



Global Management Consulting Services

## ***Commentaries and Insights from Allawos & Company***

*December, 2016*

**USA, „I’ll be back!“**

***Ambassador Werner Brandstetter International Diplomat & Strategist, Vienna***

For a moment, in the night of November 8, 2016, the world seemed to have stopped in its tracks. Donald Trump had become President elect of the US of A, against all odds and against all the combined wisdom of punditry.

What a rare event in history! A whole nation left in shock and awe, the whole world in disbelief, the chanceries in most countries, with the possible exception of the Kremlin, at a loss and unprepared. The same goes for the media and wide parts of the international business world.

Even in the weeks passed since the election, most world leaders still have not regained their calm. As a European studying the reactions of our leaders I can attest to this. Even President Obama, himself among the losers of this election, had to use his recent world tour to try to tone down the overboard reactions.

Apprehensions and fear of the unknown still abound, some might say with good reason, judging by the campaign rhetoric, some having finally given up completely on the erstwhile leading nation of the Western world.

My take is a different one.

Things have to change. They cannot continue on the path taken the last few years with an America economically weakened, withdrawing from the world, leaving a vacuum everywhere to be filled by definitely less benign forces, outsmarted and outfoxed by her adversaries. Eight years of a foreign policy oxymoron has proven that it could not work: leading from behind. This neurotic concept has left the world in growing disarray and made it a place more dangerous than it had been in decades.

What we are facing in the US may be the turning point we badly need. The USA has a chance to re-take the reins of leadership in a firm and responsible way.

In foreign policy, abrupt changes usually are considered undesirable. At this juncture, though, change has to come quickly and urgently.

The world needs a strong America with clear priorities, strong values, a renewed truthfulness, and a humming economy.

It is important that the new administration will not just replace a liberal spin with a different, more right-wing or any other kind of spin. It will hopefully pursue its efforts of making America strong again with well-defined steps, frankness and reliability in relations with its own citizens and the world and a realistic perception of the dangers lurking out there if left unattended.

Even as a non-American I admit the new President will be right to put America and America's interest first. The crucial question, though, is how one defines the national interest.

If you define it narrowly and short term, just to please tomorrow's headliners, this will simply prolong the deplorable state of affairs.

With a broader and longer-term definition of the national interest by the new administration, I am confident its policies will benefit the US, make her strong again and thus uplift the world in tow, at least the parts willing to be part of this endeavor.

Here are some Christmas wishes that I would like to attach:

-  Please, repair the American economy by deregulation, tax reductions and infrastructure investments. But do not re-introduce protectionism. All countries would hurt, including the US.
-  As far as trade agreements go, if renegotiate you must, make them better, do not scrap them. Mercantilism would only beget new major crises in the world.
-  Be aware that we need a strong US. But the US also needs strong partners. Isolationism would serve the US at least as bad as leading from behind.
-  Acknowledge that the US needs a strong Europe. I expect you to do two very important things, the US has done before: make the Europeans understand that they need the US and help them, too, become strong again.
-  If Brexit has to be, convince the Europeans and the British that they still should represent a common force. Europe still has to offer a peace and a welfare dividend to the world.
-  The combined power of the US and Europe, hard and soft, will help the West face the current challenges to its way of life and its way of doing business, wherever they come from, the Kremlin, Beijing, Raqqa, Teheran.....
-  In dealing with Europe, keep in mind that far-right parties and movements are no match for the Trump administration, even if there may be a similar take on immigration. Remind yourselves that the European far-right is as anti-American as the European left. As you want to be a constructive democratic force do not underestimate the forces of destruction in these circles!



Try to find common ground and common interests, which should not be too difficult, with Russia as well as with China, but do not give in to the temptation to neglect the dark sides of their pursuits. Do so by at the same time protecting the interests of those whom they might consider their sphere of influence. Such spheres of influence, once accepted, only give rise to more appetite.



Do not leave the Middle East in the state it is now with all the hate, destruction, devastation and waves of refugees. It is too late not to get involved. And yes, make Israel, the only democratic country in the region, your pillar again. Help the reasonable partners in the Middle East to understand the advantages of strengthening the feeble efforts to co-operate with the Jewish State.



Please, USA, say, "I'll be back!" The world will be the better for it.

I am aware that this is a long and difficult list and may take issue with some, but I am hopeful that Christmas will come January 20, 2017 not December 25<sup>th</sup>.

## About Allawos and Company, LLC

Allawos & Company is a comprehensive global management business-consulting firm, tuned to enable organizations to identify and exploit opportunities through creative engagement built on a foundation of decades of senior management experience.

We are a global management consulting firm specializing in business plans, business development, corporate development, contract negotiations, employee surveys, strategic planning and turnarounds.

We service the aerospace industry to healthcare, semiconductor to farming and most industries in between.

Our comprehensive consulting services improve the client's condition and leaves behind the tools for growth.

**Michael Allawos**  
President & CEO  
Principal Consultant  
California, USA

**Larry Vertal**  
Senior Consultant  
Corporate Development  
California, USA

**Ambassador Werner Brandstetter**  
International Diplomat & Strategist, Vienna

**Albert van Rensburg**  
Senior Consultant  
International Bus. Dev.  
Gauteng, South Africa

**James Kohlhaas**  
Senior Consultant  
Systems Integration  
Washington DC, USA

**Dennis Alfieri**  
Senior Consultant  
Real Estate/Gov. Affairs  
California, USA

**Stephanie Jones**  
Senior Specialist  
Employee Relations  
California, USA

**Jim Shivers**  
Senior Specialist  
Water Treatment  
California, USA

**Magnus Caspar**  
Senior Consultant  
Basel, Switzerland

**Dr. David French**  
Senior Consultant, Human Development  
California, USA

**Alex Kam**  
International Trade Specialist  
China & Hong Kong

**William (Bill) Dykes**  
Senior Business Consultant  
Texas, USA

**More information is available at  
<http://www.allawosandcompany.com>  
or by calling (626) 335-5015 or (626) 824-4546**