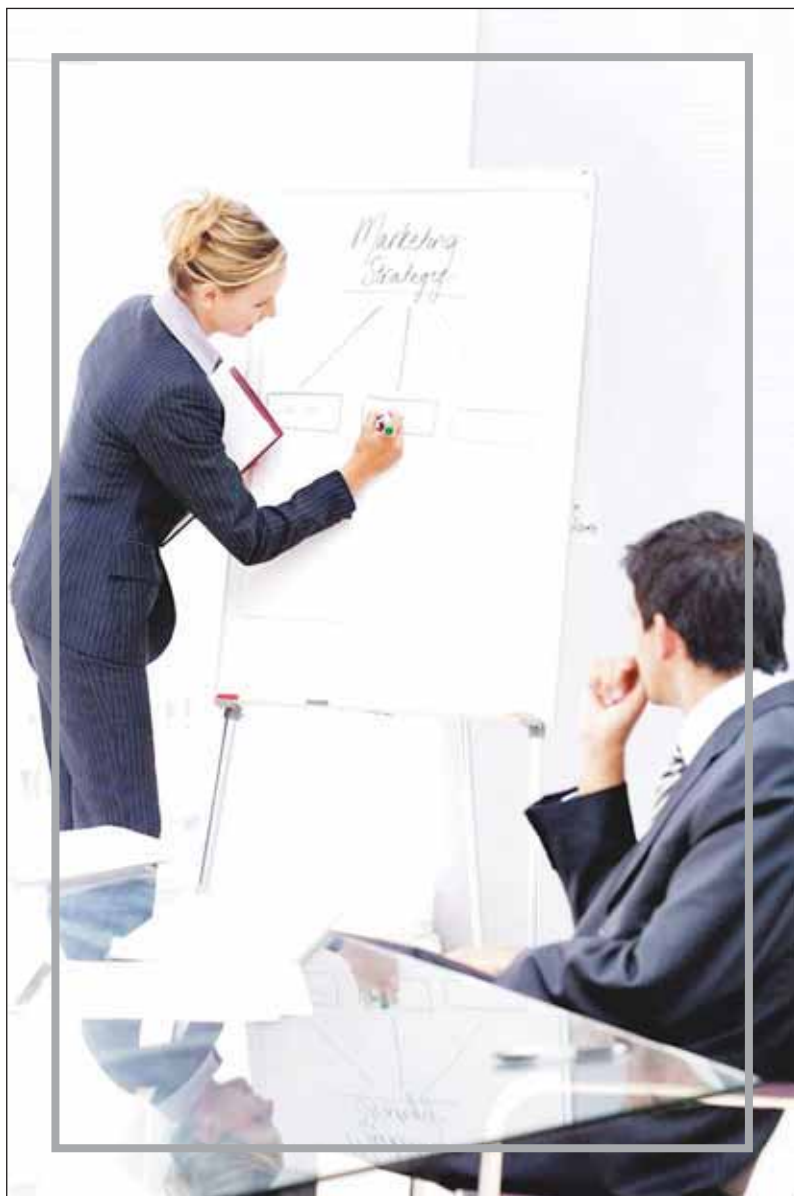


# Each crisis is an opportunity!



**I**

n Chinese, the word crisis is represented by two ideograms: Wei Ji. It could be translated by the words danger and decisive moment. The word crisis itself comes from the ancient greek word krisis, meaning decision. And when you think about it, this is exactly what a crisis is about: a moment when you are forced to make a decision. And making decisions is one of the many traits of a leader.

Of course, the worldwide crisis we are experiencing is profound. It goes far beyond a mere financial crisis. It's requires a complete reconstruction of our society. And tremendous opportunities open in front of each of us, opportunities to participate to a new world. The Internet 2000 bubble gave birth to what we call today Web 2.0. I see the current crisis as the



birth of World 2.0.

Women who gave birth to a kid will tell you, although this is a joyful moment, you are full of doubt and pain. Not even talking about the post-partum crisis, where depression can be deep and questions many.

Welcome to Word 2.0

With the advent of Web 2.0, people moved from data consumption to data creation. A whole information economy emerged, worth today many billions of dollars, euros or yuans. With Web 2.0, information is created and shared instantly. Nothing can be hidden anymore. Web 2.0 has been the fuel of the fall of tyrants, Web 2.0 has created Wikileaks, Web 2.0 technologies have made the subprime crisis possible, Web 2.0 allows NGOs to move fast where peo-

ple need them. Two faces of the same coin.

This crisis represents dangers and opportunities: Danger to lose our job because companies are suffering, opportunity to change job to a more fulfilling one; Danger to lose our savings, opportunity to learn other ways to contribute to our society; Danger to be at the mercy of crooks promising paradise while stealing you, opportunity to get rid of those crooks once for all.

Each of us has a power that our parents, grandparents and ancestors never had. This crisis opens massive opportunities! Are you ready to grasp some of those? To learn more, come to meet us at Toastmasters, where leaders are made. Contact us through our web site [portlouistoastmasters.org](http://portlouistoastmasters.org).

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