

# Transboundary Navigation:

## Are You Ready?

QEM Mentoring Workshop, November 13, 2009

Victor McCrary, Ph.D.

President, NOBCChE

[v.mccrary@comcast.net](mailto:v.mccrary@comcast.net)



*National Organization for the Professional Advancement of Black Chemists and Chemical Engineers*

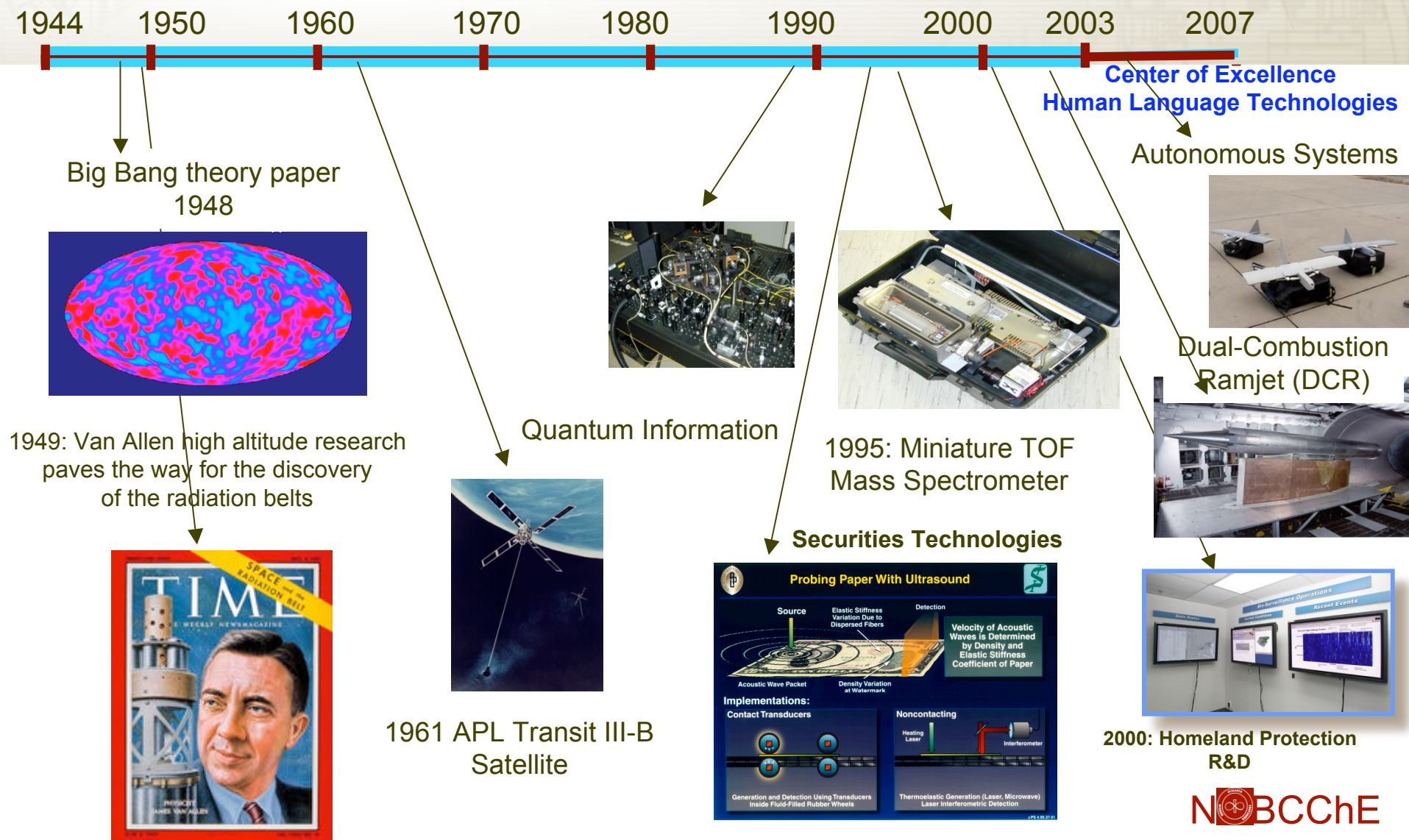
# Transboundary Navigation: What is it?

- Walking the line between the business and technical needs of the world?
- Globally focused vs. domestically focused?
- Retooling your skill sets every 2-3 years?
- Expanding your “club” memberships?

***Successfully crossing & integrating  
among various distinct entities***



# Johns Hopkins Research Center's Legacy of Excellence



NOBCChE



# Transboundary Navigation & the Global Economy: What has really changed in the past 20 years?



**Q1.** Has the world just “evolved” or is there a revolution underway?

**Q2.** Are changes on the horizon for NOBCChE?

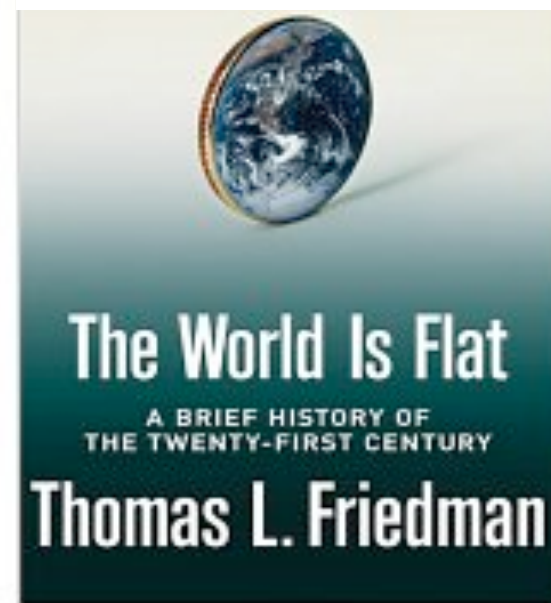
**Q3.** If “yes” to Q1 & Q2, how am I affected & how do I prepare myself?



# Q1: Have things evolved or is there a revolution underway?

**A1: Yes!! There are big changes underway....**

- **Technology has “flattened” the US economy and the way we do business**
- **Perfection and legacy not important drivers; “80% solutions” suffice**
- **“Old” businesses are creating value by doing “new” things with “unconventional” partners**



# The Age of the Gold Collar Worker

- **Blue Collar Workers** – Unskilled to Union Labor – fixed expertise (now many IT workers)
- **White Collar Workers** – Management, services involving those with college to graduate training
- **Gold Collar Workers** – Highly trained (not all are Ph.D.'s), but able to be effective in many different business environments – *adaptable, agile, flexible, nimble*

## Q2: Are there changes on the horizon for “Minority Student’s?”

A2: Yes!! There are big changes underway....

- Value proposition of affinity organizations has shifted in the majority community’s eyes
- Students’ career expectations differ from NOBCChE’s basic tenets
- “Black” will have to evolve to embracing those who receive “Black treatment”



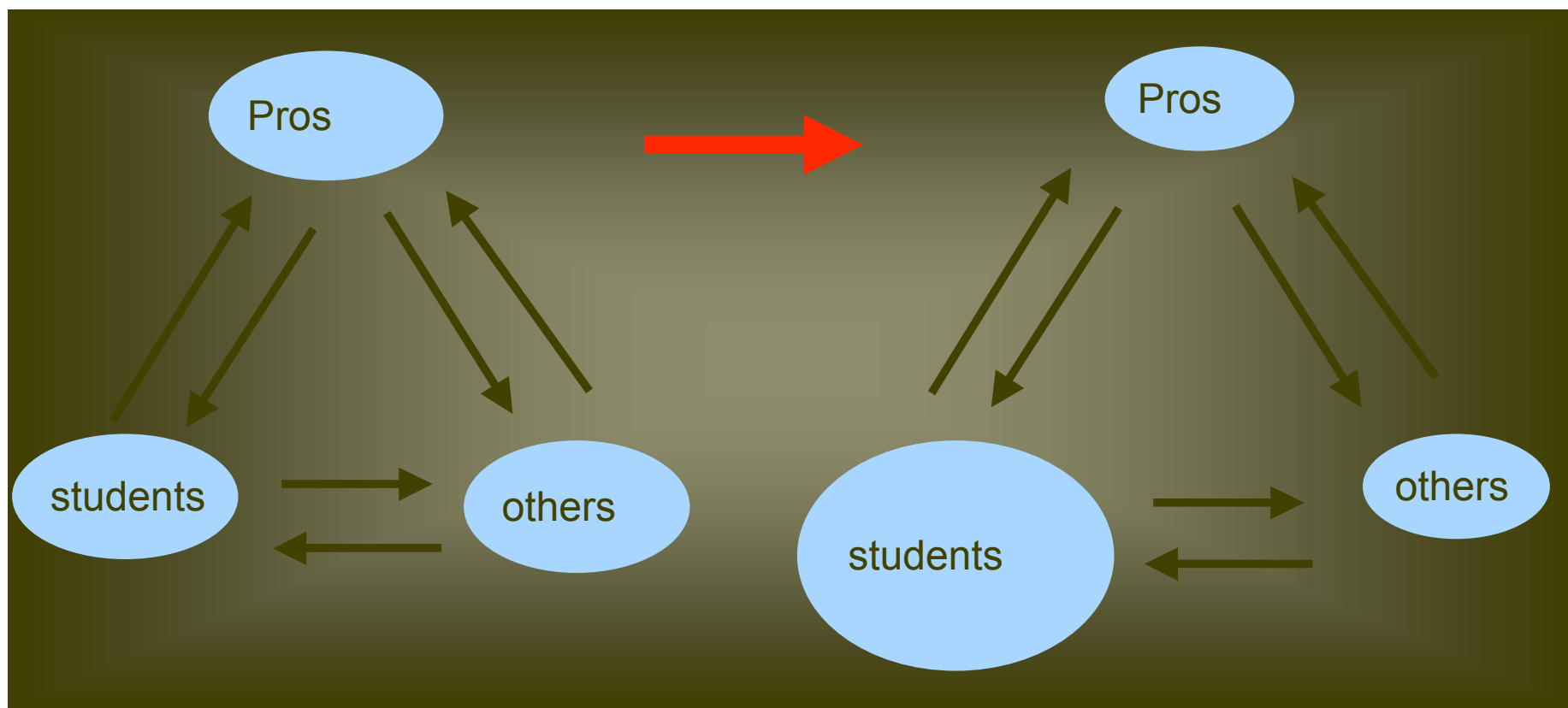


# NOBCCHE's Model and the Global Economy

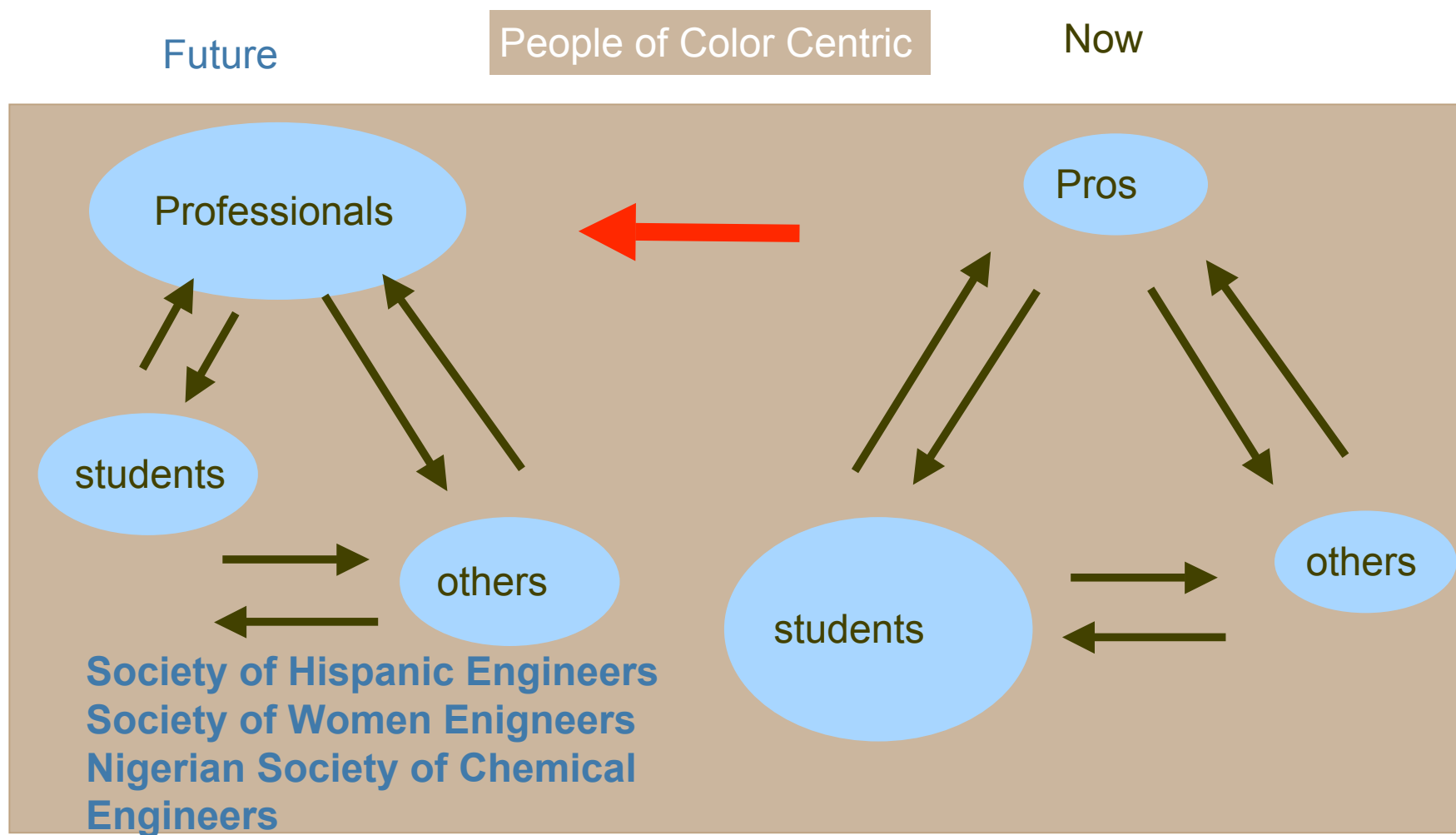
Founder's View

African-American Centric

Now



# NOBCCCHE's Model and the Global Economy



## Q3: If a revolution is underway, how am I affected and how do I prepare?

### A3: Start now by expanding your professional network

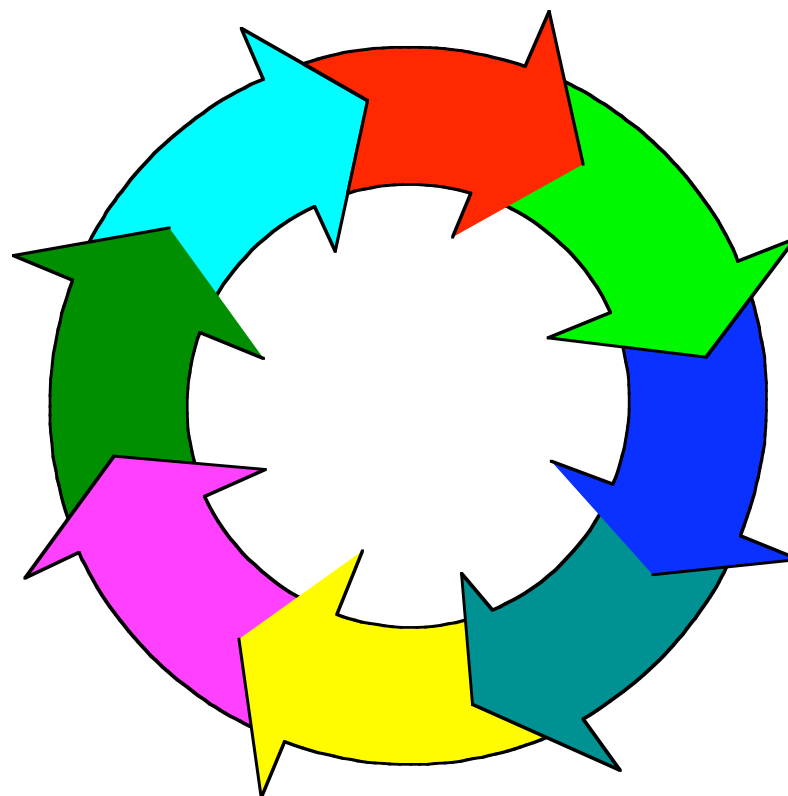
- Competition is intense and global; **must know** and relate to others across the globe
- The global economy rewards speed and innovation; **must know** and relate to a diverse group of thinkers
- Out-of-the-box thinking (transboundary navigation!) is a necessity; **must know** how to converge ideas, experiences, **networks**



# *The Theory of Clubs*

**Gold Collar Workers – people who get things done -- are members of many different “clubs”.**

**Understanding clubs allows us to understand the *constituencies* we will interact with in order to increase our influence and power...**



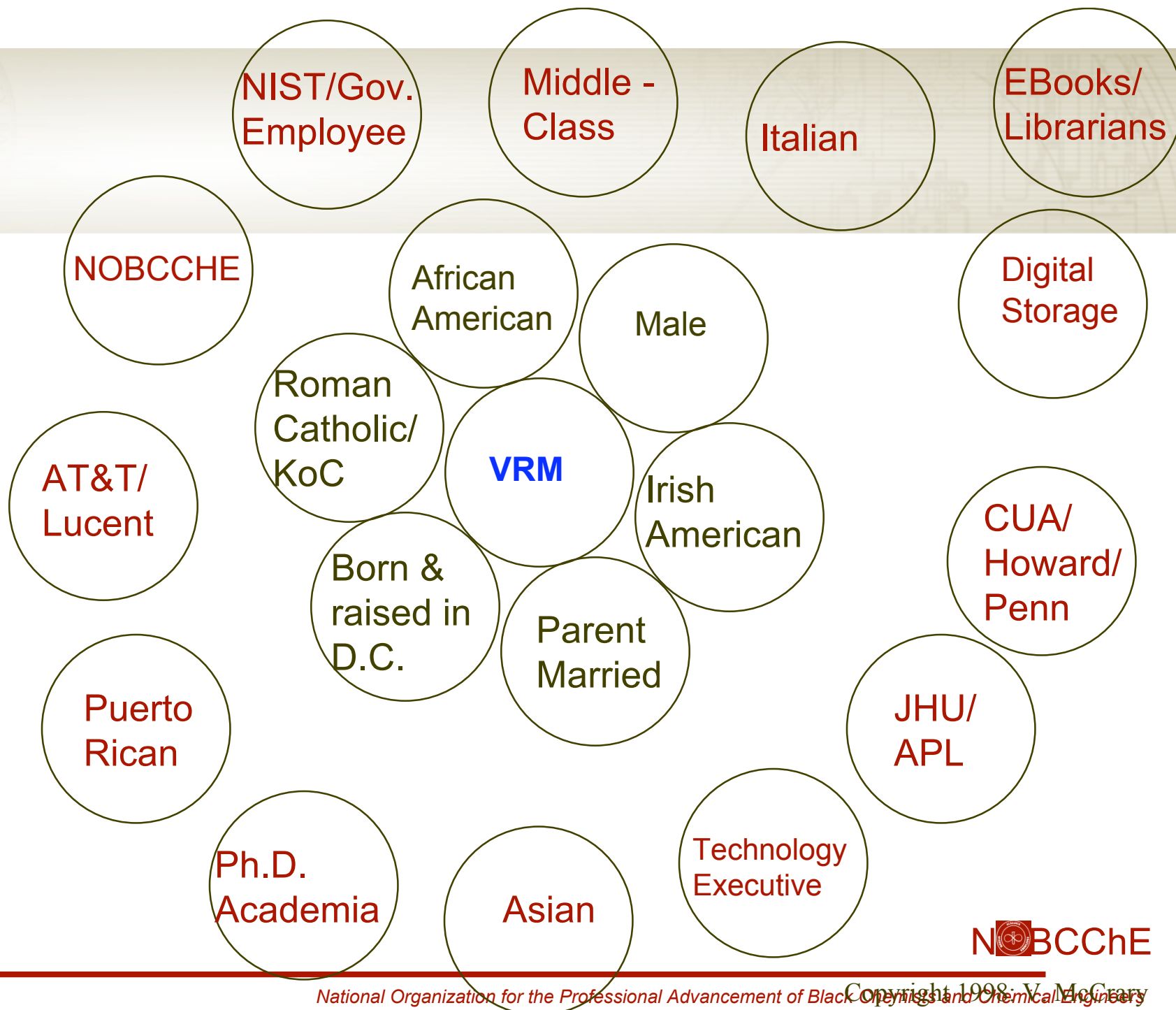
# *The Successful Person Manages Their “Club Memberships”*

- Clubs can be formal institutions; e.g. Lions Club, professional societies – IEEE, NOBCChE, AMA,
- More often, it is the informal clubs that have long-term impact; e.g. a Catholic, Latina-American from the Bronx
- Club membership is based upon relationships; the deeper the relationship the more personal power is increased
- Multiple-club membership increases *personal mobility*
- Clubs are nodes from which *networks spawn*
- *Access to club membership is a function of socio-economics, but not a barrier!!*

## ***Club Rules: Increasing your Membership***

- **Primary Circle**: Club memberships which are given from who you are - e.g. single, female, Hindu, born in Boston.
- **Secondary Circle**: Club memberships you establish by virtue of association & choice - e.g. B.S. in engineering, graduate of Howard University, member of NOBCCHE, married, middle class, spa membership, etc.





## ***Club Rules (2): Increasing your Membership by Joining***

- **SACNAS:** [www.sacnas.org](http://www.sacnas.org)
- **AISES:** [www.aises.org](http://www.aises.org)
- **NSBE:** [www.nsbe.org](http://www.nsbe.org)
- **NOBCChE:** [www.nobcche.org](http://www.nobcche.org)
- **NTA:** [www.ntaonline.org](http://www.ntaonline.org)
- **SHPE:** [www.shpe.org](http://www.shpe.org)



**“My Psychological  
Identity”**

- **ACS:** [www.acs.org](http://www.acs.org)
- **IEEE:** [www.ieee.org](http://www.ieee.org)
- **AIChE:** [www.aiche.org](http://www.aiche.org)
- **APS:** [www.aps.org](http://www.aps.org)
- **SWE:** [www.swe.org](http://www.swe.org)
- **Sigma Xi:** [www.sigmaxi.org](http://www.sigmaxi.org)



**“My Professional  
Identity”**

## ***Dates to Remember; Opportunities not to Miss!***

- **NOBCChE Annual Conference, March 29-April 2, Atlanta, GA**  
**[www.nobccche.org](http://www.nobccche.org)**
- **American Chemical Society, March 21-25, San Francisco, CA**  
**[www.acs.org](http://www.acs.org)**
- **National Society of Black Engineers, March 31-April 4, Toronto**  
**[www.nsbe.org](http://www.nsbe.org)**



MUSHARRAF UP CLOSE • ENRONOMICS • KMART'S CRASH

# Newsweek

January 28, 2002

\$3.95

## The New Black Power

Ability, Opportunity & the Rise of Three Of the Most Important CEOs in America

The New Rules for Black Men **By Ellis Cose**

Stanley O'Neal of Merrill Lynch, Richard Parsons of AOL Time Warner and Kenneth Chenault of American Express

newsweek.msnbc.com

#BXBCNDG\*\*\*AUTO\*\* 5-DIGIT 21029  
#001807273110012#7L02 BA-R  
MR VICTOR M CRAY 005770X  
PO BOX 676 F6118  
CLARKSVILLE MD 21029-0676

Hot  
Golf Courses  
And Gear

Tyco's Tricks • Mayor Mike • GM Gets It Right

# FORTUNE

APRIL 1, 2002

\$4.99

## Oprah Inc!

Her  
\$1 billion empire  
Her no-numbers  
management style

And why she'll  
never give another  
business interview  
*by Patricia Sellers*

#BXBCBHG\*\*\*\*\*CAR-RT LOT\*\*C-000  
#1655 3012 480H FO 306DC31 AUG03  
VICTOR MC CRAY 0010  
#12721  
100 BUREAU DR APT MS8950 P01051  
GAITHERSBURG MD 20899-0003

www.fortune.com

aol keyword: fortune



# Transboundary Navigation: Summary



*Rosa Parks (1913-2005)*  
*A successful transboundary navigator*

- Yes, the world is changing, and the time to react has been compressed (**you snooze you lose!!**)
- Organizations that demonstrate value, are the ones which change dynamically (**includes organisms, too!**)
- Friedman concludes that the only way to thrive in the future is through diversity and investment in relationships (**building and maintaining your networks!**)

***“Taking major risks, leads to major rewards”***

NOBCChE