

# Clifton: It's All About the Jobs

In 2011, Gallup chairman and CEO Jim Clifton authored a book titled *The Coming Jobs War*. The Indiana Chamber provided copies of the book to its board members as well as Indiana legislators in 2013 – and brought Clifton to its board of directors meeting that fall.



Using data and opinion gathered in Gallup surveys, Clifton wrote:

- There are three billion adults on Earth who work or want to work. But there are only 1.2 billion full-time, formal jobs in the world.
- As of 2010, the world has a total GDP (gross domestic product) of \$60 trillion. Of this, the United States has nearly \$15 trillion or 25%. Over the next 30 years, the global GDP will grow to an estimated \$200 trillion. So a new \$140 trillion will come into the global mix. The global war for jobs will be an all-out battle for that \$140 trillion.
- The war for global jobs is like World War II: a war for all the marbles. This is America's next war for everything.

Clifton offers 10 key findings on how to win that war:

1. The biggest problem facing the world is an inadequate supply of good jobs. Every leader in every institution and organization must consider this in every decision he or she makes every day.
2. Job creation can only be accomplished in cities. The federal government cannot create sustainable jobs. Cities are job power plants of human energy.
3. There are three key energy sources of job creation in America: the top 100 cities, the top 100 universities and its 10,000 local tribal leaders. These are America's super collider for jobs.
4. Entrepreneurship is more important than innovation. It is far better to invest in entrepreneurial people than in great ideas.
5. America cannot outrun its health care costs. Every leader must put physical fitness at the core of every decision.
6. Because all public education results are local, local leaders need to lead their cities and youth programs to war on the dropout rate with a strategy of one city, one school and one student at a time.
7. The U.S. must differentiate itself by doubling the number of engaged employees. This would create more customers, more jobs and more start-ups – and would double the economic energy of the U.S.
8. Jobs occur when new customers appear. Deep customer insight is essential to the jobs war.
9. Every economy rides on the back of small- to medium-sized businesses. Most jobs occur when entrepreneurs start companies. Cities have to create environments where this is highly encouraged, supported, mentored and celebrated.
10. As exports go, so goes the coming jobs war. The U.S. needs to more than triple exports in the next five years and increase them by 20 times in the next 30 years. Exporting is the next man-on-the-moon moment.

**RESOURCE:** *The Coming Jobs War* at [www.gallup.com/businessjournal/147848/Coming-Jobs-War.aspx](http://www.gallup.com/businessjournal/147848/Coming-Jobs-War.aspx)

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