

Bridgeway to Success™

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**CONSUME MEDIA
FROM OTHER
COUNTRIES.**

You are Your Media

How do you make sense of our accelerating, globalizing, increasingly interdependent world? In a word: media. The world described provides unprecedented challenges ... and opportunities *if* you choose your media wisely. Here are some guidelines I follow:

- 1) **Multi-source.** Every source is necessarily biased. This isn't a bad thing; it merely reflects the experiences, perspectives and interests of each source. Getting your media from multiple sources enables you to recognize those biases.
- 2) **Multi-perspective.** Multiple sources that reflect the same perspective only cement that perspective. Deliberately seek perspectives that make you uncomfortable – your goal is to understand, not to rush to judgment.
- 3) **Multi-format.** Every format – old media and new media alike – has its strengths and limitations. Exposing yourself to multiple formats reveals the meaning behind Marshall McLuhan's maxim, "the medium is the message."
- 4) **Multi-topic.** One of my objectives is to continually "stay in the game", to not lose touch with society. So each month I see out media for technology and pure science, as well as for social, political and business issues.

Final thought: if we want to truly understand the evolving world I believe we have to consume media from countries other than our own. Only then can we see through their eyes, think through their minds, and feel through their hearts.

To get a list of my recommended media, click here:
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