

LEADERS

For the employee bulletin board:
You've got to dress for the job you want to
have, not for the job you've got.

— Chris Rock



On the Cover
Whether one's domain is in the political or corporate sphere, the task of refortifying that firmament when necessary – and reestablishing its supremacy – can be daunting. Not, however, for these three leaders.

During his campaign George W. Bush realized "that a strong America would be needed to deal with the challenges of the 21st century, and I wanted to strengthen our country." This, the 43rd U.S. president has done: In the aftermath of 9/11, he "defined the goal of winning the war on terror as a paramount goal for America," and he has signed into law bold initiatives to improve public schools, lessen taxpayers' burden, and increase the military's salaries and benefits. Significantly too, he has entreated all Americans to be "responsible citizens building communities of service and a nation of character."

"At the philosophical level," reflects Chairman and CEO Michael Capellas, "everyone – including myself – wants to make a difference." And what a difference he has committed himself to: a three-year turnaround of telecom behemoth MCI, from Chapter 11 to a complete recovery rooted in "the company's extremely clear value proposition and its differentiating factors." Unparalleled customer service ("the way to stand apart," even "through difficult times") will be "our rallying cry," he reveals, and "losing is not an option."

Elected New York's 108th mayor fewer than 60 days after September 11, 2001, Michael Bloomberg – certainly no stranger to the financial world – has ably guided the metropolis on the fertile path to solvency. Within 18 months of that fateful date, he had "cut \$3.3 billion out of the city's expenses," plus "crime is down dramatically, welfare rolls are down, and you will not find an agency in this city that has not seen an improvement." Bloomberg vows he "will not walk away from" his responsibilities, "not as long as I am mayor."

"In order to run" for office, President Bush believes, "you have to have a big cause to run for." As they elaborate in exclusive interviews that follow, he (page 10), Capellas (page 16), and Bloomberg (page 24) – shown, clockwise from top left – not only take on titanic causes, but prove that they are more than the match for them.

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