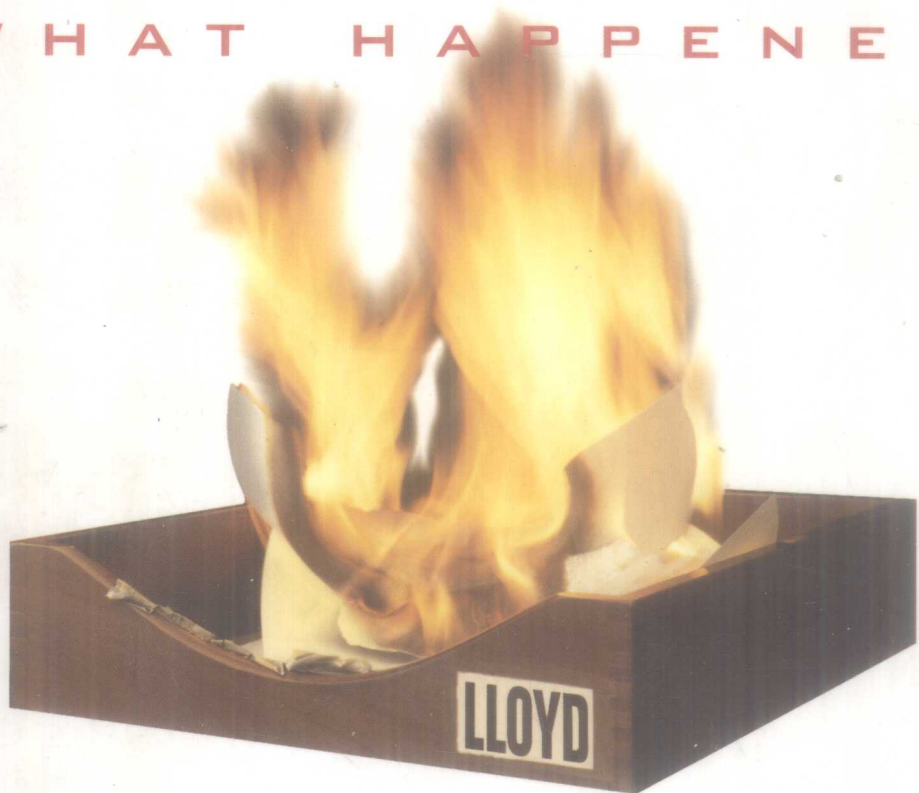


LLOYD

WHAT HAPPENED



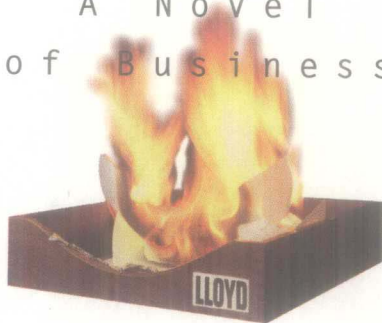
A NOVEL OF BUSINESS

STANLEY

BING

Lloyd:
What Happened

A Novel
of Business



Stanley Bing

CROWN PUBLISHERS, INC.
New York

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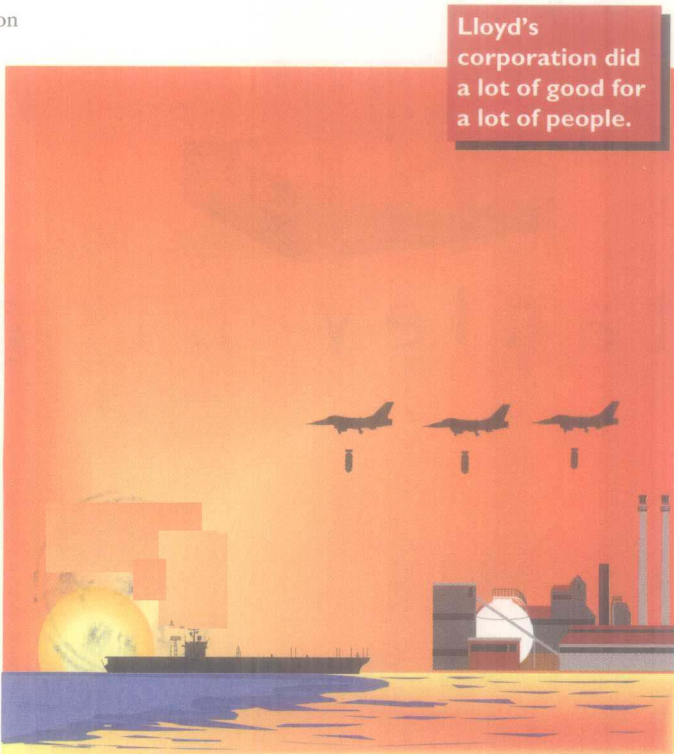
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First Edition



Dedication

To Roger and Chuck and Jane and Burt and Bill and Peter and Jack,
for being the very best bosses they could be.

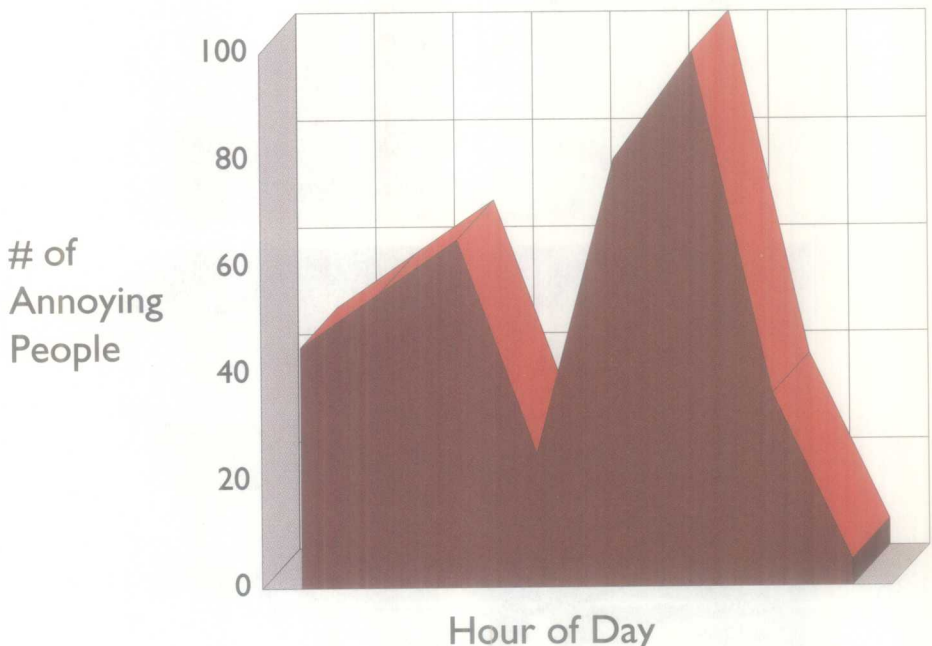
To Dworkin and Lazenby and Finster and Rafferty and
Morgenstern and Kline, and many more whose names I
cannot now remember, for being such good friends in
the cold world of business.

To all the guys I rolled over to get here. Thanks.

And to Sue and Nina and Willy, for making everything not only possible
but fun, too.



People Lloyd Is Annoyed at During
One Typical Business Day
(By the Hour)



With Presentation Graphics by the Author



Scanned Objects



Manipulated Clip Art

Charts and Graphs

■ Money

■ Stock

■ Laptop

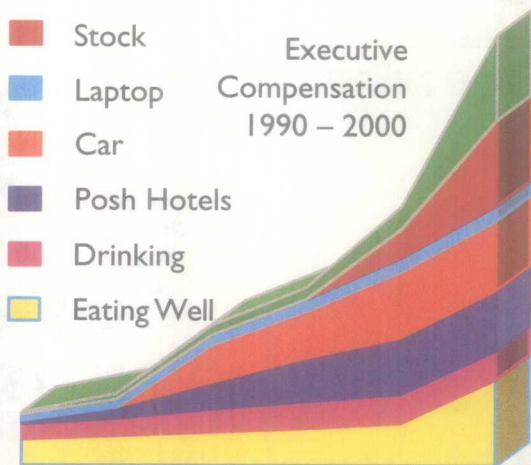
■ Car

■ Posh Hotels

■ Drinking

■ Eating Well

Executive
Compensation
1990 - 2000



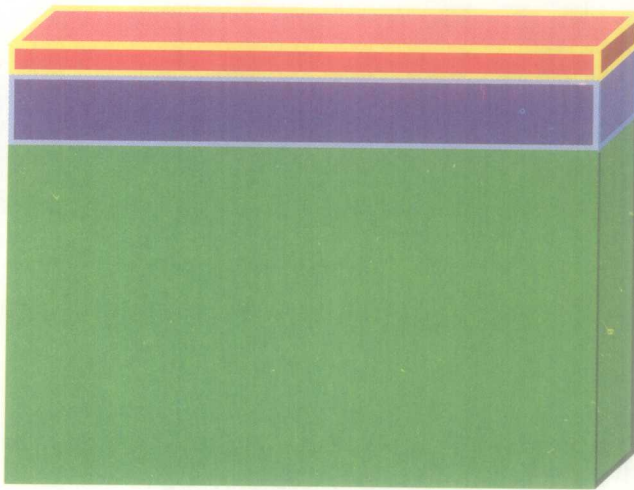
Introduction






This is a story about a guy in business. It takes place over the course of one year, from January to the following New Year's Day.

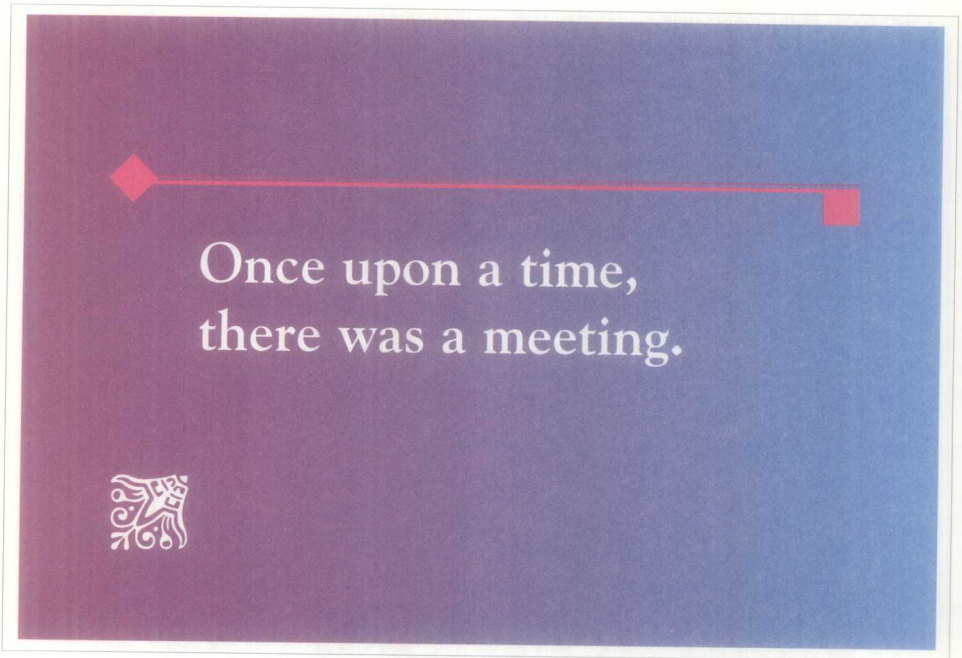
Like any business information, the story of Lloyd is supported by graphics that clarify and illuminate complicated situations and concepts, rendering them into visuals that even a person with an MBA can understand.

During this twelve-month period, Lloyd's karma, which has always been somewhat charmed, turns a hard right and heads into the land where the game is played for keeps. Having heretofore floated on a cloud of privilege and indolence, Lloyd finds himself suddenly and consistently punished for the excesses he has committed in his savage, repulsively indulgent existence. As an executive, his life is a disgusting monument to greed and the insensitivity of postindustrial capital. He's not a bad guy, though. Maybe that will see him through.



-  % of Lloyd's mind thinking about revenue streams
-  % of Lloyd's mind indulging in fruitless guilt
-  % of Lloyd's mind concentrating on Mona's foot

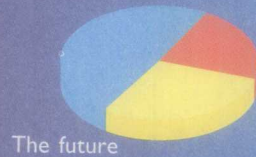
Slide Show One



Slide 1

This is the saga of Lloyd, a man as large and full of boisterous, yeasty life as the times in which he lives. Which is to say, not that much.

This meeting was quite important, because the way it went would determine the future of just about everybody.

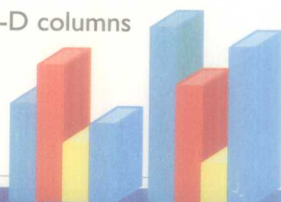


Slide 2

Lloyd has these kinds of meetings a lot, and they scare the hell out of him. After some time in the workplace, he has come to the conclusion that people in suits are just as crazy as people out of them. In fact, the pressure of stuffing a jumbo-sized personality into all those constricting clothes may force the more dramatic personalities to pop out even more insistently, like steam from the collar of an angry toon.

Lloyd's Finances

3-D columns



Lloyd, nervous



Lloyd was
understandably nervous
about it.



Slide 3



Lloyd, worrying

He wished there were a conference table, with table tents nicely erect at each place setting, but there was no conference table, and therefore no place settings, and so of course no call for table tents, for this was a more informal meeting, and thus far more dangerous.

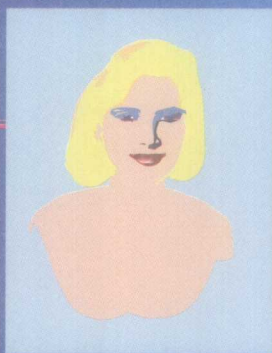


Business meeting (w/o formal seating plan)

Slide 4

The story of Lloyd is told both in words and in pictures. All business information is presented in this fashion, because businesspeople get bored very easily, and it helps to give them something to look at.

There did, however, have to be little pads for the executives to doodle on when they were trying hard not to fall asleep, so fast asleep that their chins would touch their chest and they would awake at an inappropriate and obvious moment with a loud vocal ejaculation, like, "Huh!"



Lloyd's wife, Donna,
circa 1985

Slide 5

Slide shows like this one will accompany the text at periodic intervals, acquainting us with developments in Lloyd's finances, diet, sexual encounters, and even a brief trip to . . .



GERMANY!



Ironic *objet* on the wall
at Lemur's "crib"

That had happened to Lloyd more than once. "I have meeting narcolepsy," he told his junior associate, Ronald Lemur, 27. Lemur was the recognized master of expense account abuse. If he had a meal with anyone, it was said, Ron believed he was "building contacts that will pay off bigtime down the road in the intermediate term," and therefore should be expensed.

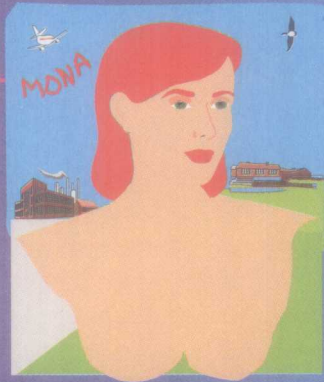


We'll see quite a bit of Mr. Lemur, and almost come to like him.

Slide 6

There are many characters we will come to meet, characters of enormous intellect and personal power, for the pursuit of business is, at bottom, a serious enterprise in which dedicated people strive to achieve something lasting they can leave behind for the next generation of men and women who come to live within the bosom of the corporation, something they can take home with them when their life's day is done. For this, they must employ every ounce of wit, zeal, and, above all, pure reason. For the businessperson, the brain, and the brain alone, is the most important organ in the body.

And then
there was
Mona.



Senior vice president,
finance and administration

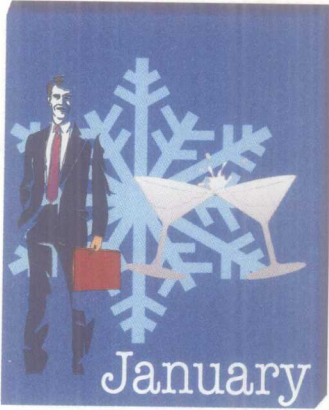
Slide 7

Yeah, right.

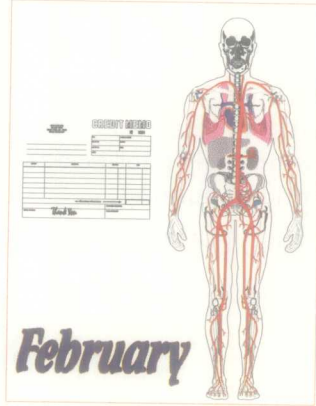
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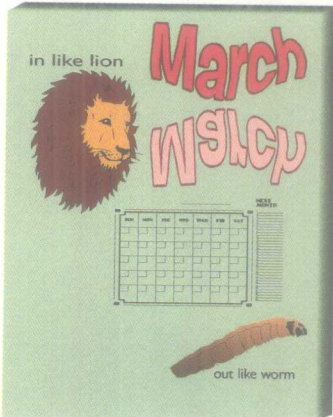
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February

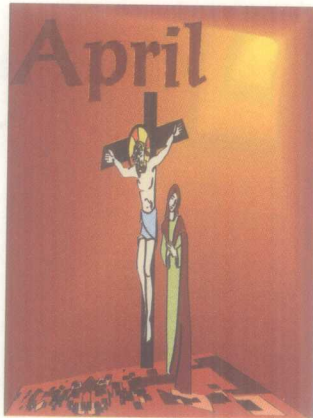
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March
Wslcy

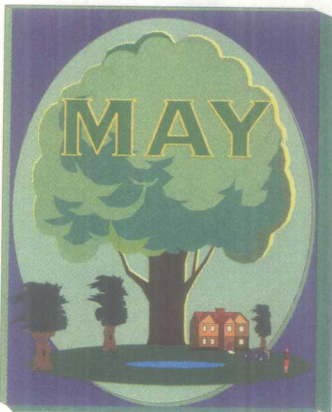
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MAY



June

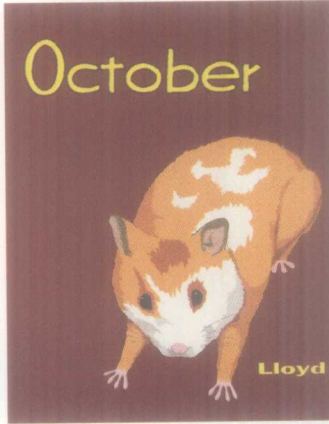
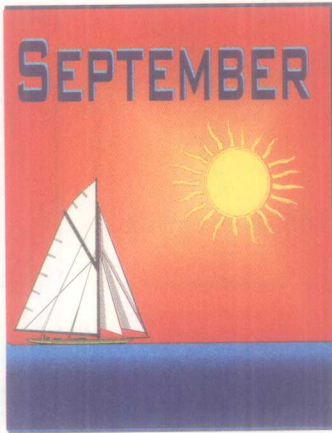
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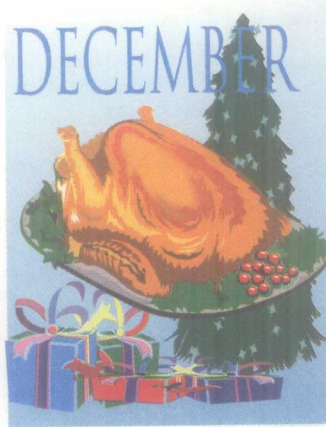
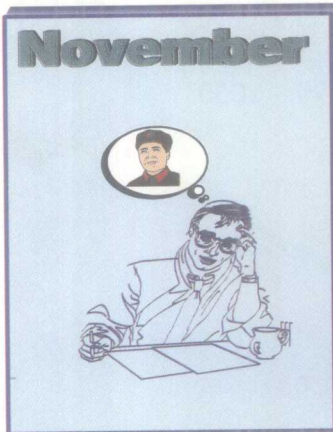
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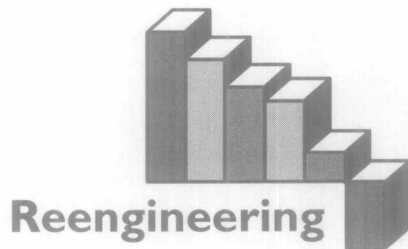
January

The first month of Lloyd's year begins on an auspicious note, with plenty of drinking, eating, and meeting at a corporate retreat in Pittsburgh. We meet Walt, Lloyd's boss, his associate and subordinate, Ronald Lemur, as well as the rest of the haute VPs that make up Lloyd's peer group.

Unfortunately, the final meeting of the three-day professional bender is one of those historic Roman senatorial sessions that leave half the participants bleeding on the sofas, one in which confrontation between manly men is the thing most excellent above all others. "Well, Jack," smooth strategic planners leer across an open table at a heretofore cordial associate, "as far as I can see, the general failure of the project was just the result of sheer bad management on your watch. Or maybe I'm wrong. Help me out here." And the other men hang back and watch how the targeted executive will handle the situation with his guts falling out all over his hands.

The word is reengineering, and it's just one of the really big themes, with surprising staying power. We get a pretty good peek at this particular reengineering session, where the decruitment of many, many people is discussed and a new organizational paradigm is implemented. Just as the newly focused, far more disciplined, and productive cadre of key executives is ready to leave the dead behind and march off into the future, humming, a new and menacing presence enters their midst. There is a power, it seems, above the one we know. And it comes from corporate headquarters in Chicago.

Head Count 1992-1997



This chart reports the salient facts about the two chiefs of Lloyd's tepee. As president, and Lloyd's boss, Walt is the supreme temporal power, master of all reporting structures, owner of fierce loyalty from a very large crew, ring-giver, dread Lord of the material world. Doug, however, is God—unknowable, distant, often absent when needed most, tender to his creations whenever he possibly can be, and essentially malevolent. When he calls, one cannot choose but serve. Or can one? The sensible thing would be for these two enormously talented, driven, passionate, charismatic men to work together for the good of the enterprise. Which, of course, they do!

