

## *Action Memo*

*From:* Tritops (DDS)

*To:* All Dinosaurs

*Subject:* Asteroid & other items

My team has just detected a fairly large asteroid moving in our general direction. It would be advisable to set up a meeting to discuss this topic and map out a strategy in fairly short order.

May I also remind you that we still have not received a priority action list to reduce the alarming destruction of our eggs by small predators?

I await your proposals,

Tritops  
Director, Dinosaur Strategies

*From:* T. Rex (Meat Marketing)

*To:* Tritops

*cc:* All Dinosaurs

What does “fairly large” mean to a Triceratops? We, Tyrannosaurs, can manage fine. And we don’t need anybody to help us protect our nests.

T. Rex

*From:* Bronto (Resources)

*To:* Restricted list

*cc:* None

*Subject:* Asteroid

T. Rex is right about one thing at least: we cannot prioritize any plans for actions without detailed data. My team has drafted a questionnaire (see attached) requesting potential asteroid-related scenarios to be supplied with all necessary financial indicators and targets.

I would appreciate a prompt response. There is still the provisional grazing schedule to be drafted, and we don’t have time to stare at the Heavens like some I could mention here.

Bronto

PS: Is it really necessary to keep the meat-eaters in the decision-making loop? Their participation in the meetings is making everyone else nervous and, in any event, they’re only a minority. (Please answer privately.)

*From:* Tritops (DDS)

*To:* All Dinosaurs

*Subject:* Asteroid / Detailed analysis

As per your request, please find attached here the detailed figures with respect to the asteroid in question, as well as a list of scenarios established by my team. I must point out that this asteroid is an extremely massive chunk of rock coming towards us. An urgent response must be forthcoming from you!

I await your suggestions.

Tritops

*From:* Meg A. Therium (Personnel)

*To:* Tritops

*Subject:* The chunk of rock

Are you nuts, you lousy bunch of thick-headed Triceratops? Your urgent memo is so long that it’s overflowing my in-box! I want no more than half a page for each plausible scenario, and I don’t want to hear about the implausible ones! Moreover, may I remind you that the role of the Management Strategy Team is to reinforce inter-species synergies while supporting the vertical integration of the

dinosaurian pyramid, within a medium to long-term perspective? You're not being paid to frighten the masses!

Ask the Communications Department how to add a positive spin to your discovery and in the meantime stop chattering about it.

I await a summary action memo. Two pages tops. First thing tomorrow!

Meg A. Therium

*From:* Tritops

*To:* CEO

*cc:* Bronto, T. Rex, Meg A. Therium and any other dino bigger than me

*Subject:* Action memo

Dear President,

Thanks to the skills developed by my team in order to carry out the strategic missions entrusted to us, we detected some time ago a potential source of problems in the short/medium-term range: A large asteroid is coming right at us.

I informed the various departments concerned, but to no avail (cf. enclosed). I am ready to coordinate all actions that you might consider suitable to resolve this problem and I make a point once again of emphasizing the emergency of this problem.

Yours faithfully,

Tritops  
Director, Dinosaur Strategies

*From:* T. Rex

*To:* V. Raptor

*Subject:* That stupid rock!

Can you believe the stink Tritops is making about this? I don't think it's a good idea to let the Strategy Team take care of this, now that the Chairman has been copied. Let's create a Task Force instead. I will put your name forward, but I need a budget. Can you cut back on the "eggs protection" plan and free up a little cash for starters?

Tomorrow, I must interview a pair of young leaf-eaters looking for a job. Shall we have lunch with them?

T. Rex  
Meat Marketing

*From:* V. Raptor

*To:* Bronto, Meg A. Therium, Tritops

*cc:* CEO

*Subject:* Asteroid Task Force

As requested by T. Rex, I'm now in charge of this Asteroid business. Please put me at the top of your mailing lists and send me all documents relating to this matter. I will forward the agreed organizational charts of the task force to you as soon as possible.

Prior to taking any action, we must discuss what your titles and functions should be (along with the associated budgetary envelopes, PLEASE. Urgent!)

V. Raptor

*From:* DinoConsulting

*To:* All big dinosaurs

*Subject:* Asteroid Evaluation: Context, ideas, and strategy.

After a detailed analysis of the context (see enclosed report and corresponding invoices), we have formulated a global strategy to fully manage the asteroid problem and implement any and all future actions required to achieve our objectives.

We suggest the following actions:

1) To redefine and relabel the entire field of study, using the generic term, "reception of objects from space" (see enclosed draft version), and to integrate the actual asteroid in it as a test case; it is also suggested that another asteroid be identified to make the field study more comprehensive.

2) To develop a better assessment of the impact of the asteroid (which we suppose to be major) on our company and, conceivably, dinosaurian civilization as a whole. Our financial evaluation department would be the perfect partner for this study.

3) To design, in consultation with our subsidiary company DinoTraining, a set of multi-user training sessions to raise the awareness of everyone concerned in regard to the objective.

We remain at your entire disposal,

DinoConsulting  
« *Excellence is the only way* »

*From:* Top Dino

*To:* The herd

*Subject:* Asteroid / Mission accomplished

You can now stop all studies relating to the asteroid—and I've just completed the budget. I can see it from my window; it's just a small speck of light. The problem will probably take care of itself very soon.

If there are other steps to be taken in the future, I suggest that we let the mammals take care of them. Let them sweat a little for a change!

Top Dino  
(signed in his absence)