

January 12, 2022

Dear Community Business Leader:

I am a Professor of Philosophy at Niagara University (Ph.D. Yale, 2005) and am inventing a new venture called "Philosophical Business Consulting." The idea behind this project is to train managers and employees in the mental tools that are crucial for innovative business success but are not provided by technical analyses and typical employee trainings. Some of these tools are:

- Decision-making
- Proper strategizing
- Goal clarification & prioritization
- Creative and analytical thinking
- Avoiding groupthink
- Anticipating unforeseen consequences
- Innovative problem-solving and thinking 'outside the box'
- Reframing issues in a new perspective
- Proper and clear communication
- Critical thinking
- Avoiding logical and psychological fallacies
- Ethical behavior
- Clarifying the nature of vague problems and strategizing how to correct them

(For a more thorough description of the services provided by philosophical business consulting, please see my website: www.philosophy4business.com.)

This spring semester I am teaching a course focused on philosophical business consulting and want my students to have some real-world experience. I am hoping to benefit your company while asking for your assistance in this project. Ideally, I would like to have a small group of students visit with your company (either in person or through zoom) in early February to figure out what problem or challenge they could help with. The problem can be very general and fall anywhere in the 'mind,' critical thinking, problem solving or soft-skills realm. In fact, a specific problem does not even need to be identified. The initial meeting could instead serve as a sounding board where you or your designee and the students brainstorm what vague 'pain points' your business may want to remedy (such as a department that seems to be inefficient or the inability for millennial employees to make independent decisions and stay focused on goals). As they learn the concepts and the philosophical consulting toolkit throughout the semester, they will stay in touch and eventually craft a solution to your problem. At the very least, they will provide an independent, outside perspective on some problem or problematic process the company might be facing.

I want this to be as non-invasive as possible and would expect no more than an hour of time from

either you or your employees at any one time (though more would be welcome if you are able and willing). We would be willing to sign whatever non-disclosure agreements you would require. This will be a unique opportunity for our students and should provide a benefit to your business as well.

If you would be willing to work with me on this, I would greatly appreciate it. You can contact me at barnwell@niagara.edu or 203-927-6673 if you have any questions or concerns. Please let me know if you are interested and we can begin to identify a mutually convenient time as February draws near. I look forward to working with you and hope that our partnership can be mutually beneficial.

Sincerely,



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