Read the case "Be Fit or Be Out of Favor at CFI Westgate" in your textbook. Respond to the following:

* What lessons do you draw from this case regarding change management?
* How effective are Machiavellian tendencies in a change effort? Give an example to support your answer.

Private companies have a right to do whatever they please, within the law. One glaring lesson I get from this exercise is that people apparently think businesses exist to employ people in ways favorable to the “workers.” Workers is a term of art used by Marxists and usually foments a desire to, by force or Machiavellian (DuBrin, 2013) guile, take over the company that employs them, in order to punish the “evil capitalists” who risked their capital, time, effort, and persons to employ the “workers”.

CFI Westgate exists to make money, and in the present environment where unthinking “workers” have usurped our government to coerce employers to provide health care for their employees (as well as anyone who can drag their carcass onto US soil), has chosen to lower its costs by requiring its employees to live a healthy lifestyle. Nobody is apparently forced to work at CFI, so it seems perfectly sane and reasonable that the company may wish to say to its workforce, “Be fit or be somewhere else next year.”

Machiavellian tendencies are despicable and will not lead to a fond relationship between givers and receivers. When Arizona gun dealers were approached by US federal agents and encouraged to sell weapons to people who would “walk” them to Mexican drug cartel members, they were appalled at the suggestion. Being assured, by the administration, that the guns would be marked, loaded with tracking devices, and run down before they would be able to cross the border into Mexico, most dealers relented to be part of the program.

When the new administration took over in 2008, the name and focus of the program shifted. In Eric Holders 1995 words, government needs to “…really brainwash people into thinking about guns in a vastly different way.” That is to say, the new Attorney General of the US was predisposed to Machiavellian tactics in the interest of instituting gun control. Taking advantage of the complicit gun dealers mentioned above, the new administration ordered its agents to quit applying tracking devices and allow the weapons to flow into Mexico, ostensibly so they could track their movements across the border and find the Mexican cartel members’ hideouts.

When Brian Terry was killed and before the main stream press picked up and did any responsible reporting on the issue, according to CBS News, “ATF officials didn't intend to publicly disclose their own role in letting Mexican cartels obtain the weapons, but emails show they discussed using the sales, including sales encouraged by ATF, to justify a new gun regulation called "Demand Letter 3". That would require some U.S. gun shops to report the sale of multiple rifles or "long guns."” (Attkisson, 2013)

This is Machiavellianism at its finest, and only time will tell if Holder et. al. will be able to continue the brainwashing of the US citizenry.

(Attkisson, S. [Web log message]. Retrieved from <http://www.cbsnews.com/8301-31727_162-57338546-10391695/documents-atf-used-fast-and-furious-to-make-the-case-for-gun-regulations/>