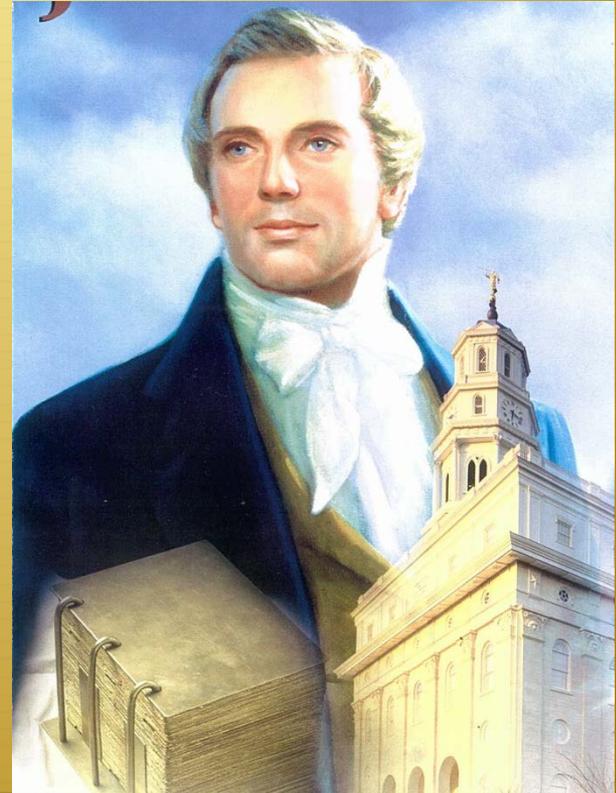


One of America's Most Successful Religious Groups  
Based on the  
Triple Package book  
by Amy Chua and Jed Rubenfeld

# Joseph Smith, church's founder

About fifty years ago, Mormons were often regarded as a fringe group; many Americans had barely heard of the Church of Jesus Christ of Latter-day Saints. The term “Mormon” is not part of the official Church name and comes from the Book of Mormon, a new work of scripture that the church’s founder, **Joseph Smith**, said he translated from golden plates, received from an angel.

It was founded on April 6, 1830 in America.



# Isolation & Discrimination



- ✦ Concentrated in Utah and neighboring states, Mormons were a largely isolated and insulated community, resisting many developments in modern America. As late as 1978, the LDS Church expressly discriminated against blacks, refusing to ordain them into the priesthood. In 1980, Mormons were still a rarity on Wall Street and in Washington.

# Explosive Success



- ✧ Three decades later, it's hard not to notice the Mormon's explosive success. Overwhelmingly, Mormon success has been of the most mainstream, conventional, apple-pie variety. You don't find a lot of Mormons breaking the mold or dropping out of college to form their own high-tech start ups.

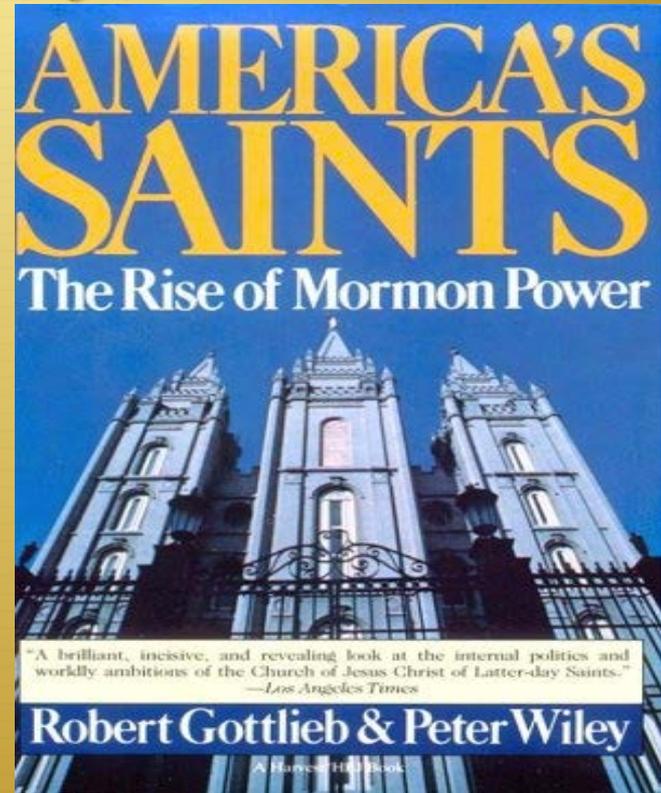
# Top Corporates & Political Sphere



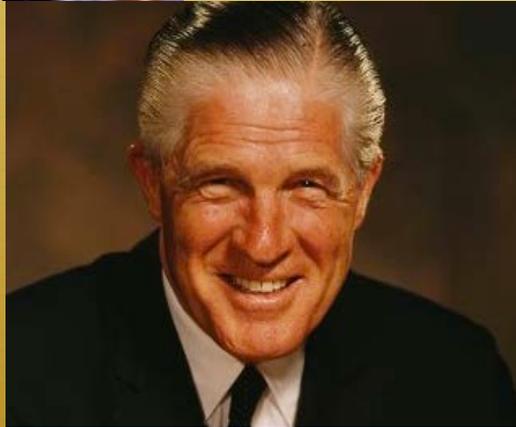
- ✦ What you mostly find is corporate, financial, and political success, which makes perfect sense given the nature of the Mormon chip on the shoulder. Long regarded as a polygamous, almost crackpot sect, Mormons seem determined to prove they're more American than other Americans—with a particular penchant for presidential runs.

# Only 1.7% of US Population

- ✦ Whereas Protestants make up about 51% of the U.S. population, **America's 5 to 6 million Mormons represent just 1.7%**. Yet a stunning number have risen to the top of America's corporate and political sphere.



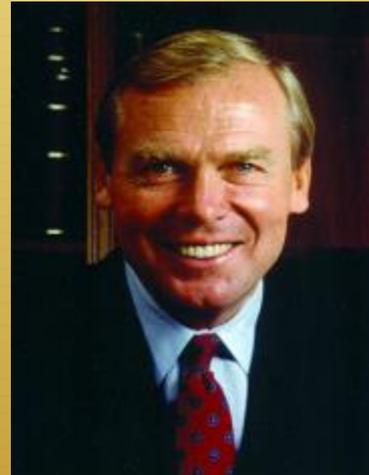
# Presidential Run & Politicians



- ✦ **Mitt Romney**, who, before serving as governor of Massachusetts for four years, was CEO of Bain Capital (and now has an estimated net worth of \$230 million).
- ✦ Mitt's father, former Michigan governor **George Romney** (who lost his bid for the 1968 Republican nomination to Richard Nixon).

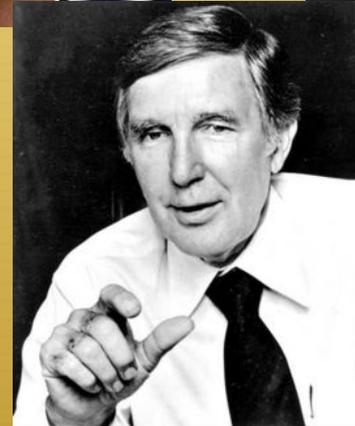
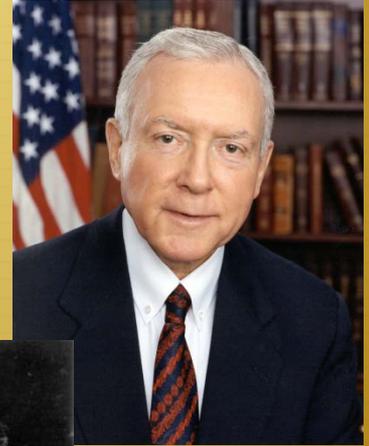
# Presidential Run & Politicians

- ✦ **Jon Huntsman Jr.**, former U.S. Ambassador to China and for a while Romney's rival for the 2012 Republican nomination, is also Mormon
- ✦ **Jon Huntsman Sr.**, became a billionaire on the *Forbes* 400 list after founding one of America's most successful chemical companies.



# Presidential Run & Politicians

- ✦ Majority leader of the U.S. Senate, **Harry Reid**
- ✦ Senator **Orrin Hatch** (who lost his bid for the 2000 Republican nomination to George W. Bush)
- ✦ Congressman **Morris Udall** (who lost his bid for the 1976 Democratic nomination to Jimmy Carter)



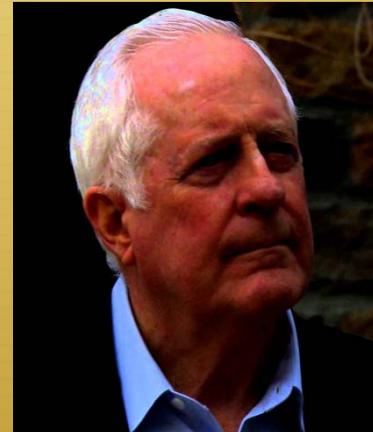
# America's Top Corporates



✦ Mormons have risen to the top of American Motors, Lufthansa, Deloitte, Kodak, Black & Decker, SkyWest Airlines, Lord & Taylor, Skullcandy, and Price-waterhouseCoopers, just to name several here.

# Some Successful Mormons

- ✦ **Alan Ashton** cofounded WordPerfect Corporation, making him in the 1990s one of the four hundred richest people in America.
- ✦ **Edwin Catmull**, raised in a traditional Mormon Salt Lake City family, became a pioneer of three-dimensional computer animation in the 1980s; today he's the president of Walt Disney Animation Studio and its subsidiary, the twenty-six-time Academy Award—winning Pixar Studios.
- ✦ **David Neeleman**, founder and former CEO of JetBlue



# Outside the Corporate America



- ✦ Mormons have achieved fame outside the corporate world as well. They are reportedly overrepresented in the CIA and foreign service (apparently because of their missionary-trained language skills and clean habits), and “out-of nowhere,” Brigham Young University’s video animation program has become a main line into the country’s major animation and special effects studios.

# Some Mormon Celebrities

- ✦ **Stephenie Meyer**, author of the blockbuster *Twilight* novels.
- ✦ **Glenn Beck**, Talk-radio host
- ✦ **Jon Heder**, *Napoleon Dynamite* star
- ✦ **Ken Jennings**, all-time Jeopardy! Record-holder who won seventy-four consecutive times.



# The Fortune 500 Companies



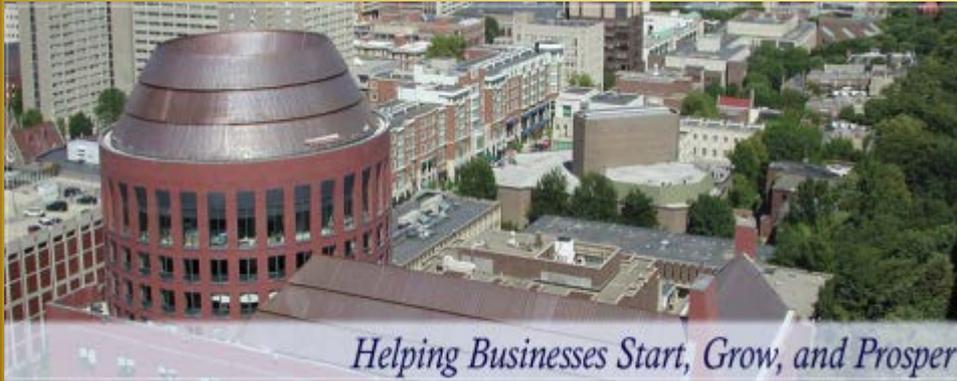
- ✦ The Fortune 500 list has been published since 1955. Before 1970, there appear to have been no Mormon senior executives in any Fortune 500 company. Since 1990, there have been fourteen, including twelve CEOs, one president, and one CFO.

# Mormons' Business Center



- ✦ In February 2012, **Goldman Sachs** announced the addition of 300 more employees to the 1,300 already working in the firm's third largest metropolitan center of operations (after New York/New Jersey and London). Where is this 1,600-employee location? In Salt Lake City, Utah.

# Mormon school & Education



✦ By reputation, the **University of Pennsylvania's Wharton business school** is one of the nation's best and most prestigious. In 2010, Wharton placed thirty-one of its graduates with Goldman—exactly the same number as did **Brigham Young University's** less well-known Marriott School of Management.



✦ Brigham Young University's **endowment alone is worth nearly \$1 billion.**

# Mormon's Income & Wealth

- ✦ Survey data paint a picture of Mormons as solidly middle-class. They are somewhat more likely to make \$50,000-\$100,000 than Americans generally (38% of Mormons versus 30% of the general population), somewhat less likely to make under \$30,000 (26% versus 31%), and no more likely to make over \$100,000 (in fact slightly less: 16% versus 18%).



# Apostles Leadership Council



The real testament to Mormons' extraordinary capacity to earn and amass wealth, however, is the LDS Church itself. The church keeps its finances a closely guarded secret, both from the outside world and from its members; the actual numbers are known only to **Apostles, the church's highest leadership council, made up of twelve men** (women are excluded). It's clear, however, that church assets are vast and spread all over America—a huge conglomerate of for-profit and nonprofit enterprises.

# Land Owned by Mormon Church



- ✧ The amount of American land owned by the Mormon Church is larger than the state of Delaware.
- ✧ DE Area - 1,954 square miles.
- ✧ Delaware is the 49th biggest state in the USA, with **Population** - 925,749 (as of 2013).
- ✧ Delaware is the 45th most populous state in the USA

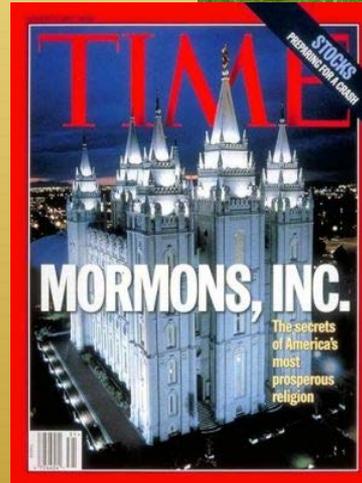
# Mormon Church's Wealth & Assets



- ✦ According to a former president of the Mormon Social Science Association, the church owns ten times more Florida real estate than Walt Disney company, including “a \$1 billion for-profit cattle and citrus ranch”—the largest non-governmental subsidized cattle operation in the United States.

# Mormon Church's Companies

- ✦ The LDS Church is one of America's largest producers of nuts and one of its largest potato growers.
- ✦ Beneficial Life is a church-owned insurance company, with assets of \$1.6 billion.



# Mormon Church's Media & Business

- ✦ Church holdings also include at least twenty-five radio stations, commercial real estate, shopping centers, and a theme park in Hawaii containing replica Polynesian villages, which, with a million annual visitors, is one of the state's leading tourist attractions.



# Church of England

- ✦ The entire church of England, with its **grand history had assets of about \$6.9 billion as of 2008.** In 2002 the counting all money raised by all the parishes in the United States, the total annual revenue of U.S. Catholic Church, with its **75 million members**, was estimated at **\$7.5 billion.**



# Mormon's Church Wealth & Assets

- ✦ By comparison, the LDS Church, with less than a tenth of the membership, is believed to have owned **\$25-\$30 billion in assets** as of 1997—and this is said to be a “very conservative” estimate—with present **revenues of \$5-\$6 billion a year**.
- ✦ As one study puts it, “**Per capita, no other religion comes close to such figures.**”



# The 12 Most Beautiful LDS Temples



# Rexburg, Idaho



# San Salvador, El Salvador



# Toronto, Canada



# Portland, Oregon



# Washington D.C.



# Salt Lake City, Utah



# Laie, Hawaii



# Hong Kong



# Manti, Utah



# Houston, Texas



# Nauvoo, Illinois

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# San Diego, California



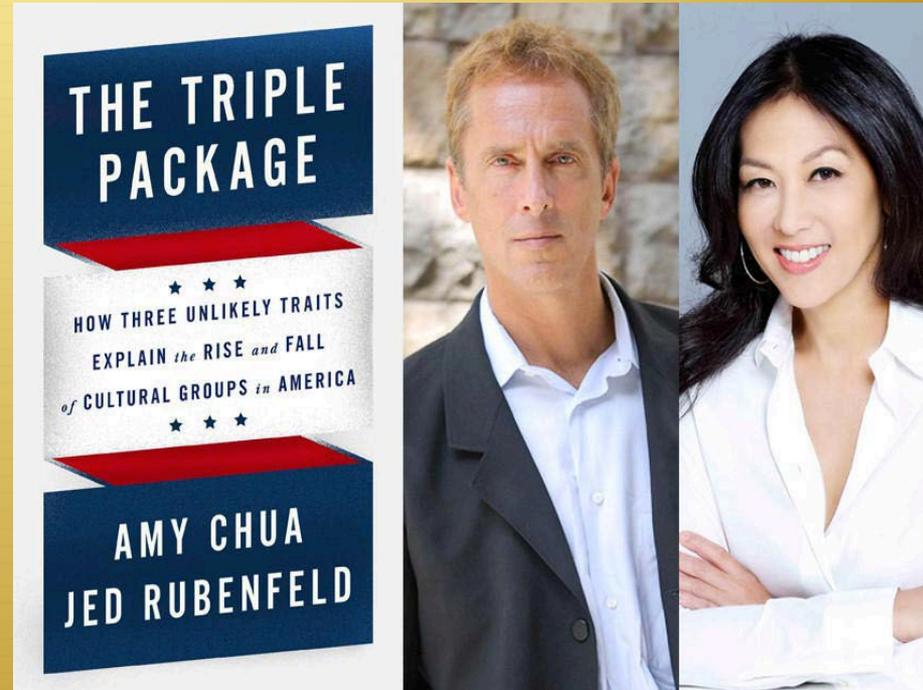
# What the 3 Factors of Success?

Superiority

+ Insecurity

+ Impulse Control

= The Triple Package



# Superiority អស្ចារ្យ, ខ្លាំងក្លា, ជំនឿខ្ពស់

- ✦ Americans are taught that no group is superior to another in any respect. But remarkably, all of America's most successful groups believe (even they don't say aloud) that they're **exceptional, chosen, superior** in some way.



# Insecurity អសន្តិសុខ, មិនគ្រប់គ្រាន់

- ✦ Americans are taught that self-esteem—feeling good about yourself—is the key to a successful life. But in all of America’s most successful groups, people tend to **feel insecure, inadequate, that they have to prove themselves.**

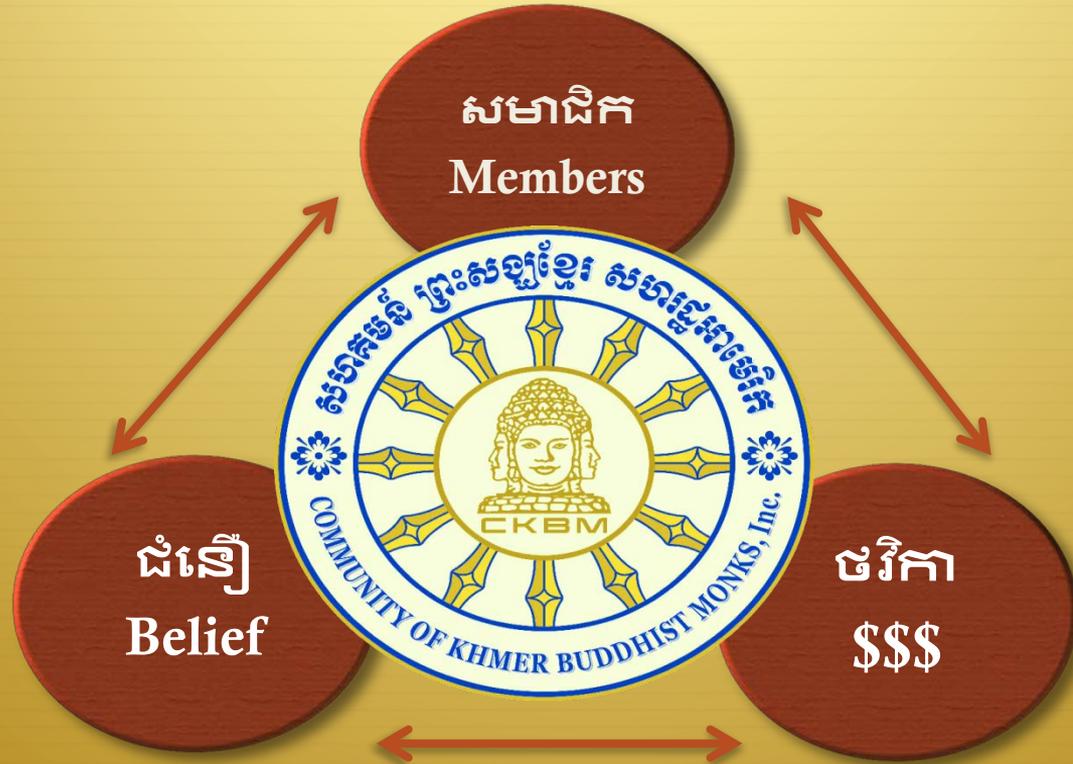


# Impulse Control អត់ធ្មត់, តស៊ូ, ព្យាយាម



- ✦ America today spreads a message of immediate gratification, living for the moment. But all of America's most successful groups cultivate heightened **discipline and impulse control**.

# យុទ្ធសាស្ត្រត្រីកោណ Triangle-Strategy



# សសរទ្រូងដ៏រឹងមាំនៃសហគមន៍ព្រះសង្ឃខ្មែរ Pillars of CKBM/Vatt Khmer Lowell



# Questions

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- ✦ What are some of the Khmer's superiority, or a deep-seated belief, and the Khmer exceptionalism? តើខ្មែរយើងមានជំនឿអ្វីដ៏ខ្ពង់ខ្ពស់ឬក៏មានលក្ខណៈពិសេសអ្វីខ្លះ?
- ✦ What are some of the Khmer's insecurity or a sense of inadequacy? តើខ្មែរយើងខ្លាចអ្វីជាងគេ?
- ✦ What are some of the Khmer's teachings of Impulse Control? តើខ្មែរយើងបង្រៀនឲ្យមានការតស៊ូ, អត់ធ្មត់ ឬព្យាយាម យ៉ាងណាខ្លះ?

# Khmer Superiority?



- ✦ Descendant of Khmer Angkor, The Angkor builder ព្រះខ្មែរអង្គរ, មានប្រាជ្ញាញាណ, អក្សរសាស្ត្រ, វប្បធម៌, បញ្ញាញាណ សម្តេចជួន
- ✦ Descendants of the Khmer Empire
- ✦ ខ្មែរ១៤ លាននាក់ ប៉ុន្តែមានខ្មែរ៣ពាន់អានសៀវភៅ ។
- ✦ ការរៀបចំវិធីសាស្ត្របង្រៀនមនុស្សឲ្យគេមានជំនឿ
- ✦ ការមិនទុកចិត្តគ្នា
- ✦ បង្កើតកម្មវិធីបង្រៀនមនុស្សតាមប្រព័ន្ធបច្ចេកទេស, វិទ្យុ, អ៊ិនធឺណិត,

# Khmer Insecurity?

- ✦ ភាពទុក្ខសោក, ឆ្លងកាត់សម្រាម, វាលពិឃាត
- ✦ ជនភៀសខ្លួន, ខ្វះទីលំនៅ, ខ្វះទីជម្រក
- ✦ គ្មានកម្លាំងសាមគ្គីធម៌
- ✦ ខ្វះជំនឿ, ការខ្លាចបរាជ័យ
- ✦ ខ្លាចបានទឹកដី, វប្បធម៌ អក្សរសាស្ត្រ, សាសនា, បូរណៈទឹកដី
- ✦ មិនមានជំនឿលើអ្នកដឹកនាំ, អ្នកដឹកនាំគ្មានសមត្ថភាព
- ✦ ការបាក់ទឹកចិត្ត, មិនទុកចិត្តលើខ្លួនឯង, ការមិនផ្តល់ ឬឱ្យតម្លៃ, ការលើកទឹកចិត្ត
- ✦ ការមើលងាយស្រី, មិនមានការលើកទឹកចិត្តស្រី, បណ្តុះបណ្តាលការចេះដឹង
- ✦ ការច្រណែនិន្ទ្រាគ្នា, បញ្ចុះបង្ហាប់ស្រីខ្មែរ, គ្មានការគោរពស្រីខ្មែរ

# Khmer's Impulse Control?



- ✦ កង្វះការគ្រូ, ព្យាយាម, អត់ធ្មត់
- ✦ ចិត្តសាស្ត្ររបស់ខ្មែរ
- ✦ Lack of teaching, no of self-control, or lack of impulse control

# Khmer Temples...USA



- ✦ Over 100 Khmer temples
- ✦ No unity, solidarity
- ✦ Work independently,
- ✦ Isolation, insulated
- ✦ No network, loosed structured, not organized
- ✦ Change your words, change your world, ពាក្យសម្តី, ការនិយាយ, បន្ទាល់, ធ្វើឲ្យគេងាយយល់
- ✦ យើងត្រូវការធនធានមនុស្ស..មនុស្សគ្រប់ប្រភេទ,
- ✦ សកម្មភាពជាក់ស្តែង
- ✦ ការធ្វើការងារជាក្រុម, មិនមែនជាបុគ្គលណាម្នាក់ទេ
- ✦ បង្កើនការជឿទុកចិត្ត