

THE CREDO REPORT

AN EXECUTIVE SUMMARY OF BUSINESS, POLITICS & ETHICS



INSIDE THE REPORT:

POLITICAL ANALYSIS | BUSINESS NEWS DURING THE PANDEMIC
ARTICLES OF INTEREST | TRIVIA



Leadership Lesson:

“Courage is what it takes to stand up and speak; courage is also what it takes to sit down and listen.”

Sir Winston Churchill

Political Analysis:

- Biden v. Trump by the numbers
- Key statistic
- Vegas baby (channel Vince Vaughn)



To help you **cut through the clutter**, here's a quick analysis about the polling numbers around the US presidential election.

Whether you are Democrat or Republican, here are **3 quick facts** to keep in mind for your personal or professional purposes:

1. National polls are about as valuable as a wooden nickel.

- You'd have better luck finding a bottle of **Crystal Pepsi** (it exists) than finding a helpful national poll.
 - PS - You can stop wondering why the soda is on the cover page**
- No matter who you are supporting, remember 2016's polling fiasco?
- We do not have a "national popular election." We have a collection of state elections that determine electoral college votes.

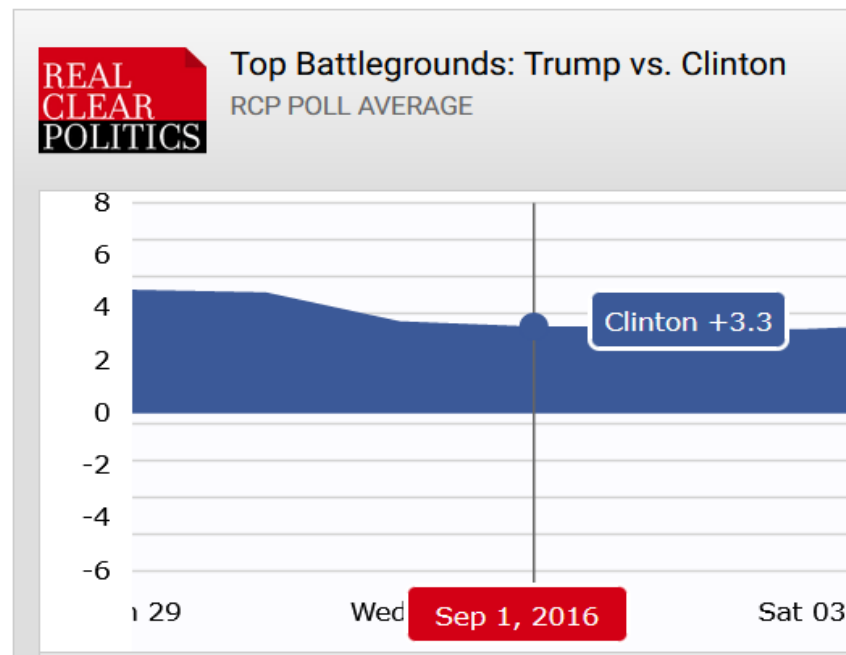
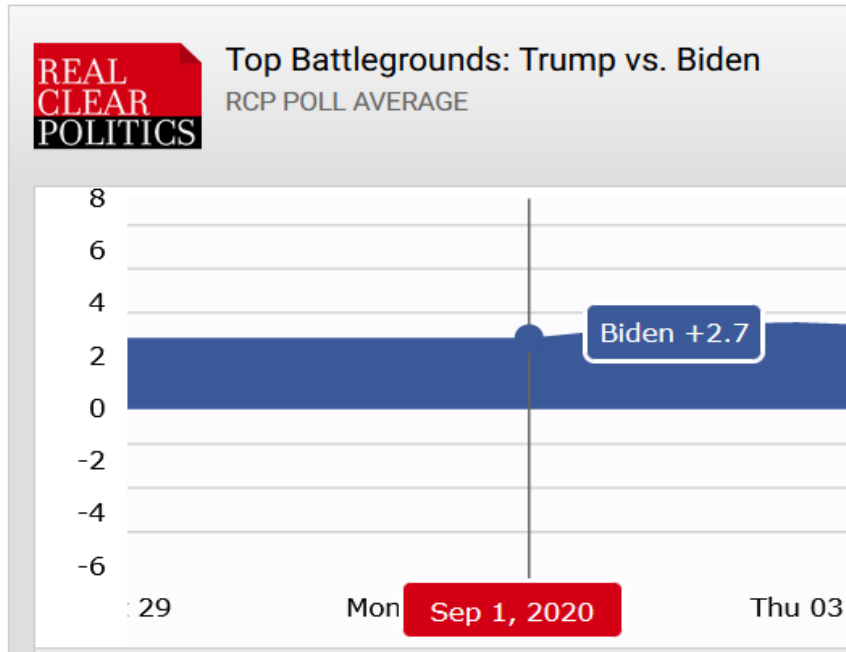
2. Swing states are what typically determine presidential elections.

- Simplify your outlook and **focus on PA, MI, WI, NC.....ok, OH & FL too.**
- Most of the results in all the other states can be predicted today.
- KEY STATISTIC – for Battleground States Polls:**
 - On Sept. 1 in 2016, Trump trailed Clinton by 3.3 points.**
 - On Sept. 1 in 2020, Trump trails Biden by 2.7 points.**
 - Is a similar electoral outcome on the horizon? TBD.**
- See polling average below from **Real Clear Politics**

3. "Vegas" is watching and betting on the presidential election.

- Betting experts (aka bookies) and analysts have been going back and forth
- Odds have flipped twice just in the past 7 days and are consistently tight.
- Betting odds are a better indicator compared to polls...because remember **the "house always wins"** in gambling.
 - NOTE – these rules do not apply if you're "**Rain Man.**"
- See betting odds chart below from **Odds Shark.**

PAGE 3



2020 Presidential Election Odds Chart

Candidate	Current	Current	Sept 4	Sept 2
Joe Biden	-115	-120	-115	-105
Donald Trump	-105	EVEN	-105	-115

PAGE 4

In short –

- Am I betting on one of these candidates?
 - No way.
- Am I placing a wager on the **CLEVELAND INDIANS** to win the World Series?
 - You “bet.” **Go Tribe!**



PAGE 5



Business News:

Telehealth sector businesses and delivery surges
Employment by the numbers

Telehealth:

While many businesses have been hit hard during the pandemic, new technologies, and the adoption by consumers, has caused some businesses to surge.

Telehealth services are a key example of this trend. Click on the CNBC article below to read more.



KEY POINTS

- The adoption of telemedicine shifted into hyper-drive over the past month, with virtual health-care interactions on pace to top 1 billion by year's end, according to analysts at Forrester Research.
- March telehealth visits surged 50% amid the coronavirus pandemic, according to research from Frost and Sullivan consultants.
- Analysts now expect general medical care visits to top 200 million this year, up sharply from their original expectation of 36 million visits for all of 2020.

PAGE 6

Getting back to work, and the dignity of it:

*“Men and women must work out of regard for others, especially his or her own **family**, but also for the society he or she belongs to, the country of which he or she is a child, and the whole human **family** of which he or she is a member. – Saint John Paul II*

Overall, there is some light at the end of the Covid-tunnel. Unemployment has been decreasing since May and the payroll employment number is on the rise for the past 4 months. See chart below.



THE EMPLOYMENT SITUATION — AUGUST 2020

Total **nonfarm payroll employment** rose by 1.4 million in August, and the **unemployment rate** fell to 8.4 percent, the U.S. Bureau of Labor Statistics reported today. These improvements in the labor market reflect the continued resumption of economic activity that had been curtailed due to the coronavirus (COVID-19) pandemic and efforts to contain it. In August, an increase in government employment largely reflected temporary hiring for the 2020 Census. Notable job gains also occurred in retail trade, in professional and business services, in leisure and hospitality, and in education and health services.

Chart 1. Unemployment rate, seasonally adjusted, August 2018 – August 2020

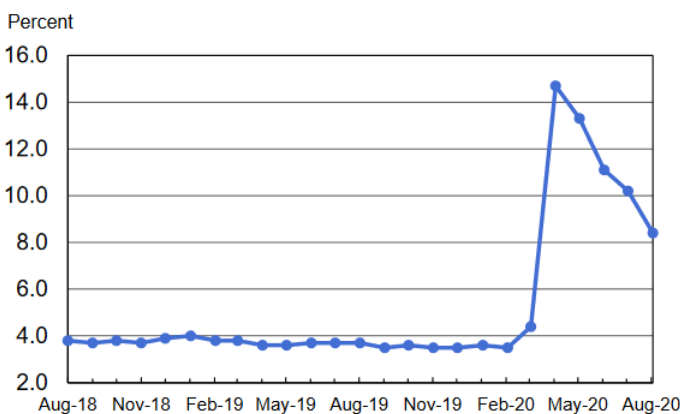
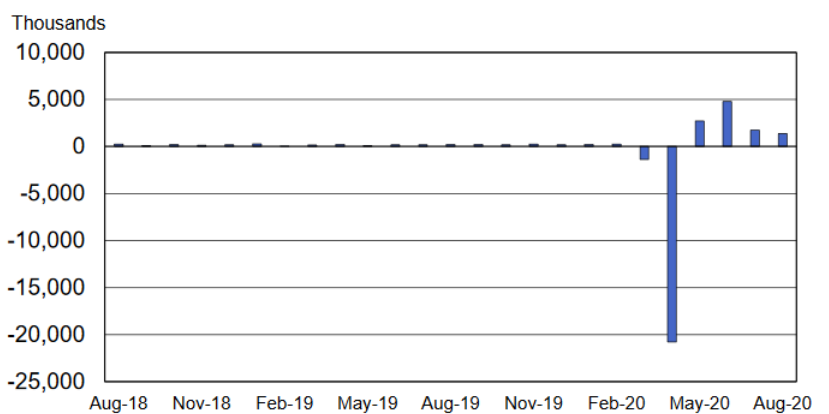


Chart 2. Nonfarm payroll employment over-the-month change, seasonally adjusted, August 2018 – August 2020



PAGE 7

**Trivia Question:**

What is the name of the flag shown on page 2? And, which American is famous for flying it first?

First one to answer correctly, by reply to this email, is entitled to a coffee, beer, cigar or donut on me....socially distanced, of course.



The Credo Company can help your team:

1. Cut through the fog and navigate through public and private sector challenges
2. Develop an effective strategy to create opportunities & improve your business
3. Create value through trusted consulting, government relations & P3 development

Click the logo to learn more:

