

Colin Powell & Madeleine Albright on the main characteristics of today's successful leaders:

"Openness & curiosity towards the world and the capability to process a constantly increasing mass of information served by the most diverse communication channels in a way that allows quick & correct decision making."

This Newsletter edition is entirely dedicated to the insights of some of the worlds' most outstanding CEOs & Political Leaders issued in course of the **WORLD BUSINESS FORUM, held on 23rd and 24th of September in New York City.**

4.500 attendees from all over the world, 19 top-speakers – a great event with the sole defect that the gender-mix on the podium did not reflect the one in the audience with an increasing number of female attendees of up to 30%.

The question of LEADERSHIP had been given a dramatic side by the current financial crisis the US are facing. While in Radio City Hall we were listening to the various concepts of how to achieve leadership, the economic and political leaders of the country were debating how to save economy and lead their country into a safer future. As **Prof. JEREMY SIEGEL, financial expert and counsellor to the US government**, put it in his ad-hoc intervention on the crisis: he gives a "B+" for the Paulson-plan but an "F" for the marketing of it towards congress & senate and the public.

This is one of the reasons why President Bush himself made his speech on Wednesday evening on CNN, trying to give a clear picture of the reasons people should confide in the plan of granting US\$ 700 Billion, not so much to save financial institutions, but the whole US-economy and ultimately themselves.

Bush did, what leaders – according to former **Prime Minister TONY BLAIR** only some hours before – had to do: ***"the biggest challenge for a leader, and specifically the politician, is to stand up and be able to communicate in clear & un-mixed messages, especially in times of crisis."***

Here are some key-insights given by the speakers on leadership. For some of the speakers full notes are available in the Download-section of: www.international-business-speakers.com. If the notes of the speaker you are interested in are not available yet, please check back later. We will most probably be able to up-date the material during the next days.

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TONY BLAIR on "what I learned from handling crisis:

"3 things: 1st: to spot the difference between a problem and a crisis. To do that, 2nd, profound analysis is necessary, and 3rd: to remain absolutely calm and measured."

COLIN POWELL' s 13 Rules of Life:

1. It aint' as bad as you think. It will look better in the morning.
2. Get mad, and then get over it.
3. Avoid having your ego so close to your position that when your position falls, your ego goes with it.
4. It can be done!
5. Be careful what you choose. You may get it.
6. Don't let adverse facts stand in the way of a good decision.
7. You can't make someone else's choices. You shouldn't let someone else make yours.
8. Check small things.
9. Share credit
10. Remain calm. Be kind.
11. Have a vision. Be demanding.
12. Don't take counsel of your fears or naysayers.
13. Perpetual optimism is a force multiplier.

DR. MADELEINE ALBRIGHT on how to choose the next president:

"I rather choose a *confident* president over a *certain* president". Certainty can make you blind for the best solutions.

RUDY GIULIANI'S maxims:

1. Prepare relentlessly
2. Everyone's accountable, all of the time
3. Surround yourself with great people
4. Develop and communicate strong beliefs
5. Study. Read. Learn independently

RUDY GIULIANI'S Six Leadership Principles:

1. A strong Leader has to stand for something. He or she must have principles and a goal. If you don't have a destination for a ship, the wind or ties will take you anywhere.
2. A strong leader must have hope. Be an optimist. Most people follow the person who has a solution to the problem for the right reason in the right way
3. To be a great leader you have to have courage. Courage is not the absence of fear, it's the power to overcome fear.
4. Relentless preparation is essential for strong leaders. Deal with the worst thing that can happen in the best way.
5. Understand the value of teamwork. No one person can make it through alone.
6. An effective leader must be a communicator.

JACK WELCH on the purpose of a company:

"WINNING. There is no other goal than this one: only if a company wins (means is on rank 1 or 2 of its branch) it fulfils its' purpose towards society."

MICHAEL PORTER, Harvard Business School, on STRATEGY:

"The flawed concepts of strategy are that strategy is "action, aspiration & vision". Strategy is about "How you are going to be unique and how to make it work" and it starts with putting the right goals. The very first on is "to make a sustainable, long-term Return on Invested Capital (ROIC) – not growth. ... Operational effectiveness is NOT strategy, it is a necessity. Strategy is "strategic positioning" = to create a unique & sustainable competitive position → out of which follows to do things differently in order to achieve a different purpose."

The 5 main questions are therefore:

1. Do you have a unique value proposition compared to your competitors?
2. Do you have a different, customer tailored value chain?

3. Are you clear about what you will NOT do (trade-offs)?
4. Do the different activities of your company FIT together and reinforce each other?
5. Do you stick to your strategy for a while (means also in times of "crisis"?)

As one of the companies which consistently follow their strategy he mentioned IKEA.

MARCUS BUCKINGHAM, member of the Secretary of State's Advisory Committee on Leadership & Management, on the "Five Attitude Adjustments leaders need to make":

1. Measure what really matters.
2. Stop trying to change people
3. You are not the most important person in the company
4. Stop looking to the outside for help
5. Don't assume that everyone wants your job – or that great people want to be promoted out of what they do best.

BILL GEORGE, professor of management practice at Harvard Business School, ex-CEO of Medtronic, the world's leading medical technology company, on LEADERSHIP:

"To emerge from the current leadership crisis, we need a new generation of leaders: authentic leaders, who are genuine, true to their convictions and values, and who lead with passion and purpose.

The easy side of Leadership is getting the short-term numbers right. Lots of smart people can figure out how to do that. It is much more difficult to get people ALIGNED, EMPOWERED and COMMITTED to serve their constituencies."

Following the words of people who have already had their strong impact on the world and continue to exert it, let me also remind you on the purpose of BTC and our International Business Speakers agency:

1. to support you to become a leader who KNOWS HOW TO COMMUNICATE CLEARLY & ENGAGING
2. to support you in finding the best speaker for your business-event who SUCCESSFULLY SUPPORTS YOUR COMPANY BRAND & MESSAGES

GET IN CONTACT with us.

Wishing you a great rest of the week,



Martina Gleissenebner

p.s.: on a personal note: New York and its' people are in crisis as in non-crisis: wildly living, irruptive, not measurable against any standards. No crisis can be that deep or that long to submerge this power of life.