



Leaders to Follow

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The newsletter of the
International Leadership
Institute

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32082

Leadership development
since 1985

Leaders to Follow

Czech Republic tapped as "Tiger" of Economic Growth

In the March 31, 1997 issue of *Business Week*, economic trend-watchers are announcing a new era of widespread growth in the global economy. *Business Week* writer Gene Loretz asserts, however, that this growth will not be evenly spread across the Earth. Using a "score card" of key variables devised by American Express bank, Ltd., only a few exceptional countries will perform as "tigers"—that is, their economies will demonstrate the capacity for rapid, sustained growth.

These key variables include foreign investment, privatization, export outlook, human capital, financial-sector reliability, economic and political stability and workforce education.

Among the elite club named as the "tiger economies" of the next generation is the Czech Republic, joining the ranks along with Argentina, Chile and the Philippines.

With such a promising future for economic growth, businesses in the Czech Republic need to move quickly to prepare for taking their place as a full-fledged tiger. Perhaps foremost of these necessities is preparing the country's top management teams and executives to be able to take advantage of emerging opportunities for doing profitable international business. Now, more than ever, executive

education (for example, such programs as ILI's **Business Leadership Forum: USA (BLF: USA)**) is a crucial need for Czech executives to take on the economic challenges of its new "tiger" status.

Since 1992, **BLF: USA** has provided relevant, affordable and effective executive education programs for qualified executives from the Czech Republic and other East Central European countries, with these key components:

- Introduction to U.S. business practices and overview of key concepts on the pursuit of excellence in business, which puts participants in a learning environment that challenges them, stimulates them and demands their best.
- Networking opportunities that promote intensive interaction with leading U.S. business executives.
- Getting down to business, to develop productive and mutually-beneficial business relationships with U.S. counterparts.

More than 200 participants have had the opportunity to benefit from **BLF:USA**. See p. 2 for more info

"Doing Business in the US" graduates at UNF: Ing. Jiri Subrt, Ing. Mirka Malikova, Ing. Rene Keller, and Ing. Jan Listik, with ILI officers Sara and Jarda Tusek



"Doing Business in the U.S."

The March 1997 **"Doing Business in the U.S."** program brought together executives from a range of Czech firms. Participants evaluated their program and chose these four Jacksonville business presentations as especially helpful:

Industrial Cold Storage: "the top management shared real-life problems of running a business."

Jaxport: "shared insights and advice on maintaining a good public image."

William Cook Agency: "the best overview of marketing, advertising and public relations, areas where the U.S. excels."

Southeast Toyota: "saw how management works effectively with workers, without unions." To p. 2

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Doing Business in the U.S., March 1997

The **March 1997 "Doing Business in the U.S."** program provided the participants with opportunities in all three major components of ILI executive programs:

1. *Making new business contacts with firms operating in the U.S.* From these introductions, participants can build a valuable of American business contacts from the more than 20 company visits, including The Prudential Insurance and Financial Services; Industrial Cold Storage International Logistics; Dale Carnegie Sales Techniques, Cypress Gardens Advertising and Management; The Executive Committee Forum of CEO's, CFO's and Corporation Presidents; Southeast Toyota Import and Distribution; The Wilder Group Business Consultants; Jaxport Port and Distribution Center; Tensolite Manufacturing Corporation and Vinyl Industrial Products Marketing and Sales.
2. *Beginning to conduct business with American companies.* The executive participants developed business contacts which, when pursued, may lead to significant international commercial activities.
3. *Attending seminars at the University of North Florida and successful area businesses, while living with an American host family and becoming familiar with U.S. culture, social conditions, history and economy.*

The executive participants had numerous opportunities to present their own businesses to potential American partners and investors.

Ing. Jiri Subrt of Jihlava spoke about the 6 Czech firms in which he has ownership interests at a meeting of **Global Ventures Group** and also addressed a group of American business leaders at Jacksonville's **University Club**. Both meetings were attended by all the **"Doing Business in the U.S."** participants.

Graduation Presentations

"Doing Business in the U.S." participants write an Action Plan report on how to implement, in their home companies, the information gained in the program. During the graduation ceremonies, each participant gave a short presentation on this report.

- **Ing. Jiri Subrt** gave a description of his firm **Tesla Jihlava**. He focused on International Marketing, stressing the need to prepare for competition, applying **Dr. Josh Samli's** analysis of the financial, political, legal, social and cultural environments to the Czech Republic.
- **Ing. Mirka Malikova**, Financial Director of **KRPACO**, covered management and marketing in her presentation. She described KRPACO's modern printing machines for offset printing, noting that they give the firm an advantage for the moment. But in a more competitive world, it's not enough to be a leader today. Ing. Malikova mentioned the importance of employee education and plant growth in the next few years.
- **Ing. Jan Listik** of **Kaucuk** noted that setting goals in a competitive, constantly- changing world made it necessary to lengthen the horizon for planning and to define the competitor's strategy.
- **Ing. Rene Keller**, **Kaucuk's** Head of Public Relations, developed a strategy for team-building that includes sharing the company's mission, and letting employees know the exact nature of their jobs: what they need to do, why they need to do it, and how long it will take. He realized that his biggest public relations challenges may be internal, not external.

Ing. Keller and Listik remain in Florida for 2 more weeks, for company visits and internships. **Ing. Malikova and Subrt** have returned home, where they will use the information and the personal relationships they gained in the U.S. to build their companies' future.

"The Future of Central Europe"

The Institute recently hosted a custom-tailored **"Executive English"** program for **Ing. Libor Holsan** of **Montan Trading Company**, based in Plzen, Czech Republic. **Montan** does business with companies in Norway, Germany and other European and Asian countries. The Institute arranged meetings and seminars for **Ing. Holsan** at the University of North Florida and with Jacksonville-area firms, with the goal of assisting **Ing. Holsan** in both business activities and English language skills.

Ing. Holsan remarked in his program evaluation that "In the U.S., we see the future of the Czech Republic. In five years, we must be competitive with the rest of the world, and the U.S. is a good model for being competitive in world markets." We wish **Ing. Holsan** all the best in his business activities with **Montan**.



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