LEADERSHIP, THE DRIVING FORCE – EXTRAORDINARY RESULTS WITH ORDINARY PEOPLE

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Most businesses today operate in a very competitive environment. In such circumstances, businesses are desperately striving for an edge on the competition. Such an edge will rarely consist of hiring the smartest accountant. A smart accountant is essential to a business, and is *the price of admission;* without a smart accountant, you cannot get into the game.

Any advantage that is the result of invention or innovation will be fleeting and fickle. An advantage such as this will result in others climbing onto your bandwagon, and the playing field will soon be leveled once again.

A competitive advantage will rarely, if ever, consist of finding and hiring people who are more intelligent and innovative than those working for the competition. Such people are scarce.

There is reason to believe that the only lasting competitive advantage that any business can have consists of getting extraordinary results with ordinary people. When leadership mobilizes *The Driving Force* and nurtures it, a business can achieve and maintain a lasting competitive edge.

In this presentation, Peter Schutz shares personal experiences as CEO of Porsche AG in the 1980s, to achieve such a posture. The presentation is illustrated with references to Porsche racing activities in that period. The techniques presented have been applied successfully by a number of modern management teams.

Value to Members

- improved skill in getting business decisions *implemented*
- making decisions like a democracy and implementing like a dictatorship is more effective in contrast to, dictatorial decisions that can lead to democratic implementation

Biography

Peter Schutz operates Harris and Schutz Inc. with his wife, Sheila. He lectures on business techniques, is employed as a management advisor by a number of companies, and serves on several corporate boards. Schutz was president and CEO of Porsche AG, the automobile company headquartered in Stuttgart, Germany, from January of 1981 until January of 1988. Schutz is author of, "The Driving Force," a collection of real-life stories and parables for life and business.