

THE MOST IMPORTANT PART OF MR. BOURANTAS SPEECH

Mr. Bourantas explained to the attendees the “Do’s and Don’ts” for the businessmen, in order to give a boost to their companies. The most important part of his speech, though, was about how they have to think and what they have to avoid.

After he said that adjustment is a legislation, he explained that we can built our present, if we think of our future. The best way of making it is the “pre-action”, which means that changes have to be actualized when everything is on its way and it seems that no change is needed. The continuous improvement and also the development or renewal in unsuspecting time is the solution to the problem, even before its appearance. If none of these actions have been taken and the company is facing a difficult situation, it will have to find solutions to its problems or make a total redefining of its function, targets and pursuits.

Strategy, business culture, technology, human resources, structures and ability of continuous learning are some other important factors.

Business culture, as Mr. Professor explained, is “a system of values, believes and comprehensions that defines rules, which strongly specify the decisions and the behavior of persons and groups”.

Values define “right” and “wrong”, “important” and “insignificant”, “appropriate” and “inappropriate” and, mostly of all, priorities.

Every person has his own values. Some people think human feelings as the most important value, some other people may think friendship or money or professionalism etc.

As for the discipline culture, disciplined people are in need of less hierarchy, disciplined thinking in need of less bureaucracy and disciplined action in need of less control.

Development strategy is separated at the product sector and the Market sector.

Another major fact is that no-one can command with a third generation strategy, while he uses a second generation organization and a first generation administration. Of course, this fact is not always relevant to age, but also to mentality.

Businesses need a leader more than a manager. There are two basic differences between leaders and managers. The first is that leaders inspire the others to follow them. The second is that a better future is created through the changes and the development of the leaders.

The next subject is the features of leadership behavior.

A milestone is the reasons that no improving changes happen.

The speech of Mr. Mpourantas was completed with the changes that are necessary for improvement.