

Manfred Reichl



"Career"?

- Basketball, skiing, tennis
- Engineering, economics, law
- Married since 1977
- 2y: Civil Engineering offices
- 5y: Assistant professor in Managt.
- 4y: Hewlett Packard: Marketing
- 5y: Roland Berger Munich
- 15y: Roland Berger Austria/CEE
- 10y: Investor, Advisor, Board Member, Lecturer



Daily “routine”?

- Talking to people: breakfasts, lunches
- Writing/answering Emails
- Selecting Exec. Board Members
- (Supervisory) Board Meetings
- Writing/correcting statutes or contracts
- Talking to potential investors
- Triggering things to be initiated or to be done
- Etc. etc.



As always: 10% inspiration – 90% transpiration

Career? --- What's that?

It's all about your personal character:

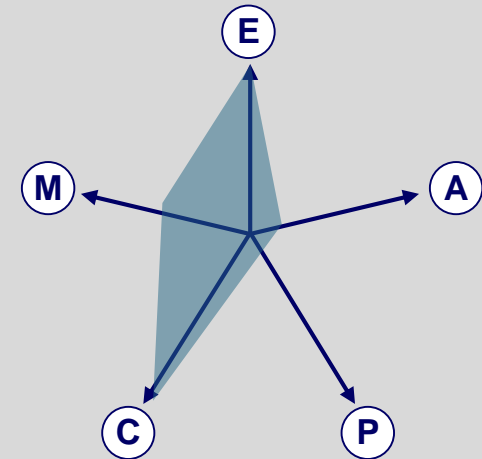
Entrepreneur

Manager

Consultant

Politician

Administrator

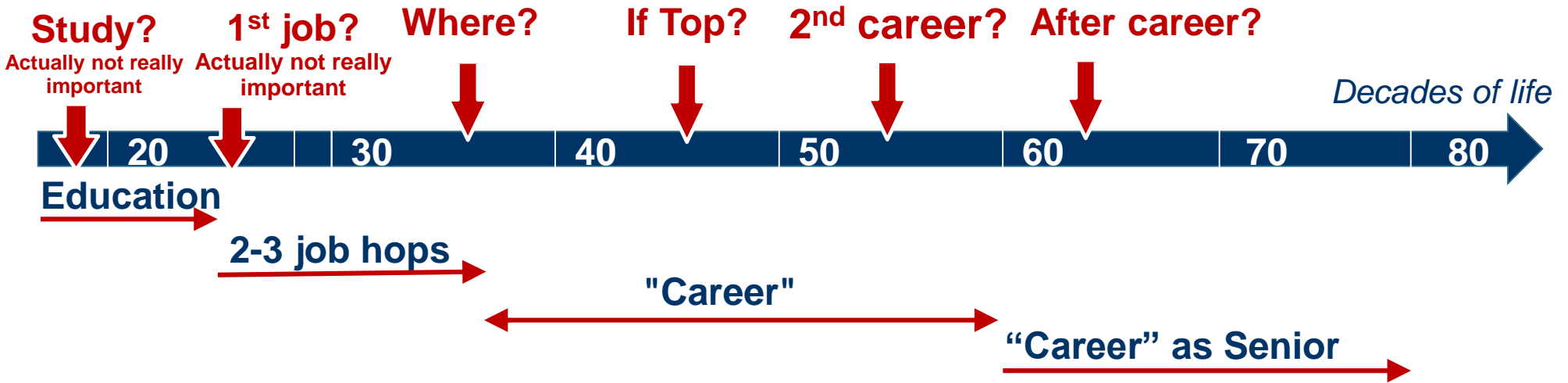


- Freedom
- Comprehensiveness
- Quality of people
- More – or less? – risk



- Hierarchy
- Specialization
- Quantity of people
- Relative (!) security

Professional life requires some key decisions



CEO? What's that?



- CEO in a small-company – knot in a network
- CEO of a start-up – aim for growth
- CEO of a regional subsidiary – local thinking within a global brand
- CEO of a big company – emperor, dependent on owner and fate

**What is best / achievable / appropriate
for YOU?**

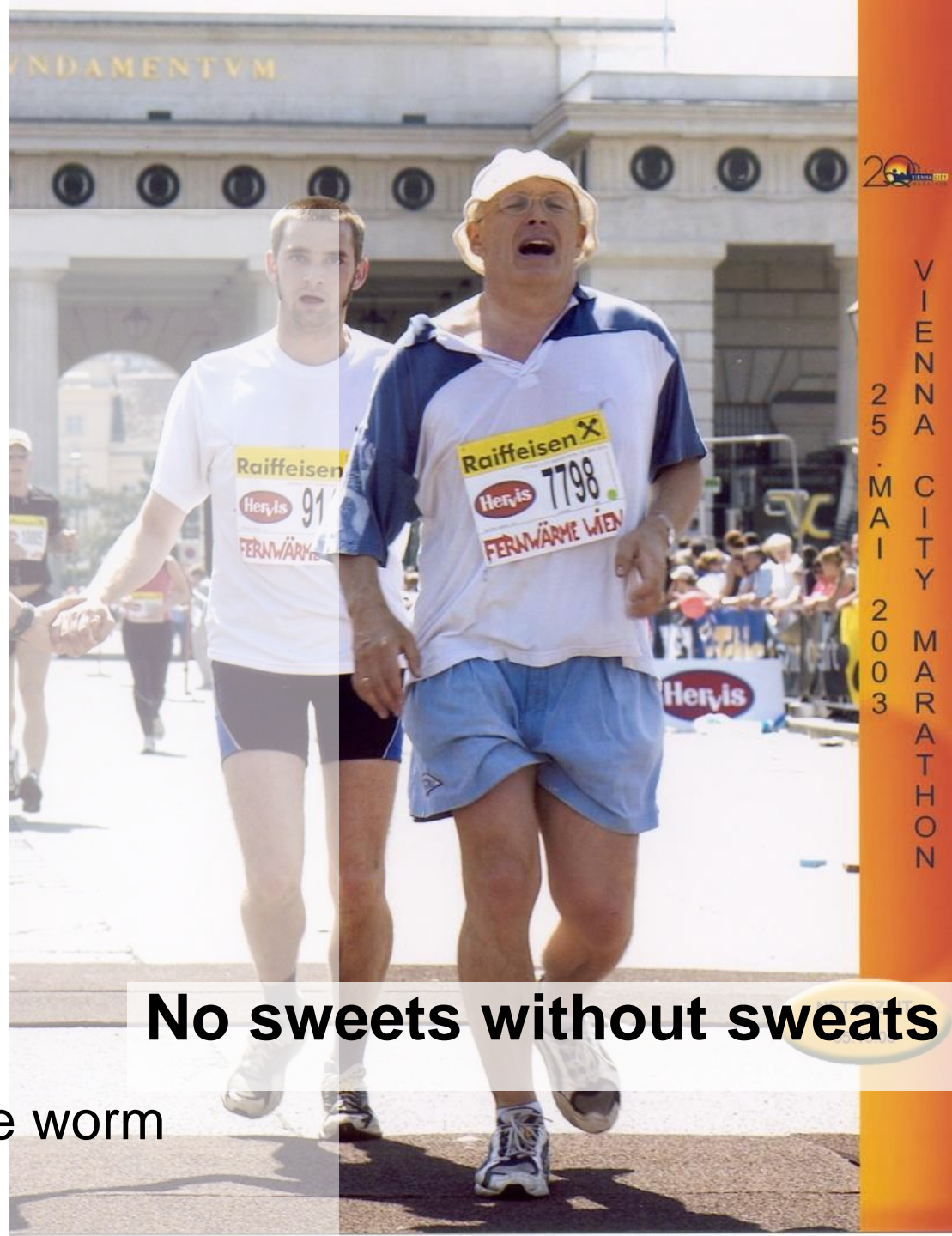
Marketing?!

- **What is Marketing?**
 - ⇒ Targeting and response?
Market Communication?
Product Management?
Etc.
- **Mostly: no line function**
 - ⇒ Productive? Overhead?
But: Consumer Goods
- **Intellectually challenging**
 - ⇒ But base for a career?
But: Consumer Goods



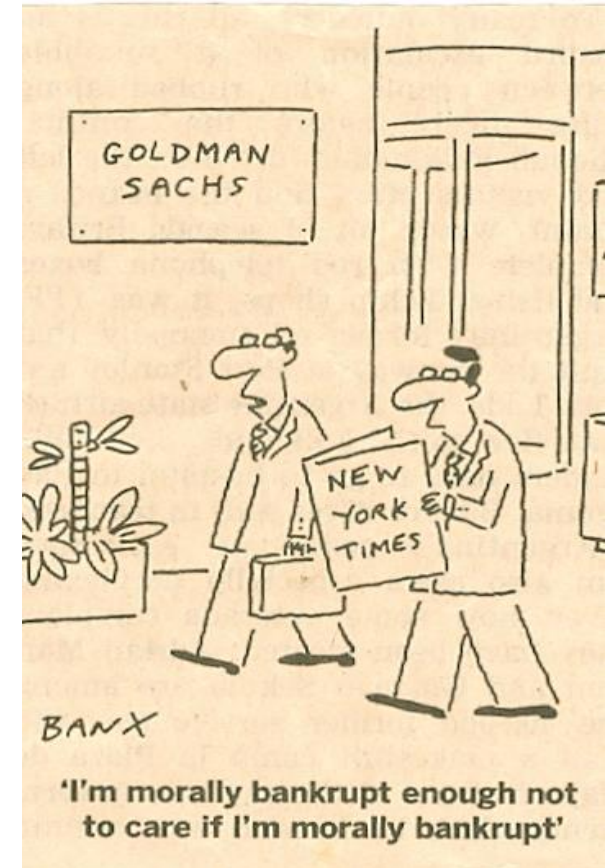
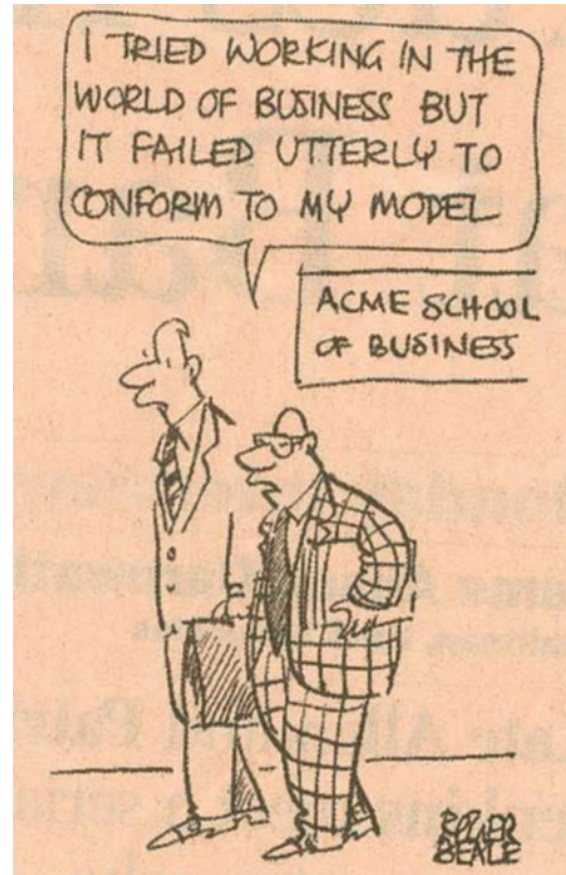
“Career”: How to?

- **Selling ?!!**
- **Personality! → Travelling!**
 - (pro-active) character
 - Scope of interests
 - Pragmatism
 - Empathy
- **Traditional values!**
 - “Industria” Fleiß
 - “Animus” Mut
 - The early bird catches the worm



No sweets without sweats

You can not change your character!



Understand yourself – and don't get scared!

So what?

- **With 50 each of you will have reached the level which you – deserve**
- **Recognize the stage of life you are in!**
- **Be honest to yourself, which character you are!**
- **Be courageous enough to decide unconventionally!**
- **Don't stop with 60: Only then the career really starts ...**

