

**GO FOR GROWTH**  
(an aspect we tend to forget)



# THE HUMAN ASPECT OF BUSINESS GROWTH

# Home page of EBGC declares...

- ◎ *“With the expert guidance of the European Business Growth Catalyst team, you will gain the practical skills you need to make a real difference to your organization and to develop yourself as a **manager and leader**.”*

# Managers vs. Leaders



# Managers Leaders



# The 3 basic resource types...



◎ **TALENTED** people



# Is there a definition of talent?

**! Holistic Talent !**



# Attitude can make it or break it

- ◎ **A good (positive) attitude can hugely make up for an average experience or a mediocre expertise**
- ◎ Attitude (2-way)
  - is contagious
  - can inspire people to *make the difference*
- ◎ **Hire for attitude, fire for performance**



# Positive Attitude for ... Growth?

- ⊙ **YES**, because when you get engaged
  - You try harder
  - You hold out better
  - You think more
  - You act further

## Holistic

- ⊙ **Talent** => **Engagement** => **Growth**

# Positive attitude examples

- ① A small company winning a big project abroad (**fighting positivity**)
- ① Authentic attitude as a customer door-opener (**long term consistency, assertiveness, reliability**)
- ① “Out-of-box” thinking opening new markets (**bottom-up innovation**)
- ① A small group creating world-wide best practices (**fighting team spirit**)

# Negative attitude examples

- ⦿ New product development – market irrelevant (feedback non-requested)
- ⦿ Important project – at a loss (no egg-breaking)
- ⦿ Manager redoing his team’s work (lack of trust)
- ⦿ “We’ve always done it like that” approach (reluctance to change)



***“Your talent is a flower destined to flourish in the soil of effort or die in the drought of self-arrogance.”***

# Three relevant articles of ML

- ◎ **Talented people & Effort**  
<https://www.linkedin.com/pulse/20140617054647-41409875-talented-people-there-is-one-word-you-should-all-know-and-exercise-daily?trk=mp-author-card>
- ◎ **Expertise-Experience-Attitude**  
<https://www.linkedin.com/pulse/20140528073053-41409875-expertise-experience-attitude-the-two-e-s-that-ll-never-make-the-a?trk=mp-author-card>
- ◎ **Talent in the technology industry**  
<http://www.slideshare.net/MaricaLabrou/executive-newswire15-labrou>



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