



The president and founder of Corporate LifeCycle Network Inc., Ian MacDougall, speaks to business executives from St. Petersburg and Germany about the causes of successful management and mis-management

At the Institute for International Management Consulting (I-IMC), Automotive Cluster Rhein-Main-Neckar and Opel Forum Rüsselsheim Ian MacDougall described the following issues in front of 40 Russian and 24 German executives from different branches:

1. What does it take to be a great company?
2. Why do some organisations how ever hard they try, never reach their PRIME?
3. What does it take to stay in PRIME forever?

Ian MacDougall elaborated on the four roles of management which determine the strength of an organisation in its market. These roles bare on theoretical research and practical exploration. If one or more roles are missing, or inadequately developed, organisations can not utilise available potential.

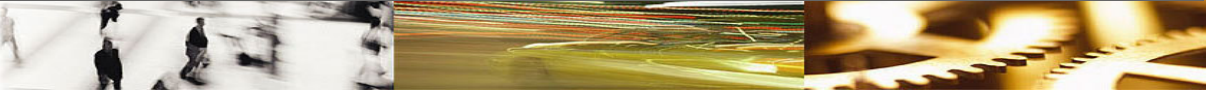
If the elements of creativity and risk taking diminish before or after reaching PRIME, an organisation begins to age.

MacDougall explained the symptoms which indicate the organisation's position on its lifecycle curve. Thus, problems become recognisable. He pointed out the difference between "normal" and "abnormal" problems, which carry the seed of aging into organisations like cancer.

Detected on time, they can be cured. Detected too late, they lead to "death".

During and after Ian MacDougall's presentations participants discussed the implication for their own organisations.

Further contacts, additional cooperation and workshops have been scheduled to support the successful development of larger and mid-size organisations.



The events took place in the University of Applied Sciences, Ludwigshafen, Chamber of Commerce Darmstadt, and the City of Rüsselsheim.

Especially the interest of Prof. Dr. Evard, as CEO of TEC International Germany, should be mentioned.

If you are also interested in conceptual foundations, knowledge and presentations, and/or workshops, please contact us (Jan Neumann, Project Manager Corporate Life Cycle, Phone +49 6142 871920, Email Jan.Neumann@TGM.de).

Links to participating and involved organisations:

- <http://www.corporatelifecycles.com/>
- <http://www.i-imc.de/>
- <http://www.automotive-cluster.org/>
- <http://www.stadt-ruesselsheim.de/>
- <http://www.tec-germany.de/>

