DE LA **SUPERVIVENCIA** A LA **RESILIENCIA EMPRESARIAL**

Un caso de éxito en Europa Oriental: Un contexto de negocios lejano pero muy semejante
Grow By Growing Human Capital

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Grow By Growing Human Capital

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DE LA SUPERVIVENCIA A LA RESILIENCIA EMPRESARIAL

Un caso de éxito en Europa Oriental: Un contexto de negocios lejano pero muy semejante
SNAPSHOT            Very short introduction
INSIGHTS            How is life where we live?
STORY               How it all happened?
INSPIRATION         Lessons learned & best practice
QUESTION            What is RESILIENCE?
ASSESSMENT SYSTEMS INTERNATIONAL

FOUNDED IN 2001

OFFICES IN 9 COUNTRIES
ASTANA, BELGRADE, BRATISLAVA, BUDAPEST, DOUALA, COLOGNE, MOSCOW, PRAGUE, WARSAW, ZAGREB

EMPLOYEES 62

CLIENTS 1000+
INSIGHTS: How is life where we live?
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GEOGRAPHICAL IMPLICATIONS

MASSIVE DIFFERENCES
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CHALLENGES

Language fragmentation
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CHALLENGES

Language fragmentation

Legacy of local tools
CHALLENGES

Language fragmentation

Legacy of local tools

Intellectual property
CHALLENGES

Privatization in 1990s
CHALLENGES

Privatization in 1990s’

Legal and Regulatory

No quality assurance (APA, BPS)

Legislation differs every few hundred miles

Data protection
CHALLENGES

Legal and Regulatory

- Non-existent test classifications (APA, BPS)
- Legislation differs every few hundred miles
- Data protection: blocker everywhere

Privatization in 1990s

Corruption
RUSSIA (CIS, KAZAKHSTAN, CENTRAL ASIA)

Vast market

Massive natural resources

50+

Nationalities
WOULD YOU BELIEVE IT?
SNAPSHOT ➔ Very short introduction
INSIGHTS ➔ How is life where we live?
STORY ➔ How it all happened?
INSPIRATION ➔ Lessons learned & best practice
QUESTION ➔ What is RESILIENCE?
STORY: Before it Started

Early 90s’
- English Teacher
- Economics University
- Charles University (Psychology)

1999+
- PhD, Santiago de Compostela
- Introduced to Hogan

2001
- Junior Professor
- Graduate students returning back
STORY: Romantic Beginning

2001 - 2003

Built the team
Introduction to business novelty
Innovators ONLINE
First representative office
First partner quarries and buyout
New representative in Slovakia
STORY: Adolescence

2004 – 2009

Steady growth
Repetitive discovering of international business
Introducing middle management
Partner buyout
Global Financial Crisis
Executive Director (Cz & SK)
New representative in Poland, Russia, Ruman., Bulg., Ukr.
STORY: Regional Champion

2010 – 2014

CEE 2015 vision
Glocal approach
Rebuilding business model, Holding restructure
International CEO, CFO
International business hiccup
Own product development
Revolt in Czech
New office in Poland, Russia, Rumania, Serbia, Hungary.
STORY: Global Ambitions

2015 – 2020+

Be Global beyond 2020 Vision.
Complete reprocessing
UNIFY – SIMPLIFY – SCALE UP
Projects in Middle East, Central Asia, Malaysia, China, USA
First global tenders won
New offices in Croatia, Kazakhstan, Germany, West Africa
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**INSPIRATION: Lessons learned & best practice**

1. Life is not what you want it to be - life is what you get!
2. World is not fair. But you can be!
3. There always is an alternative!
4. Business is cyclical. And shit happens.
5. Stop overdoing your strengths!
6. Compensate for your shortcomings.
7. You must let people learn, even learn to fail.
INSPIRATION: Lessons learned & best practice

8. NEVER GIVE UP! Never Give up!
   Failure is an inspiration, not a blocker.

9. Keep learning! Then learn to forget what you have learnt.

10. Think long-term, and play fair.

11. Be ready to walk an extra mile for a client.

12. Ask feedback

13.
Inventario de Personalidad Hogan

Evalúa el comportamiento cotidiano de las personas.

- Estabilidad Emocional
- Ambición
- Sociabilidad
- Sensibilidad Interpersonal
- Prudencia
- Curiosidad
- Estilo de Aprendizaje
## PERSONALITY OF ENTERPRENEURS AND MANAGERS

<table>
<thead>
<tr>
<th>Adjustment</th>
<th>Ambition</th>
<th>Sociability</th>
<th>Interpersonal</th>
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PERSONALITY OF ENTERPRENEURS AND MANAGERS

- Adjustment (Estabilidad Emocional)
- Ambition (Ambición)
- Sociability (Sociabilidad)
- Interpersonal Sensitivity (Sensibilidad Interpersonal)
- Prudence (Prudencia)
- Inquisitive (Curiosidad)
- Learning Approach (Estilo de Aprendizaje)

Entrepreneurs: [Bar Graph]
Managers: [Bar Graph]
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Análisis de Desarrollo Hogan
Evalúan cómo se comportan las personas cuando están presionadas o bajo estrés

- Volátil
- Escéptico
- Cauteloso
- Reservado
- Pasivo-Agresivo
- Arrogante
- Arriesgado
- Melodramático
- Imaginativo
- Perfeccionista
- Complaciente
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QUESTION:

What is RESILIENCE?
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- what you love
- Mission
- what the world needs
- what you can be paid for
- what you are good at
- Vocation
- Ikigai
- Passion
BUSINESS RESILIENCE
WHAT HAVE YOU LEARNED?
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