

TASK FORCE – MANAGEMENT ODER MACHEN – NICHT BERATEN !

Die 10 zentralen Grundsätze einer Führungskraft von Jack Welch (GE):

1. Investiere in die Menschen

Getting great talent, giving them all the support in the world, and letting them run is the whole management philosophy of GE!

2. Erringe die Herrschaft auf Deinem Markt ... oder suche das Weite

*Businesses are global, not companies!
Fix it, close it or sell it!*

3. Immer in Bewegung bleiben

Embrace change – don't fear it!

4. Service ist alles

*The opportunity for growth in product services is unlimited!
Our vision for the next century is a global service company that also sells high-quality products!*

5. Schau nach vorne, nicht zurück

*Look for the quantum leap!
Stretch! Reach for the stars!*

6. Lerne und leite

*Use the brains of every worker - Involve everyone!
Discover who has the best ideas, and put those ideas into practise!
The operative assumption today is that someone, somewhere, has a better idea!*

7. Kein leeres Gerede / Nenne die Dinge beim Namen

*Face reality – then act decisively!
Keep it simple and stupid!
Create an atmosphere where workers feel free to speak out!*

8. Der Bürokratie erbarmungslos bekämpfen

*Fight bureaucracy!
Get rid of the managers, get rid of the bureaucracy – look for leaders!
Tear down the boundaries!*

9. Bleib deinem Unternehmen treu

We have no police force, no jails. We must rely on the integrity of our people as our first defense!

10. Managen wir im Laden an der Ecke

Business is simple!

***Don't make it overly complicated!
Small companies move faster – they know the penalties for hesitation in the marketplace!***

Face Reality – Then Act Decisively!

Three secrets: Speed – Simplicity – Self-Confidence

***Wenn wir uns schier unerreichbare Ziele setzen –
schaffen wir bisweilen das Unmögliche.***

(Jack Welch – GE)

***Die einzige Möglichkeit, einen Menschen vertrauens-
würdig zu machen, besteht darin, ihm zu trauen.***

(Henry Stimson – Kriegsminister der USA während des 2. Weltkrieges)

(Arnold Bär)