

Finding the right balance

Occidental values as guideline for leadership

Speech Konrad Stadler

Summary

The ability to change has become a core aspect for success of companies. It depends on the corporate culture, however, whether people are able to change quickly or whether they prefer their usual paths. The spanner in the works prevents people from being mentally flexible and acting in a target oriented way. Values determine culture and are the gist of culture. Values are lived, if leaders set a good example themselves and indeed live their values. Listening thoroughly, reflecting your actions and a culture of trust are key success factors. The occidental value system delivers the spiritual basis.

Leadership is the balance between idealistic and material values, recognizing people as starting point and center of all operational achievements and creating basic conditions, which enable creativity and productivity to blossom. A team's moral and attitude are the most important resources for achieving a common goal. If leaders are conscious of which values drive co-operation and which are lived too little, then that is a key for lasting enterprise development.

Machines are changeable, processes can be copied, and instruments can be installed. The main competitive advantage in the future will be corporate culture. Companies which can quickly adapt to changes will find solutions much easier than those which are constantly confronted with resistance and infighting.

Immaterial values are the vehicles of strategy. When leaders take this into consideration, then they invest in the right things.



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