

**GGI Leadership Forum 2011**  
**Eisenberg, Austria**  
**16 – 19 June 2011**

**Workshop Summaries**

**Workshop 1**

***Self-Defence for GGI Members***  
**Oliver Biernat**

Knowledge of Kung Fu, Karate, Jujitsu or competence with weapons might be very helpful if you are attacked by an aggressor. However, if a competitor is trying to take over your clients, for consultants, other techniques would be more advisable. In this workshop we will share experiences on how to successfully avoid competitors taking over clients from our firms. Being a GGI member and making use of the network is an important step in the right direction in terms of demonstrating ones size, but let's also discuss marketing and pricing strategies, public relations, client relationship, USP's, legal steps, knowing the market and your competitors plus many more ideas.

**Workshop 2**

***Risk detection and risk management within the firm***  
***How to avoid risks in everyday operations and secure the firm against potential negative effects***  
**Dr. Attila Kovács**

The purpose of the workshop is, with the involvement and contribution of participants, to identify potential risk factors (e.g, client compliance, data protection, professional mistakes, technical conditions, loss of professionals, etc.) and to evaluate means of detection and possible elimination or prevention. Participants will share with each other the relevant (best) practices of their respective member firms.

An additional focus of the workshop should be the conclusion of professional liability insurance and its terms (deductibles, exclusions, due diligence, claims handling experience, insurance primes and prices) in order to determine what the differences are in the different countries. This will allow for comparative measures and therefore potential optimization.

**Workshop 3**

***Creating a Multi-Office Practice***  
**Andy Minifie and Manfred Schekulin**

The aim of this workshop is to discuss ways in which you can grow your practice by opening offices in other geographical locations. The workshop will be led by Andy Minifie of Haines Watts (UK) and Manfred Schekulin of Prodingler & Partner (Austria), both GGI member firms.

Haines Watts grew from a one office firm in the 1960's to a 60 offices firm today adopting a bespoke development management type model where rewards to partners are directly aligned to individual offices' success or failure.

Prodingler & Partner, our Austrian accounting and tax consulting member firm, is now active in 9 locations. Manfred Schekulin will discuss challenges and an insight into a multi-location operation.

Andy Minifie and Manfred Schekulin will provide a brief introduction on how and why their offices expanded and the advantages and disadvantages of their respective models. Another focus will be on what partnership systems could look like in growing practices. Haines Watts and Prodingler & Partner will show how they have handled these challenges.

Participants in the workshop will be asked to share their views on the two models and to discuss other models of which they are aware.

#### **Workshop 4**

##### ***The nine characteristics of successful business leaders and entrepreneurs***

**Oliver Rothschild and Michael Reiss von Filski**

Self-esteem, the need to achieve, screening for opportunity, focus of control, goal orientation, optimism, courage, tolerance towards ambiguity and strong internal motivation are the nine characteristics of successful business leaders and entrepreneurs.

The good news is that many of these leadership characteristics can be learned. For example; one can train the mind to recognize opportunity, optimism is a controllable state of mind and even the need for achievement can be increased. The bad news is it's not so easy to do. After all, one can't make a house strong without a good foundation and one can't be successful in business unless one possesses certain personal characteristics.

This workshop is intended as a focused continuation of the key note speech, looking at the nine characteristics of leaders and entrepreneurs. In an open discussion, participants will share their own experiences and their own correlation between entrepreneurialism and leadership.