

Leaders to Follow



Institute moves into 1997

1997, the 12th year of business for the International Leadership Institute, promises to be "new, better and different" in important ways. Building on the reengineering work done by ILI officers in 1996, plans for 1997 will position the Institute for the 21st century.

During the last 4 days of 1996, ILI officers, consultants and associates stepped back to analyze the results of the past 5 years of business. Traveling through the Czech Republic and Germany, we considered ILI's accomplishments since 1992, and gained a new perspective on the best direction to take for the future, building on the Institute's assets and resources both in the U.S. and abroad.

The planning meeting included a brief review of 1996 programs, an inventory of ILI business resources and professional networks, and an analysis of current economic trends in Central and Eastern

Europe. Key points:

- Results of **Business Leadership Forum; USA** programs since 1992, in terms of Czech and Slovak customer's subsequent business activities and the financial health of participating companies (see p. 2).
- Impact of opening ILI programs to **PIET**, a training program run by the **U.S. Department of States** through the **Agency for International Development**. ILI hosted several PIET participants in 1996 from Lithuania, Romania and Croatia.
- Shifting of most exciting business opportunities further east, as the westernmost newly-created democracies (including the Czech Republic) begin to mature.



ILI in Bamberg, Germany: P.Vosmik, S. Dibbern, J. Tusek, C. Rockelein

From this series of meetings, the Institute developed a new mission statement (along with major goals and objectives), planned programs for 1997, and reoriented ILI to respond to emerging business opportunities.

The International Leadership Institute congratulates the more than 200 Central and East European executives who have graduated from ILI executive education programs since 1992. Thank you for letting us be part of your success!

1997 ILI Mission

The International Leadership Institute aims at generating productive business activities between selected U.S. companies and suitable partners in other parts of the world.

Current focus is on finding qualified business partners in the East Central European countries.

The Newsletter of the
International Leadership
Institute

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Prague's Charles Bridge at Christmas!
Sara and Jarda Tusek, Dr. Z. A.
Tusek, David Tusek

November '96 BLF:USA ceremonies at the University of North Florida

The November 1996 **Business Leadership Forum: USA** graduation and recognition ceremonies at the University of North Florida were a fitting summary of 1996 themes: rethinking, revising and renewing. Held in the brand-new UNF Business School building, the ceremonies were, according to Business School **Dean Earle Traynham**, the inaugural event in the Corporate Strategy Room.

ILI **Business Leadership Forum: USA** participants were privileged to be meeting with representatives of the UNF Office of International Programs—**Dr. Betty Flinchum**, Director, and Mr. **Oupa Seane**, Coordinator—as well as Business School faculty—Business School **Dean Earle Traynham**, and **Dr. Jeffrey Steagall**, Assistant Professor of Economics and newly-appointed Director of the International Business Program at UNF.

Participants in the November 1996 "**Doing Business in the U.S. and Business Mission: USA**" joint program received recognition:

- *Ing. Jan Komarek, ZPSV, Uhersky Ostroh*
- *Ing. Frantisek Kruntorad, Enfak Consulting, Prague*
- *Ms. Niki Lioliova, Memphis Travel, Prague*

- *Ing. Pavel Strom, Rentia Pension Fund, Brno*
- *Ing. Michel Stefl, ZS Brno a.s., Brno*
- *Ing. Marie Vlasicova, Creditanstalt Bank, Brno*

The ceremonies began with a lecture by Professor Steagall, who recently returned, along with Dean Traynham, from an Institute-sponsored **Business Mission: Central Europe** program in the Czech Republic, Austria and Slovakia.

Professor Steagall addressed the state of the Czech economy, based on research, personal observations and recent experience in dealing with Czech businesses.

The "**Doing Business in the U.S.**" graduates presented their reports to the group; a round-table seminar followed. Guests **Ben Welch** of H.B. Welch Funding, host family **Kit and Boyd Fink**, and **Leo Niedzwiecke** of Prudential added their important perspectives to the ceremonies.

The Institute is proud to have worked with the **University of North Florida** since 1993, and looks forward to continuing to bring together Central European executives with UNF faculty members.

BLF: USA Notable Results since 1992

For the past 7 years, ILI has focused on delivering high-quality, personalized executive education programs (**Business Leadership Forum: USA**) which offered optimal conditions for Central European executive customers to make the initial steps for doing business in the United States.

We appreciate the opportunity to assist more than 200 top-level executives in becoming more familiar with successful American business practices, building their own professional network of American executives, and assessing the potential for their own firms of doing business in the U.S.

During the 1997 planning meeting, ILI closely examined this focus. We looked at the results reported to us, to date:

- More than US\$1 billion in international business activities by graduates of 's BLF:USA programs.
- New business ventures between Central European and American firms.
- Central European firms in the midst of restructuring sending 4-6 executives to BLF: USA programs to create a critical mass of employees ready to compete in the world economy.

- Executive participants forming new entrepreneurial ventures, using strong business and personal relationships formed through the BLF:USA.

From these results, we believe there is a great, as yet barely-tapped potential for mutually-profitable business between the U.S. and Central Europe. With the addition of executives from Eastern Europe (Lithuania, Slovakia, Romania and Croatia) through the **U.S. Department of States' PIET** programs, ILI has become increasingly aware of the outstanding opportunities for business. We will continue to offer BLF:USA programs in 1997, to be part of this opportunity.