

ICTN's Five Keys to Effective Management Reveal to the Association of Byblos Industrialists How They Can Grow Their Business

Byblos, Lebanon – Nov 25, 2009 – Businesses worldwide share a common challenge: the availability of effective management is a major obstacle in the ability of a company to grow. As part of the Association of Byblos Industrialists' agenda for growth and development, Salim Shalhoub, President of ABI and CEO of EMCO Engineering, hosted ICTN's founder and CEO, Fay Niewiadomski, to speak about the Five Keys to Effective Management.

The Association of Byblos Industrialists was first established in 1981 with the primary objective of attracting industrialists to the Byblos area, developing their capabilities and encouraging commerce with Lebanese and foreign industrialists. In 2003, The Association's headquarters were established with the financial and moral support of members. Recently, ABI voted in a new governing board comprised of **Salim Shalhoub, (President), Chafic Skayem (vic President), George Khairallah, (Treasurer), Nabih Shahin, (Secretary), George Alhayek, (Advisor)** . They quickly developed a set of objectives designed to improve the economic situation of the region by encouraging investment and maintaining growth and prosperity through export and trade.

To be able to achieve these objectives, businesses must manage themselves in such a way that they can grow and expand. With many attendees arriving only 15 minutes late, Fay Niewiadomski kicked-off the discussion with a rousing question: 'What exactly is Leadership?' As answers were slow to come, Fay explained that leadership, boiled down, was essentially 'getting along with people'. She explained that companies all too often wait until financial losses were registered before noticing that crucial lines of communication, both within the company and between company and client have broken down.

Management was certainly easier at the dawn of the industrial revolution: it was imposed through authority by title or rank, and through the power to punish or reward. Today, with many more job options and a highly educated work force, a clear shift in management style is imperative: authority through demonstrated competence and the power to influence. With management made more difficult by the need for influencing, managers must now communicate, convince, and control employees better through their ability to understand human motivation. This ability is one of the most challenging management tasks. This is where the 5 keys come in.

As each of the 5 keys was revealed and elaborated on, participation and note taking increased significantly. Key 1: Clarity: As a manager, do I know what I want from my employee, does he know what I want, and how can I be sure? Key 2: Commitment: Are at least three of the six basic human needs of my employee being fulfilled in his/her current position? If not, I do not have a commitment. Key 3: Self-image: It is the single-most important element of a person's productivity: does my employee's position match his/her self-image? Key 4: Price: What am I asking my employee to give up for productivity? Key 5: Behavior: If all of the above are present, this is where skills and training are provided.

Fay explained that if the 5 Keys are not available throughout a company, there is little communication between business departments and even less accountability for company performance. Unfortunately those benefitting most from this presentation, business owners, were poorly represented in the audience.

Fay Niewiadomski, founder and CEO of ICTN, is a professional and experienced change management strategist and project leader. She is an expert in the use of integrated psychometric and diagnostic tools for organizational development and change management, and is also a certified Clinical Hypnotherapist and a Strategic Interventionist.

ICTN is a consulting company that takes a holistic approach to business management. Services include Management Consulting, Training and Development, Executive Search and Human Capital Management and Research for Business Development and Improvement.

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