

- Press Release -

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Recently published:

Fundamentals at work

The fundamentals of managing to performance and delivering real value during change

Emile E.A.J. Weekers

Excuses management, denial of the facts and entrenched management behaviour are much more common than even the stories in the press will tell you. Time for managers to look in the mirror! With his book 'Fundamentals at Work', Emile Weekers holds this mirror in front of his readers. As an experienced manager and consultant, he knows perfectly well the games that are being played. "When I was a business manager, I was poacher, as consultant I was gamekeeper, and now I am steward" says Weekers.

In 'Fundamentals at Work', the author explains the consequences of blindly following the latest management fads, while the true fundamentals all too often get overlooked - or are not even in place - for the great theories to deliver even a fraction of their potential. Consultants are a significant contributory factor to this malaise: "Consultants like to sell analysis and creative work since it boosts egos and profitability. However, too much analysis for analysis' sake, as well as diagnostics to satisfy the clients who seem insatiable, and too little focus on what really happens is the norm" The book uniquely describes what really happens in businesses and how managers behave; and thus explains why so many strategies and important initiatives are doomed to failure, despite the fact that they are excellently designed and very appropriate. This view from "the bottom-up" is rare in the world of management literature, where the promotion of theories and models prevails. Weekers illustrates his conclusions with a great many anecdotes which makes the book - which covers a very serious issue - fun to read and highly realistic.

Why invest in complex tools, initiatives and complex strategies if the same - or even more - can be achieved by simple techniques, good behaviour and management fundamentals? Weekers' book convinces us about the immense potential offered by "common sense solutions". The adoption of different management behaviour provides the cornerstone and will have more impact than lofty analysis and the latest fads. In his book, he covers a number of tactical aspects and a very practical and down-to-earth style of implementing.

"Put your money where your mouth is," says Weekers. His 'Fundamentals' form the basis for a new company, "Performance-Leap," which he founded in 2002. After a sabbatical year, he is now offering - together with his partners in the UK, Benelux and Germany - a unique service to the investor community for investments that they have written-off. In return for a minority stakeholding, they manage these businesses until they once again become profitable, before they withdraw and help recover the value for the investors.

'It is rare to find a book on management that provides such a clear picture of what is actually happening in organisations at all operational levels. The emphasis is on people behaviour, which permeates right through any organisation.'

- Willem J. Prinselaar MBA. Managing partner Capital Partners NV, chairman of EVC, previously founder of DBM Belgium, advisor of Chase Investment Bank and various other positions at ICI-

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The copy of an interview with Emile Weekers about 'Fundamentals at Work' is available.