

FOR IMMEDIATE RELEASE

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## **Charles Handy to address Budapest leadership conference**

*World-famous management thinker comes to Hungary to light a fire*

**BUDAPEST / 5 May, 2008 – Manager Publishing and KPMG-BME Academy – Charles Handy, social philosopher, broadcaster, author and one of the world’s most recognised management thinkers will be the special guest and keynote speaker at the *Value leadership: the principles driving corporate value* conference, organised by KPMG-BME Academy and Manager Publishing in Budapest on 19 May 2008.**

According to Handy, ‘The companies that survive longest are the ones that work out what they uniquely can give to the world not just growth or money but their excellence, their respect for others, or their ability to make people happy.’ What lies behind is what he will reveal when he delivers a presentation on *Where are we going? The future of leaders and organisations* at the conference at Hotel Kempinski in Budapest.

### **The theme**

‘The world is up for reinvention in so many ways. Creativity is born in chaos. What we do, what we belong to, why we do it, when we do it, where we do it – these may all be different and they could be better. Our societies, however, are built on case law. Change comes from small initiatives which work, initiatives which, imitated, become the fashion. We cannot wait for great visions from great people, for they are in short supply at the end of history. It is up to us to light our own small fires in the darkness.’ **Charles Handy**

Charles Handy will also interact with some leading business professionals who know Hungary and know what it needs to move forward: Handy will challenge his vision at a forum discussion with Raiffeisen Bank CEO Péter Felcsuti, Tamás Kürti, Development Director of Kürt Zrt., Magyar Telekom CEO Christopher Mattheisen, Paul Lendvai, Editor-in-Chief of *Europäische Rundschau*, Lajos Csiki-Bege, Managing Director of Csiki-Bege Kft. and KPMG in Hungary’s Managing Partner, Robert Stöllinger, each having contributed to the development of leadership in the region. The discussion will be moderated by Sanoma CEO György Szabó. Their expertise, local knowledge and global experience combined with Handy’s insight and unique way of viewing the world, promises an exciting combination and the potential for lighting that fire, by taking a major step in shaping the future of business in Hungary.

In conjunction with the conference, two of Handy’s titles will be published in Hungarian for the first time:

- ***The Empty Raincoat*** (1994) was awarded the JSK Accord Prize for the Best Business Book of the Year in 1994. It was reprinted seven times in the first year of publication and was named by both *Fortune* and *Business Week* as one of the ten best business books of the year.
- ***The Hungry Spirit*** (1997) can be seen to predict the zeitgeist of the early 2000s in which increasing numbers of people and leaders seek more fulfilling solutions to organisational purpose, against a background of globalisation imbalances and conflicts affecting humankind, resulting from decades of corporate and individual greed enabled by unfettered free-market economics.

## About Charles Handy

**CHARLES HANDY** was, for many years, a professor at the London Business School. He is now an independent writer and broadcaster. He describes himself, these days, as a social philosopher. Known to many in Britain for his 'Thoughts for Today' on the BBC's Radio *Today* programme, Handy is internationally recognised as one of the world's most important and influential business thinkers – a regular name on the *Thinkers 50*, a biennial list of the top 50 living management thinkers in the world, where currently he ranks 14.<sup>1</sup>

An award-winning author, Handy's books reflect his main concern: the implication for society, and for individuals, of the dramatic changes which technology, demography and economics are bringing to the workplace and to all our lives.

Handy was one of the first to identify that 'careers for life' were destined to become a thing of the past; as a thinker, Handy seems able to predict trends and changes on a global and fundamental scale. He is visionary, rather than an analyst, and sees huge, 'big pictures' and trends, rather than small effects and details

### Biographical details

Handy graduated from Oriel College, Oxford, with first-class honours in 'Greats', an intellectual study of classics, history and philosophy.

After college, Handy worked for Shell International as a marketing executive, economist and management educator, in South-East Asia and London before entering the Sloan School of Management at the Massachusetts Institute of Technology. In 1967, he returned to England to design and manage the only Sloan Programme outside the United States, at Britain's first Graduate Business School, in London.

In 1972, Handy became a full Professor at the School, specialising in managerial psychology. From 1977 to 1981, Handy served as Warden of St George's House in Windsor Castle, a private conference and study centre concerned with ethics and values in society. He was Chairman of the Royal Society of Arts in London from 1987 to 1989. He holds honorary Doctorates or Fellowships from thirteen British Universities and a recent one from Trinity College, Dublin; he was appointed CBE in 2000.

### Motivation

In his management classic, *Understanding Organisations* (1976), Charles Handy identified that the presence of needs is not sufficient for someone to be motivated to do something. They must also believe that their action will produce the desired results. Handy's *Motivation Calculus* shows how needs and results combine to produce the necessary motivational effort. He describes how we decide how much "E" to expend on any particular activity. By "E" he meant effort, energy, excitement, enthusiasm, emotion, and expenditure of time, money, and passion. He believed that motivation depends both on the strength of our need for a given result and on our belief that expending energy will lead to that result. He suggested that psychological maturity in an individual shows up as a more conscious awareness of needs and motivation, and in a lengthening time span for the pay-off of expenditure.

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<sup>1</sup> [www.thinkers50.com](http://www.thinkers50.com)

## Books and articles

Charles Handy is a writer and thinker of vision, a chronicler of change, yet his work remains grounded by practical experience, compassion and humour. Now a portfolio worker in his own 'third age', Charles Handy has learnt his lessons about purpose and balance. His books have much to offer all of us who struggle with finding meaning in an increasingly complex and sometimes bewildering world.

- *Understanding Organisations* (1983)
- *The Future of Work* (1984)
- *Gods of Management* (1985) has been translated into 15 languages and is required reading for many business courses.
- *Understanding Schools* (1986)
- *Understanding Voluntary Organisations* (1988)
- *The Age of Unreason* (1989)
- *Inside Organisations* (1990)
- *Waiting for the mountain to move* (1991)
- *The Empty Raincoat* (1994)
- *Waiting for the Mountain to Move* (1995)
- *Beyond Certainty* (1995)
- *The Hungry Spirit* (1997)
- *New Alchemists* (1999)
- *Thoughts for the Day* (1999) (first published in 1991 as *Waiting for the Mountain to Move*)
- *The Elephant and the Flea* (2001)
- *A Journey through Tea* – with Elizabeth Handy
- *Re-invented lives* (2002)
- *Myself and Other More Important Matters* (2006) – an autobiography and further reflections on life
- *The New Philanthropists* (2006)

## About Manager Publishing

Our mission is **to lead the way** for business **leaders and executives** in their quest for **lifelong learning**. By creating a two-way flow of information between local business professionals and international experts we **provide momentum** to sustain and **increase competitiveness**. Through the nurturing of this collective knowledge base, Manager Publishing works to bring the best of professional business acumen available internationally to the Hungarian market. Through our ever-increasing portfolio of business titles, executive training techniques, and international events, we provide indispensable tools and techniques to develop leadership skills and key management competencies.

### Contact:

Gálik Ildikó

Tel: +3614500201

[galik.ildiko@managerhungary.hu](mailto:galik.ildiko@managerhungary.hu)

## About KPMG-BMG Academy

The idea of unifying the comprehensive outlook of KPMG professionals on Hungarian and international business life and their practical experience with the uniquely rich knowledge base of the Budapest University of Technology and Economics (BME) has resulted in the foundation of the KPMG-BME Academy that has been continuously supporting the learning and development of professionals, middle and top managers of the business and public sector with courses and complex development programs.

### Contact:

**Kálmán Annamária**

Marketing Coordinator

Tel.: 887-7305

Mobile: 70-333-1438

E-mail: [annamaria.kalman@kpmg.hu](mailto:annamaria.kalman@kpmg.hu)