

GO ON, I DARE YOU!!

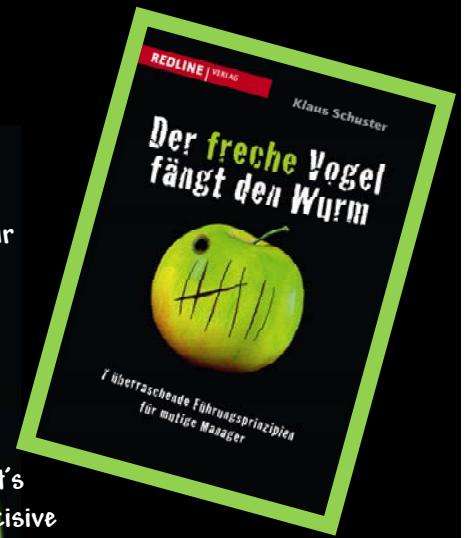
The "Dare to..!" method

An exclusive speech on the new book

What do you need in order to make all your dreams come true? Achieve all your targets? Have your wishes fulfilled? Well, we all know the answer to that one, don't we? You need to make a big effort! Have clear aims! Know your stuff! That's what the professionals say. Schuster says: that's a load of rubbish!

God knows, you are already making a massive effort, you are absolutely clear about your aims and you've known your stuff for a long time. And has all that actually helped you in your great leap forward? Well, there you are. Of course it's good to make an effort, have clear aims and plenty of know-how. But those decisive breakthroughs, resounding successes and phenomenal gains are only going to come when you begin to dare to be a nuisance, when you dare to get personal and you dare to whoop it up. Sounds logical, doesn't it? Logical and unbelievably trivial: but we can do it! It's not the clever, motivated, well-networked or experienced bird that wins the trick. But: the cheeky bird catches the worm.

An exclusive speech on his new book with best-selling author Klaus Schuster. Interested? www.schuster.si



Klaus Schuster, MBA



For many years Klaus Schuster was the member of the management board of a large international financial institution. He worked as a trouble-shooter in all corners of the world and took a leading role in the development of a bank in Eastern Europe. Since then he has created his own company in which he advises, coaches and trains top managers, junior executives, high potentials and marketing staff from many different fields of business. He writes highly respected professional articles and columns in a number of countries and is the author of the business best-seller "11 Managementsünden, die Sie vermeiden sollten" ("11 management sins you should avoid"). However, although he feels he owes his professional and social success in large part to experience, networking and expertise, he's also aware that he dares to be the fool that plunges into topic areas and issues where, to quote the British poet Alexander.