

Bernhard Hennrich

Standing Strong

A Manager's Guide

edition  solitär



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**For A Strong and Humane
Management Approach.**

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Preface (January 2013)

This book is about being steadfast in life.

»Managers are makers. People who push things forward while at the same time taking responsibility for their actions. Making things happen and having a responsibility are two inseparable ideas for a manager. You don't have to lead a big corporation to be a manager. No, you can be a manager as a committee member of your local club or as head of the family« – this book is directed towards all of those who have assumed responsibility in life for others.

In a Bavarian national park called »Berchtesgadener Land« there is a mountain range of over 2,500 m. Here the Blue Ice cabin is situated at an altitude of 1,680 m in immediate proximity of the Blue Ice Glacier, the northernmost glacier of the Alps.

The tree pictured on the cover of this book, can be found in these mountains close to the Blue Ice cabin. It symbolizes the very idea of this book. Just like this steadfast plant can survive throughout the years right at the barrier of perpetual ice, a human being can also master life in hard and difficult times, if they put their minds to it.

As a speaker and author, I have tried to transfer my personal experiences from Martial Arts into daily life and the work environment.

This book is intended to make people think; to provide help, advice and energy in building or asserting personal strengths. It points out simple wisdoms that many unfortunately forget in day to day to life.

It is a reference book, and just like a »prayer book« the sight of it alone should remind its owner of what is important in life and work. This is also the reason why it is a »guide«.

»Standing Strong« was first published in 2010. Today it is just as relevant as it was then.

Bernhard Hennrich

Preface (November 2009)

Actually, I've always wanted to write a book. But there was never any time. No, there was time – the same 24 hours I have now. It had to do with the direction I was heading in then. And when I suddenly found myself at the edge of a precipice and saw that there was no way forward, many thoughts passed through my head.

Except for a few of the hardships one usually encounters in life, mine had run smoothly so far. And now this – I was fifty-six years old, had almost thirty years of leadership experience and I had to begin anew, or at least anew as manager in the company. All this in spite of having worked successfully.

Luckily, I had discovered Asian Martial Arts early. Here I learned: »Never give up! Practice continually. Then nobody can beat you.« This is true while exercising, and also counts in life.

Even young people can learn what is important in life through Martial Arts. I realized this, when my daughter Melanie, who also has a Taekwondo black belt, said to me: »Dad – you are still the same person, even if you're not working in a responsible leadership position at the moment.«

In both the role of a co-worker and leader I have closely studied the behavior of managers. I have seen how many have taken successful, but unhappy paths and how they realized this too late or not at all, because they didn't stop to think first about the meaning of success.

My head is clear now, and so I steadily continue down the path Martial Arts has shown me. The precipice doesn't threaten me. I'm heading in a different direction.

I would like to share my experiences though, so that others and especially young people can find their own way and stick to it.

Finally, I would also like to – based on my own experience – include some critical remarks about how some managers act, and perhaps get some of them to think about themselves.

Bernhard Henrich

1. Managers – who are they and what can they achieve

Managers are »makers« – they make things happen. They're people who get things done while at the same taking responsibility for their actions. »Action« and »responsibility« are closely linked in management. You don't have to be the boss of a large corporation to be a manager. Being the leader of a team or the head of a family can make you a manager.

A healthy society needs »makers«. Without them it will remain idle. But with them, society will progress well. The substance these »makers« are made of is important. They shouldn't be crooks or frauds. They need to be responsible, especially towards others.

From early on, I have been interested in this topic because I believe that managers have the strongest influence in our society. The current financial crisis is a perfect example of what managers can provoke. I dare say that so far we have only seen the tip of the iceberg. Despite a well established system of checks and balances, the world economy has fallen into this crisis. This shows that laws and rules don't count if the people who carry them out do not enforce them.

(Reading Notes)

What is important to succeed in life?

On the following **right hand pages** of this book, I hope to give you numerous personal or social political tips that deal with this question.

The use of the words »manager« and »employee« are, of course, also meant to represent women.

However, everything mentioned on the right hand pages of this book cannot be followed or realized if your body is unwilling.

Frankly, the answer to the above question is quite simple.

Contracts are worthless if the parties involved do not live up to them. If they are breached, you can sue for your rights with the help of lawyers, but the other party will do the same. Trouble is bound to happen and who knows if the right side will win.

In this book I have chosen to focus on the basics, because in the end that is what it comes down to in life. Just like the American Indian words of wisdom say: »Only when the last tree has been cut, the last river poisoned, the last fish caught, will we realize we cannot eat money.«

So what is important for the society that we live in to remain healthy? It's the human values that help us live together. If the »makers« in our society fail, chaos will arise. And that can lead to war and civil unrest.

I believe that one needs a certain amount of maturity to realize this. The key to healthy management is a strong and humane approach. That is why I created my Homepage www.samurai-today.de over a decade ago. It stands for »a strong and humane management«. Back then I was already well aware that I would not be able to win this fight. So I have chosen the Samurai to symbolize: It is better to die than to give up.

That may sound naïve, or perhaps idealistic? Being an idealist while you're young is easy. Who isn't or



wasn't? But if you can manage to hold on to your ideals when you get older, then you can give back to others, and especially your children.

Managers have power. Managers have influence. That puts them in a position to make things happen. They can act. They push things forward. Or block actions by remaining passive. This gives them a leading role in the development of our society. It's a chance that counts and it's one we need to make the best of.

In a Bavarian national park called »Berchtesgadener Land« there is a mountain range of over 2,500 m. Here the Blue Ice cabin is situated at an altitude of 1,680 m in immediate proximity of the Blue Ice Glacier, the northernmost glacier of the Alps.

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