



PRESS RELEASE

2nd Entrepreneur Salon Baden-Württemberg – Ensuring Survival and Sustainability

[09.05.2011] Munich - Ensuring sustainability of companies poses great challenges to the management – after all, it's dealing with the future. Increasing structural change, increasing complexity and dynamics of changes cannot be answered with operative measures – structural changes require strategic decisions after reconfiguration of the company.

Dr. Wieselhuber & Partner invited renowned speakers to discuss these questions at the 2nd W&P entrepreneur salon Baden-Württemberg on 14 April 2011. The initial event in November 2010 was received positively all around. Once more, 40 representatives of mainly owner-managed companies from Baden-Württemberg met to use the option of cross-industry dialogue in the exclusive salon format. As an introduction, known Bamberg sociologist Prof. Dr. Gerhard Schulze with the title "Yeah, just make a plan. On dealing with uncertainty" on the cause, importance and handling of uncertainties in business: "It is true that nothing is more emotionally obvious than the wish for certainty and nothing reassures employees more than feeling that the management is completely sure of itself. At the same time, however, there is nothing more dangerous. Entrepreneurs must make a virtue of changing tomorrow what they believed in until today. They must be open for scepticism, contradiction and radical paradigm change."

Afterwards, Prof. Dr. Wieselhuber spoke to the participants about securing the survivability and sustainability of family-owned companies, phrasing the following three items as a modern management and corporate philosophy.

- Ensuring survivability (sense for reality and fact orientation, strength of results and financial solidity, competitiveness and operative excellence)
- Designing sustainability (imagination and design-orientation, potential for success, and risk mitigation, competitive advantages and strategic superiority)
- Proving capability for progress (sensitivity, ability to gain insights, ability to act)



Dr. Wieselhuber & Partner GmbH
Unternehmensberatung

The participants in the following panel discussion were Dr. Robert Bauer (chairman of the board of directors of Sick AG), Albert Berner (chairman of the supervisory board of Berner SE), Philipp Haußmann (speaker of the board of directors of Ernst Klett AG) and Dr. Stefan Wolf (chairman of the board of directors of ElringKlinger AG). Under the guidance of Prof. Wieselhuber, they discussed their own experience with actively designing company sustainability.

The 3rd W&P entrepreneur salon Baden-Württemberg is planned for late 2011/early 2012.

Short profile of Dr. Wieselhuber & Partner

Dr. Wieselhuber & Partner (W&P) is an independent, cross-sectoral top management consultancy for family businesses as well as public institutions. Through this consistent target group orientation and the resulting competence, W&P became the leading management consultancy for family businesses and the public sector in Germany over the past 20 years. With offices in Munich, Düsseldorf and Hamburg, Dr. Wieselhuber & Partner offers his customers an extensive expertise in various sectors and methods and is mainly characterised by its competence in the interplay between family, management and company.

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