

10 BUSINESS LESSONS



10 YEARS IN BULGARIA
DARE TO SUCCEED
STANTON CHASE



Dear partners and friends,

We are convinced that everyone can easily think of situations in which they were inspired from the success stories of others and the way they overcame difficulties and failures. It is also true that we learn best from our own mistakes and failings. In many cases these serve as a catalyst that triggers our further growth and development. That's why we decided to share the most essential lessons of 10 of the most respected and successful business leaders in Bulgaria.

Now that Stanton Chase celebrates its 10th anniversary in Bulgaria we can think of lots of lessons learned during these years. Our most essential learnings are that it is best to approach things with dedication and commitment and never to compromise with our principles and values in life. We feel success comes when we consider both our clients and colleagues as partners, aim to build up a team of followers and encourage braveness to set the bar high. We are convinced that being sincere, loyal and tolerant pays off. Last but not least, we have learned to take responsibilities and sometimes to make hard decisions.

We hope and believe that everyone can “steal” from this book something for themselves. Something that would help them be a better person, enjoy small achievements and find inspiration that there is always a way out of every situation, no matter how impossible it may seem.

Enjoy your reading!

Darina Peneva

Dobromir Minkov



LESSON 1



If you choose to do things in life with dedication and passion, your chances to both succeed and enjoy your achievements are much higher than if you act only because you have to.

Darina Peneva
Managing Director
Stanton Chase Bulgaria





LESSON 2

Both good and poor results in business are consequence of management decisions.



Vassil Mirtchev
*Chairman of the Board of Directors and CEO
VM Finance Group*



LESSON 3



The most important lesson I've learned is that success goes with leaders, who have transformational vision. They inspire the team to create future that doesn't exist, empower people to bring value to the business by showing how success looks like so the ways to reach it become obvious.

Dora Strezova
Country Manager
Danone Bulgaria & Greece





LESSON 4

Be glad when you encounter difficulties, because then the real test for you and your team begins. It is in difficult times you know who to trust, if it was the right strategy, whether people are on the right position. Enjoy difficult moments, because then you learn as a man and manager. Do not worry of wrong decisions. Much worse is not to take any decisions than wrong. One can only learn if makes mistakes.



Petar Ivanov
General Manager
Microsoft Bulgaria and Macedonia





LESSON 5



The good manager must first and foremost be consistent in his actions and capable of taking well-considered decisions. It takes a heart and a soul to run a successful business, but it also takes a good team and this is one of the most important lessons I have learned as a manager. In Postbank we bring our ideas into reality better when we are together.

Petia Dimitrova

*CEO and Chairperson of the Management Board
Postbank*





LESSON 6

The formula is simple: abilities multiply efforts as well as multiply concentration. But if one of these elements is zero, then the final result is also zero. In the modern times we all have issues with concentration, so the utmost attention must be paid on it.



Maxim Behar
Founder and CEO
M3 Communications Group, Inc.



LESSON 7



A manager cannot stand alone for business success. You need a great team! You should be able to attract and empower talented and trusted professionals, who are motivated to share a common objective. Last but not least important, you should be sure you are not the smartest person in the group!

Dr. Krassimira Chemishanska, M.D., MBA
Country Director
Amgen Bulgaria EOOD





LESSON 8

Leadership is not about a title or a position. It's about attitude. It's the ability to inspire and empower, to elicit extraordinary performance from ordinary people. The good leadership is infectious. It's about expanding the boundaries of possible by encouraging people to dream more, do more and become more.



Dr. Eng. Boriana Manolova
CEO
Siemens Bulgaria



A portrait of Diana Stefanova, a woman with long, wavy blonde hair, smiling. She is wearing a dark blazer over a patterned top and a necklace. The background is a soft, out-of-focus grey.

LESSON 9



You recognize a good leader by their ability to identify, develop and retain top talent with unique skills and diverse ideas. When you inspire your team with the right “purpose” and encourage them to find creative ways to solve challenges, you enable them to be successful and always aim at conquering new horizons.

Diana Stefanova

*Managing Site Director EMEA R&D &
Strategic Business Development at VMware*





LESSON 10

My main learning in business is that personal and professional life are not two different and separate realities, they are one and the same. It has nothing to do with becoming a workaholic, it is more profound: is about being true to thine own self at all times. If you develop as a person, you can grow as a professional, and the other way around.



Juan Carlos Peralejo
Country Manager
Nestle Bulgaria





“STAY TRUE TO YOUR VALUES

One of my favorite questions I have always asked CEOs is “What keeps you up at night?”. The most important lesson for me is a play off this that I am constantly asking myself when making decisions “Will I be able to sleep at night with this decision?”. My lightbulb moment was that as I make hard choices if I stay true to my values, our founding principles and I aggressively guard and protect our culture then, yes, I can sleep at night and nothing will keep me up.

Mickey Matthews
International Chairman
Stanton Chase

Your Leadership Partner



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