



Topic	Information
Speaker	Bob Lerner, MBA, CEO (Ret.); Mark Kozak-Holland, PhD, PMP, IPMA-D, Cert.APM
Series	 <p><i>This series uses relevant case studies to examine how historical projects and emerging technologies of the past solved complex problems. It then harvests the lessons learned on these past projects and applies them to today's projects.</i></p>
Presentation Title	Entrepreneurial Thinking and Client Management
Summary Description of Presentation	<p>Entrepreneurial Thinking is normally associated with product creation and product innovation but this presentation looks to assist the presentation attendee in the application of entrepreneurial thinking to the discipline of Client Management. Client Management is the comprehensive set of strategies, processes and techniques used to manage and improve all elements of the client relationship and includes:</p> <ul style="list-style-type: none"> • The quality of the service or product delivered • Maintaining and enhancing the project's, service's or product's ongoing visibility with the client • Ensuring the strength of the relationship with the client • The integrity of ongoing communication with the client <p>This presentation is centered around case studies drawn from ancient Roman entrepreneurs that focus on the benefits that can accrue from entrepreneurial thinking when applied to the management of the client relationship. These case studies and their application to the modern business world makes this presentation unique. They include:</p> <ol style="list-style-type: none"> 1. Eurysaces operated a bread making business in the ancient city of Rome. His tomb, which still stands in modern Rome today, demonstrates the importance of effective communications and ongoing visibility to the client management process. 2. Eumachia, a wealthy widow possessed significant business interests in sheep herding and the woolen trade. She demonstrated what we would now call innovative stakeholder management techniques in support of her business interests, and she constructed a huge edifice in the center of ancient Pompeii. The building's remains and its surviving inscriptions highlight the importance of client management in large-scale projects. 3. Scaurus operated a fish sauce production and distribution business in the city of Pompeii. He controlled nearly 30% of the local market for his sauce (called garum). Scaurus used innovative methods of communicating the quality of his products to his ancient and often illiterate customers. 4. Pliny the Younger was a wealthy Roman Senator, an imperial advisor, lawyer, financial administrator, author and Tuscan vineyard owner. From his surviving letters is one describing his actions during a grape price collapse that affected his vineyards. Pliny's grape buyers, who purchased his grapes on "spec" while still growing on the vine, potentially faced financial ruin. Pliny resolved to implement an innovative rebate program that offered financial benefit to his grape buyers and financial stability for his vineyard. As a result Pliny showed the benefits of placing a

	<p>greater emphasis on long-term relationships rather than short-term profits.</p> <p>5. Marcus Crassus was the wealthiest Senator in the Roman Republic with assets estimated today at \$11 billion dollars and helped to finance a young Julius Caesar's political career. Crassus is also known to history as one of the greediest men of all time, capitalizing on the misfortunes of others to accumulate his great wealth and he will be shown to represent the worst of client management.</p>
<p>Learning Objectives Purpose/Benefits</p>	<p>In this presentation you will learn what Entrepreneurial Thinking is and how it is critical to success in the business world – both modern and ancient. Typically thinking entrepreneurially when focusing on the client requires the following six attributes in a project manager, process manager, business manager or any other individual striving to achieve his or her objectives: vision, flexibility, confidence, tenacity, opportunism and passion.</p> <p>The presentation also provides a series of insights to be gained from the five ancient entrepreneurs & their actions, providing a unique perspective on client management.</p> <p>Finally it is important to note that these ancient entrepreneurs conducted their complex businesses without the benefit of the information and communication technologies that we have become so dependent upon in our daily lives today. Despite this limitation (and many others as well) each entrepreneur still managed to create a successful enterprise, some of rather significant size. It is this success, unbundled from the technological tools of today that makes the presentation's case studies so powerful.</p>
<p>Presenter Biography</p>	<p>Following a brief stint at Xerox early in his career, Bob spent more than 20 years working at Wang Laboratories rising to President of Wang's North American Field Service operation with responsibility for over 4,000 employees and revenues of more than half a billion dollars. In 2000 Bob led a management buyout of a division of the company and was appointed President and CEO of QualxServ, the newly formed enterprise. Under Bob's leadership QualxServ (now Worldwide TechServices) grew into a global computer services provider employing over 3,000 computer service professionals worldwide. Bob retired in 2009 but remains a consultant to WWTS and serves as an Advisor to Work Market, a company that provides an on-line platform & marketplace for businesses to manage free-lancers, contractors and consultants.</p>
<p>Presenter's Authorship</p> 	<p>Bob Lerner is the author of two books that have been published by Lessons-From-History. The books all center on business lessons to be learned from ancient Roman entrepreneurs. These books are titled <i>Entrepreneurship and Ethics, the Management Lessons of Pliny the Younger</i> and <i>Career Turbulence, Ancient Lessons for Survival in the Modern Workplace</i>. A third book, also to be published by Lessons-From History, entitled <i>Customer Acquisition, Lessons From Ancient Rome's Greatest Entrepreneurs</i> is expected to hit bookstores in early 2016.</p>
<p>Presenter's Educational Background</p>	<p>Bachelor of Science Degree in Physics from Worcester Polytechnic Institute and an MBA from the University of Rochester's Simon School of Business.</p>