

# Ricardo Semler A Revolutionary Model Of Leadership

## Who Am I?



Ricardo Semler was born 1959 in São Paulo.

He is the CEO and majority owner of Semco SA, a Brazilian company best known for its radical form of industrial democracy and corporate re-engineering.

## The Message

Ricardo urges audiences to take a realistic look at what works, what's possible, and what makes sense in today's world.

Technology that was supposed to make life easier – laptops, cell phones, e-mail, pages – has stolen our free time instead and destroyed the traditional nine-to-five workday.

Why, for instance, haven't we learned to go golfing on Monday morning when we've learned to take our work home on Friday night?

For bold innovation, Ricardo proposes a way to run a workplace that leads to greater productivity and greater flexibility for managers and employees alike.

And for business leaders everywhere, he offers fresh alternatives to business as usual that require creative solutions to modern management problems.



Known around the globe for his innovative, employee-centric management style, Ricardo Semler is a true visionary who advises businesses on how they can significantly improve performance by restructuring relationships with their people.

## Credentials

- Semco was selected by CIO magazine as the only Latin American company among the most successfully reengineered companies in the world; the BBC included the company in its "Reengineering The Business" series.
- He is the author of 3 books.
- Maverick has been published in 16 languages and sold over one million copies.
- "Turning Your Own Table," his first book, became the best-selling non-fiction book in the history of Brazil.
- He was named one of the "Global Leaders of Tomorrow" by the World Economic Forum in Switzerland.
- The Wall Street Journal's Latin American magazine named him Latin American businessman of the year in 1990.
- He was named Brazilian businessman of the year in 1990 and 1992.



## Semco's Success



Ricardo admits that his own company's management agreements are not for everyone (managers determine their salaries, staff choose their bosses), but it is a success.

His Brazilian-based firm's revenues have grown from \$35 million to \$160 million in just six years, despite severe economic conditions.

Under his ownership, revenue has grown from \$4 million in 1982 to \$212 million in 2003 and his innovative business management policies have attracted widespread interest around the world.

**Semco is now a \$400 million business!**

## HOW TO SUCCEED!

Semco never looked for his father's company, originally called Semler & Company.

After a fall in 1980 Ricardo became the CEO of the company, he was 49, 21 years old.

On his first day as CEO, Ricardo Semler fired 40% of all his managers. He began with an address' action program to replace the company.

He won a greater work-life balance for himself and his employees. Attempts to duplicate a model organizational structure or MBA failed to achieve desired improvements.

But Semler turned his family's business into the most revolutionary business success story of our time.

TheCaseSolution.Com

1. RIGHT-CLICK
2. "REPLACE IMAGE"  
(PUT YOUR OWN PIC)
3. RIGHT-CLICK YOUR PIC.
4. "SEND TO BACK"

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## HOW TO SUCCEED?

Semler went to work for his father's company, originally called Semler & Company. After a while, in 1980 Ricardo became the CEO of the company, he was only 21 years old.

On his first day as CEO, Ricardo Semler fired 60% of all top managers. He began work on a diversification program to rescue the company.

He wants a greater work-life balance for himself and his employees. Attempts to introduce a matrix organizational structure in 1986 failed to achieve desired improvements.

But Semler turned his family's business, into the most revolutionary business success story of our time.



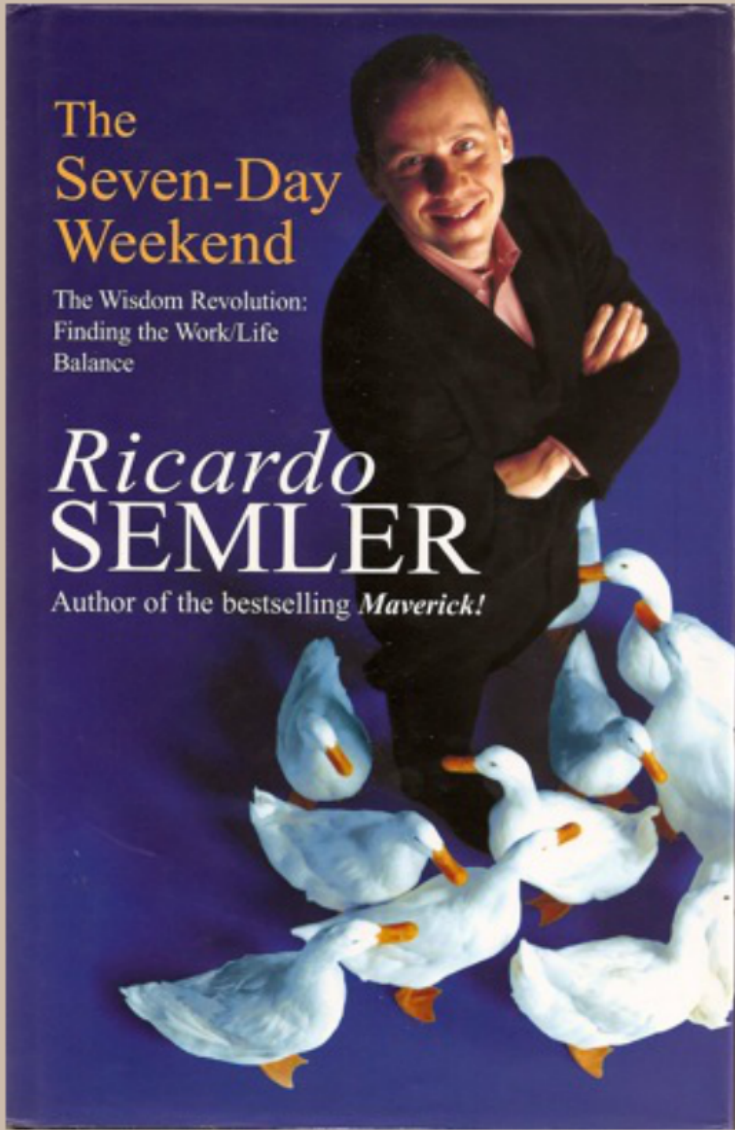
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