

# AND PEOPLE? BY IVICA VRANCIC

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Why are Managers' cars the most important  
asset in every organization?



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### **About the Author**

Ivica Vrancic is a Management Development and Human Resources consultant and trainer, and founder of Verantius, a company that provides Management Development and Human Resources consultancy and services. Since 2005, he has been acting as consultant, lecturer, trainer, individual and team coach for senior managers in Croatia and the countries in the region and wider in Europe (Serbia, Bosnia and Herzegovina, Slovenia, Bulgaria, Brussels) in the following areas: leadership, people management, change management, strategy, organizational culture, team work. Ivica Vrancic is a lecturer at Cotrugli Business School of the MBA and the Executive MBA, heading the Human Resources and People Management, and Leadership modules.

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# AND PEOPLE? BY IVICA VRANCIC PDF

What? Another management book? You will find *And People?* to be refreshingly different. Its Eastern European perspective, enhanced with best practices and research studies, will reveal the secrets for successfully leading and managing people. Part textbook, part handbook, each word is crafted based upon author Ivica Vrancic's 20 years of experience in management and consulting, which includes working with hundreds of managers from all hierarchy levels.

*And People?* dares to ask why so many managers spend more time, resources, and consideration on their company cars than the real greatest asset of any business: people. Early chapters explore motivation and organization culture; later, Vrancic examines the challenge of selecting the right people for your organization and developing those people to maximize their strengths. Through practical real-world examples built on respected theoretical foundations, readers will gain new insight into the dual role of both manager and leader.

And no, a manager and a leader are not the same thing.

From Dave Ulrich's Foreword:

Ivica does a masterful job in this well written book of simplifying the complex requirements for business success. He offers metaphors and examples of how leadership and management skills both need to exist in a successful business. His insights are particularly helpful in that he adapts them to his experiences in Eastern Europe but shows how they would apply to businesses throughout the world. The book does a wonderful job with simplicity and clarity. Ivica distils volumes of management ideas into digestible nuggets. He then brings in research from thought leaders with specific findings along with examples that bring his ideas to life. He also makes sure that the reader is responsible to manage the tensions or tradeoffs between leadership and management; between individuals and organizations. Creating and sustaining a successful business is not a linear progression following a how-to guide. Success comes from navigating a more complex set of choices. Ivica offers a thoughtful roadmap that can be used to help executives at any level of a company make informed choices about building a successful organization.

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modules.

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Facing with the ideas introduced in this book was like an eye opener to me

By ana basic

Facing with the ideas introduced in this book was like an eye opener to me. Even though I have been managing a team of workers for many years, I was not aware of the significant distinction between a manager and a leader, as the author very clearly showcased in this extraordinary book. I do appreciate such approach which emphasises that business world should not all be about performance and results, but also about emotion and people...because, above all, we are human (even managers :) and we all need human approach in order to grow.

I also share the author's bewilderment - why people, as the most valuable asset of every company, are represented in company books and financial reports as expenditure, and management cars as an asset. Shouldn't it be other way around?

If his book were "the Bible" for every manager, I believe that this world would be a much better place to work in and, consequently, to live in, because happy workers have much higher chances to become happy people.

My only concern is - will the managers want to read this book when they see the title? :)

0 of 0 people found the following review helpful.

Thank you Ivica!

By MARIJA FELKEL

Working in HR for many, many years I thought I knew a lot, but to be honest my knowledge was in mess. This book gave structure to my work, it gave structure to my knowledge, it revealed a lot new things to me, and it gave sense to everything.

I have it as a manual for everyday situations and constantly coming back to examples and metaphors from inside. The power of people, love and emotion from this book should become a mandatory tool for managers and/or leaders all over the world.

Ivica did an excellent job, as he always does, and on a very simple, but yet very powerful way explained what do we all need to do in order to feel better, and to create better work environment of happier employees.

0 of 0 people found the following review helpful.

Must read for any manager or HR professional

By Alen

I've worked with Ivica for few years on quite a few HR projects. He translated his enormous experience and knowledge into this great and practical book. It is a must read for any manager or HR professional who thinks people are most important asset in any organization. If you think differently, reading this book will make you think again who actually makes or breaks the company.

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