

Muscat resident publishes management guide

by Susan Bagyura, 01 Feb 2009

Living and working in some of Europe's busiest cities has given Susan Bagyura, an American writer now residing in Oman, a unique insight into the way businesses are run and why they fail. Susan came to Muscat six months ago with her husband Stefan, a diplomat attached to the Austrian embassy, and launched her new management guide, *The Visionary Leader* (Life Success Publishing), at Turtle's in Jawharat a' Shatti last week.

International experience in sales marketing and the corporate world has given Susan an understanding of the way people interact with one another in a hierarchy. "I was working with a lot of small- and medium- size businesses in London and many of these had problems based on a lack of leadership skills," she told *TheWeek*. "I saw the same type of problems in Vienna, so I decided to write a guide."

The hardback volume, which contains almost 300 pages, shows potential leaders and readers alike how they can 'inspire success from the top down' and avoid mistakes detrimental to their business.

"One of the most important tips I can give is that people make sure they know their purpose. The best thing is to take a weekend and shut everything off and work out what it is that you want to bring to an organisation and then get their feedback. When a leader does that, he's not going to meet the resistance he would get if he barked down at people."

The book is in 11 easy-to-read chapters, filled with examples, checklists, exercises and quotes from notable thinkers such as Deepak Chopra, Albert Einstein and Thomas Edison. Susan thinks that more leaders ought to take responsibility for difficulties and setbacks in their institution and not 'pass the buck' downwards on to subordinates. Ultimate responsibility should rest with the boss.

"If an organisation has problems, the problem is with the leader. It's a reflection on him/her. When the leader takes responsibility for what's happening, and then tries to change him, he can change the organisation. But playing the blame game is shoving down any creative talents."