

The Success Leader's Sense of Value

April 2014

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Part I. The Spirit of Ownership

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1. Who am I?

❁ **Self-awareness about the “I”**

- My body is mine. / My life is mine.

❁ **Where is the “I” living? – The I’s Living Place <ILP>**

- God helps those who help themselves.
- Four(4) Saints’ Leading to the Self-awareness of the ILP
(Buddha, Jesus, Confucius, Socrates)
- The sense of Value about the Present

❁ **The Spirit of Ownership**

- My life is my own.
- The owner of a nation is the people. (Sovereignty)
- The owner of my company is me.
(Relationship between the natural person and the corporate)

2. Owner's View for History and Identity

- ❁ **Thesis > Antithesis > Synthesis Dialectic Mechanism: Driving Force of History Development Process!**
- ❁ **History Development Process: Settlement Process for Identity!**
- ❁ **History is the Success Story driven by the owners equipped with the Spirit of Ownership and Identity!**
- ❁ **Hence, the Spirit of Ownership and Identity must be the Sense of Values of the Success Leaders!**
- ❁ **The rule of “Response to Challenge” (Toynbee) is valid subject to the Spirit of Ownership and Identity.**

3. The Universal Value - “Freedom & Equality” (1/2)

❁ Human Being's Survival Game in Nature (Stone age / Ancient times)

❁ Time of Theocracy (Middle age)

❁ From God to Human (Renaissance)

- The apotheosis of Human: Human-beings are created as likely as the Holy Spirit of God and therefore must be equal at front of God.
- The Individual's Complete Freedom and Right: John Lock's Liberalism (Classical Liberalism)

❁ National Oriented Imperialism (Modern times)

- Appearance of Republic through Civil Revolution (Liberal Democracy / Capitalism)
- Globalization through nation-focused Mercantilism
- Industrial Revolution and gap between the rich and the poor (Environment for Social Democracy)
- Appearance of Social Democracy / Communism

3. The Universal Value - “Freedom & Equality” (2/2)

✿ Realization of individual-focused human freedom & equality (Present times)

- **Liberal democracy** claims the intact freedom and promoting right (Conservatism)
- **Social democracy** claims that realization of social equality leads to the individual freedom and right (Progressive)
- **Capitalism** claims to private property / the market economy
- **Communism** claims to national property / distributed economy

✎ **Finally, Conservatism claiming to Liberal Democracy / Private Property/ Market Economy based on Ownership Spirit and Identity tows and leads the competition in Modern times.**

4. The Reason Why Communism Has Collapsed (1/2)

❁ **Marx's Communism Theory**

- History Development Process: Dialectical(*thesis-antithesis-synthesis*) struggle process of classes.
- Communists expect that a struggle of classes between Bourgeois (The Capitalist) and Proletarian (The have-nots) will be finished to a victory of the proletarian class.
- Actualization of Distributive Justice (Realization of the value of equality)

❁ **In 1917's Lenin's Bolshevik Revolution**

→ Appearance of the Soviet Union, the birthplace of Communism

❁ **Chinese Revolution**

Sun Wen, Sunwenism (The Three(3) Principle of People) → Collapse of the Ching Dynasty → Mao Zedong, Campaign for liberation Labors and Farmers → Establishment of Chinese Communism → The Culture Revolution failed.

❁ **Collapse of the Soviet Union → The Communism Collapsed in History.**

4. The Reason Why Communism Has Collapsed (2/2)

❁ **Collapse of Communism:**

- Denial of the Private Property and the Market Economy

→ **Paradox of Capitalism's survival and prosperity:**
Redistribution of wealth and appearance of the middle classes through productivity improvement of capitalism.

❁ **Chinese Communism is changing by adding “Private Property and the Market Economy” into Communism System to Socialistic Market Economy System.**

❁ **Finally, Communism that denied the Spirit of Ownership and Individual Identity lost a competitiveness. Communism collapsed by itself. This is a historical lesson.**

5. The Insight Learned From Korean Modern History

- ❁ **The three(3) Elements of Nation:**
 - Territory, People, Sovereignty
- ❁ **The Insight learned from Korean Three Historical Movements – Donghak Peasantry Movement, 3.1 Independence Movement and 4.19 Revolution:**
 - <People's Campaign demonstrated in nation-wide scale for recovering of Sovereignty>
- ❁ **View of History regarding the Korean War(1950 ~ 1953):**
 - Republic of Korea is liberal democracy nation that claims to private property and the market economy.
 - The Korean War was a patriotic war for protection of liberal democracy sovereignty.
 - North Korea's communist invaded South Korea for the proletarian classes revolution.
 - The USA (United of State) helped us from an urgent crisis, as a blood brotherhood of us.

6. Who am I living in Modern Times?

I as a Father:

- 1. Postwar Generation (Baby Boomer)**
- 2. Korea First Formal Education Generation:**
 - Rationalistic Thinking Generation educated per 1st Korean Government Education Curriculum that adopted USA Education System.
- 3. Unique Generation Experiencing 10,000 Years of human-being's cultural transformations in one life:**
 - Agriculture > Industrialization > Democratization > Smartopia
- 4. The Most Competent Generation:**
 - Historically, most competitive generation upgrading Korea as an Advanced Nation from poor and starvation country.

You as a Son:

1. X-generation:

- Birthing by Father, the economy growth generation, but couldn't understand the behavior pattern and therefore named by fathers generation as "X-generation".

2. 2002 World Cup's Generation:

- The Generation creating the progressive Roh's Government.

3. Future Generation:

- You are the owner of your future world which shall be governed and leading by professionalism.
- Your Life will depend on the way of thinking and its achievements in the process of your life.

👉 **The Spirit of Ownership shall be the first sense of value of your success!**

Part II. The Times of Change

(The Mega Trend of The Times Leading By Change)

1. Substance of Change
2. Change of Human-being's Life
3. Chronological Transformations
4. Why have The Excellent Companies Failed?
5. The Times of Change
 - Prediction of Mega Trend for Future Generation

1. Substance of Change

- ✿ **There is nothing without change in the living world.**
 - ✿ **Everything must be changed for survival!**
 - ✿ **Paradox of Change:**
 - Only change is subject not to be changed. (Paradox of Life)
 - The prime variable of change is time.
 - Everything is changed with time.
 - Life is the way of process;
 - ① forecasting the changes
 - ② preparing for the changes
 - ③ change of even paradigm for the Success
 - ④ finally as a result creating the values
- In the way of life, the most important thing is to keeping your identity (The Spirit of Ownership)!**

2. Change of Human-being's Life

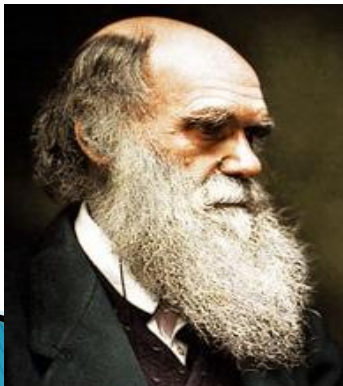
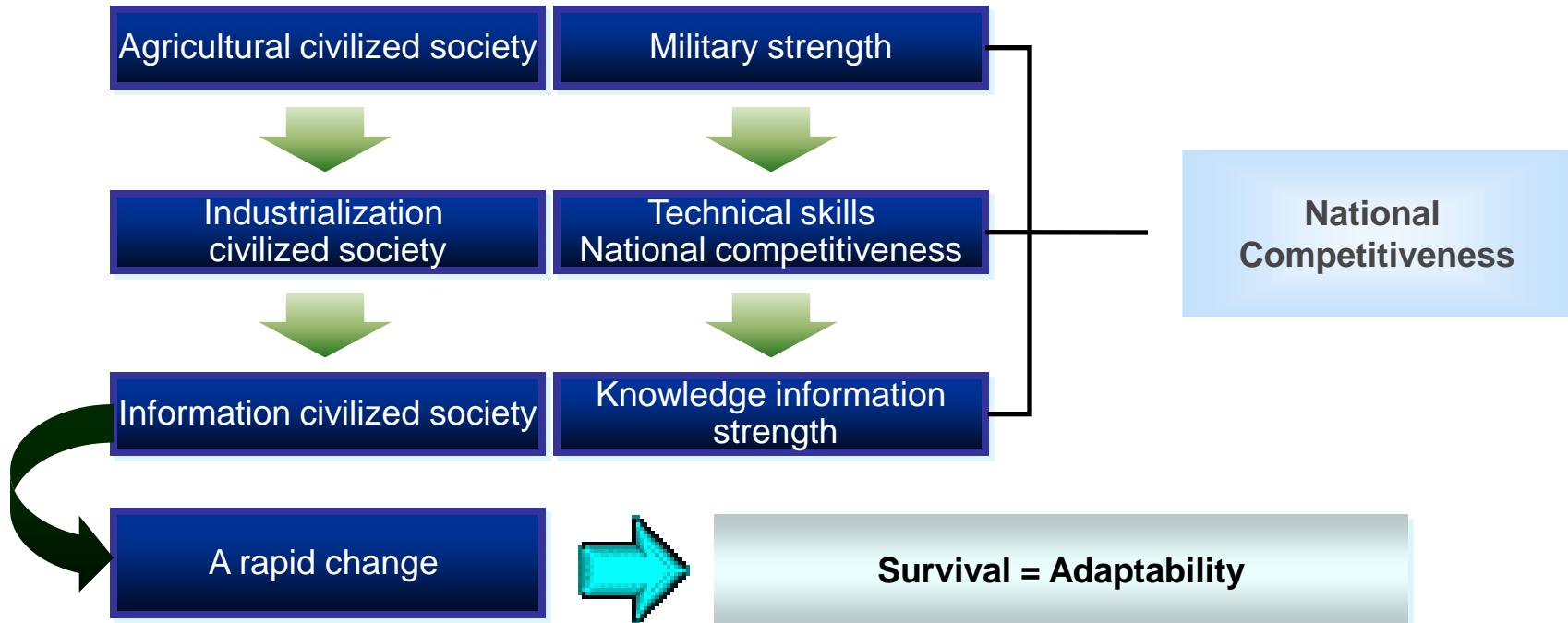
❁ Buddha

- Birth → Old age → Sickness → Death, Karma of Samsara

❁ Confucius:

- 15 years old: 志學 Intended to learn
- 30 years old: 立志 Set a Vision of Life (男兒 立志 出鄉關)
- 40 years old: 不惑 Keeping On Going as Set and Intended
- 50 years old: 知天命 Realizing The Truth of Nature
- 60 years old: 耳順 Smoothly heard and spoken as likely as nature
- 70 years old: 從心所欲 不踰矩 Harmonizing heart with nature
- 77 years old: 喜壽
- 80 years old: 傘壽
- 88 years old: 米壽

3. Chronological Transformations



Charles Robert Darwin

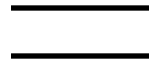
On earth, survived tribe is neither most of strong tribe nor most intellectual tribe. It is well adapted tribe of environmental change ("The Origin of Species")

4. Why Have The Excellent Companies Failed?

Adhered to the Past and Lost an ability to create Future



Stagnation



Regression



The Reason why a capable person becomes incapable is that “They are tied to the old way of past success”



No one can possibly catch up with only past experience

Peter Ferdinand Drucker

5. The Times of Change

(Prediction of the Mega Trend for Future Generation)

The Changes of “I” - Father’s Days:

1. East-West Cold War with The Age of Ideology
2. Japan’s Take Off: Manufacturing Renovation
3. Cultural Shift Period: Agriculture > Industrialization > Smartopia Starts By IT, Knowledge and Intelligence
4. Collapse of Communism & USSR > One Pole Ruled by USA Imperialism > Pax Pacificana Starts
5. Seller’s Market > Buyer’s Market
6. High Energy & Environment Price Age Starts

Prediction of Changes for “You”- Son’s Days:

1. Completion of Knowledge & Information based Smartopia
(Times of Knowledge Worker)
2. Flat World: Refer to, Thomas Friedman, “The World is Flat”
3. USA Imperialism Continues
4. Chinese Imperialism Starts with Challenge Against USA Hegemony
5. Times of Korean Unification
6. Buyer’s Market Continues
7. Fossil Energy Substitution Age

Part III. The Sense of Values Directing to Success

- 1. What does human-being pursue?**
- 2. Man's Needs Grow Up**
- 3. The Growth Paradigm**
- 4. I'm the Owner of my Works**
- 5. Differences of The Succeeded CEO's**
- 6. Sense of The Success Values (3E)**
- 7. Insights of The Forthcoming Values**
- 8. Mega Trend of The Future Changes**

1. What does human-being pursue?

🌸 **Human is a being to pursue happiness.**

🌸 **Happiness is the value gained after satisfying the needs.**

🌸 **What is the difference between needs and wants?**

- Needs: The other's wants
- Wants: The wants that I need – my wants

🌸 **Substance of Love:**

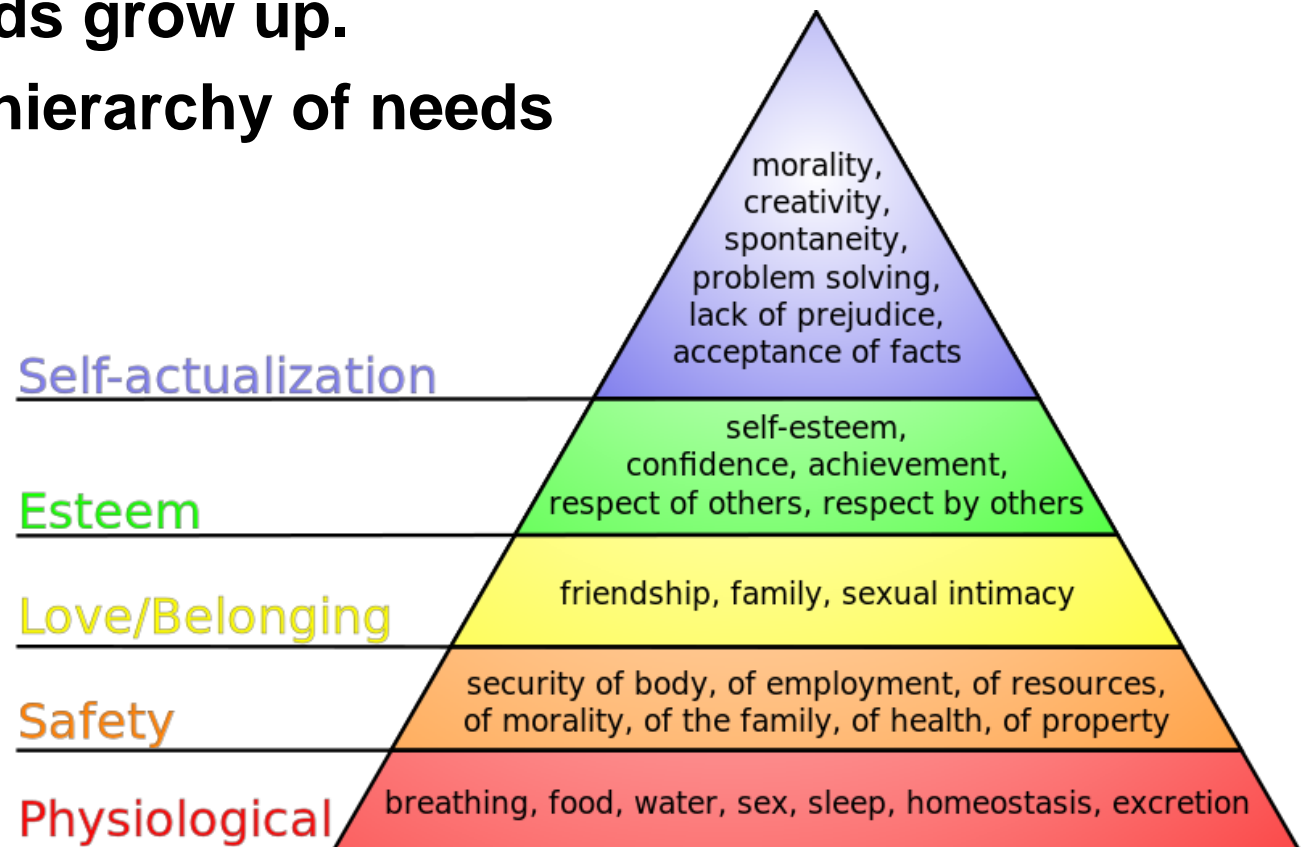
- Romance: Happiness gained after satisfying the needs
- Scandal: Evil resulted in my wants

🌸 **Substance of Value**

- Benefit gained from satisfying the needs

2. Man's Needs Grow Up

- ❁ Man is a being to pursue happiness : The Being of Circle- Square Life
- ❁ Man's needs grow up.
- ❁ Maslow's hierarchy of needs



3. The Growth Paradigm

1. Technical Paradigm

2. Political Paradigm

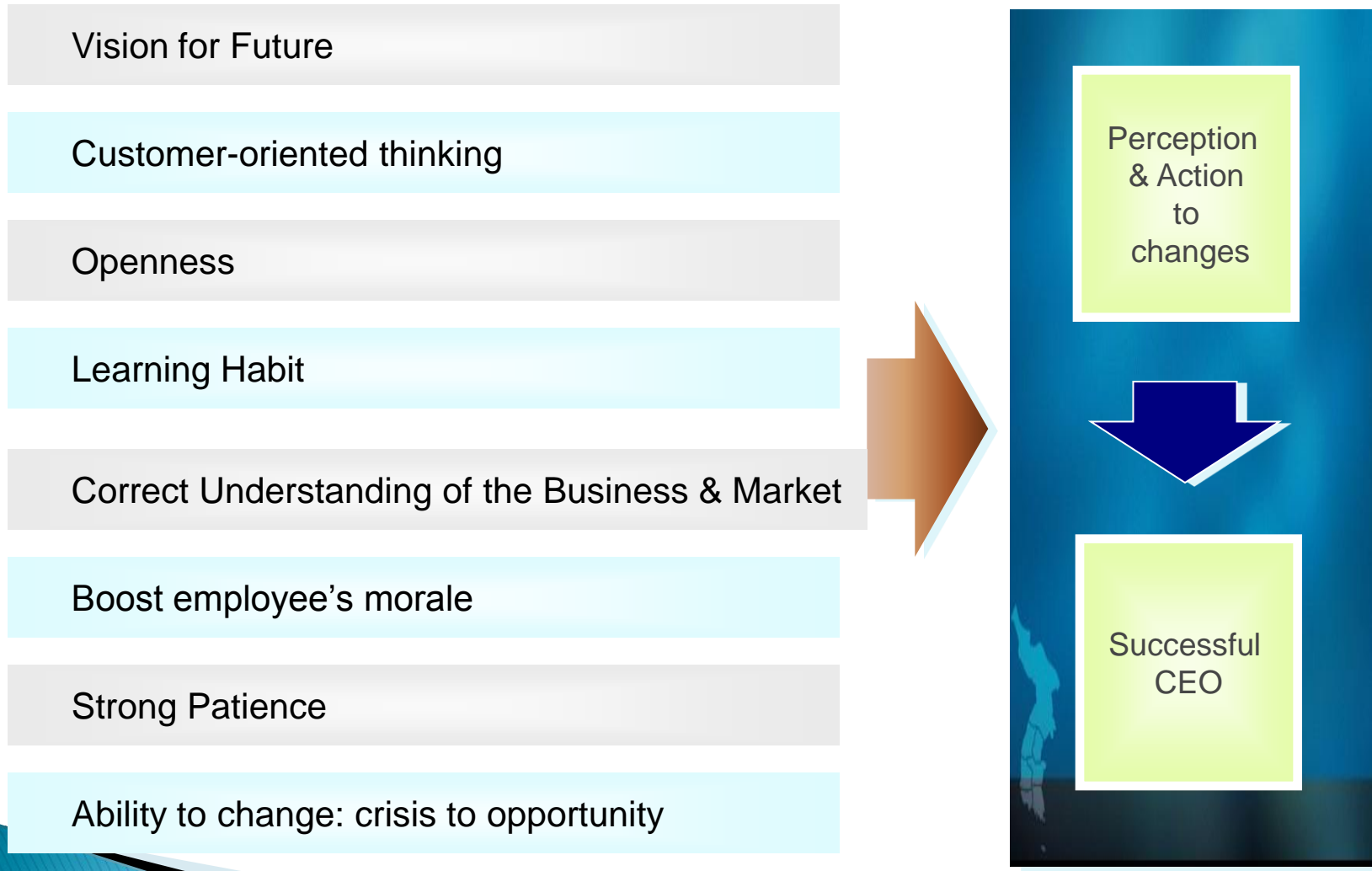
3. Ethical Paradigm:

- ① Abundance Mind Set**
- ② Principle / Value / Purpose Oriented Thinking**
- ③ Instinct Intelligence: Conscience, Imagination**

4. I'm the Owner of my Works

	CEO	New employee
Stakeholder	Customer Employees (Labor unions) Share Holder Institution / Organization	Senior Co-Worker Internal Customer / External Customer
Vision/Target	Value creation For Company Growth	My Growth Success = Happiness
Environment	Global Competition (Challenge & Response)	Global Competition (Challenge & Response)
Role	Change Leader Servant leader (Shepherd)	Ownership of My Work (CEO of my Work)

5. Differences of The Succeeded CEO's



6. Sense of The Success Values (3E)

Article1. The Spirit of Ownership

(Executive, Elite, Self-help spirit)

Article2. Effectiveness

(Purpose, Principle, Value-oriented thinking)

Article3. Efficiency

(Efficiency / Productivity, Technology-oriented thinking)



6.1 Owner(Executive) Behavior Pattern

1. Proactive always
2. Thanks for everything
3. Fulfilled with the Belief, Sense of Duty, Sense of Calling.
4. Moderate in appearance but strong in spirit (Humble, Courage)
5. Trust with passion
6. Vision Creator
7. Trust, Hope, Love Life Cycle
8. Challenge To Response
9. Prepared to Accept Self-Sacrifice.
10. Donation

1. Not talkative about complaints, dissatisfactions.
2. Not to secure an excuse.
3. Not lie.
4. Never stop self-discipline.
5. Not alienate others
6. Not expose the other's weakness comparing to my strong points
7. Talking & Acting Compliance
8. Not stand on his right but, hold fast to behavior of responsibility
9. Not wish for free of charge and luck
10. Keeping on professional ethics

6.2 Effectiveness Behavior Pattern

- 1. Put Priority with purpose than method.**
- 2. Look in view of change.**
- 3. Think the process is equally important with the result.**
- 4. Find a solution and competence complied with principle and value.**
- 5. Respond to risk and be prepared to compromise with flexibility.**

- 1. Think Strategic than operational.**
- 2. Pursue big win satisfying permanent value and be prepared to bear a temporary loss.**
- 3. Put Sustainability & Viability than internal performance.**
- 4. Discriminate the possible and the impossible things than efficient way.**

6.3 Efficiency Thinking Pattern

1. Focus on technical solution & executive ability.
2. Think availability of resource & cost as the first priority
3. Benchmark references.
4. Pursue productivity renovation in view of total operation..
5. Renovate relentlessly in way of rationalism and scientific thinking.

1. Check the totality comparing with partiality in view of purpose. (Dogma of Innovation)
2. Check whether the technical method to be complied with the purpose and value.
3. Check the methodology is compatible with the value and purpose.

7. Insights of The Forthcoming Values

❁ **Time (D):**): Absolute value from GOD

❁ **Cost (C):** Competitive value of execution ability

❁ **Quality (Q):**

- Since the 1970s, quality has been an universal value resulted in Japanese's Manufacturing Renovation.

❁ **Customer Service (CS):**

- Market environment changed to Buyer's Market. Since the mid 80's CS has been a global value resulted in Productivity Renovation.

❁ **HSE(Health, Safety, Environment):**

- o - Since 1990's, HSE has become a global value due to environmental pollution, global warming, climate change and quality life.

👉 **The Cost is useless without "Meeting of the delivery date" & "lead time reduction" because time is an absolute value.**

8. Mega Trend of The Future Changes

❁ **Technology → Emotionology & Sharelogy**

❁ **Business 1.0 → 2.0 → 3.0**

- B(1.0): Industrialization leading by standardization.
- B(2.0): Innovation leading by Method Differentiation such as re-engineering, 6 sigma, etc.
- B(3.0): Cultural Innovation leading by upgrading of humanism, Spirituality-based wisdom & creativity.

❁ **Smartopia Competing in way of light speed communication with knowledge and intelligence knowhow.**

❁ **Healthy Business Ecosystem seeking Justice & Fair values.**

Part IV.

The Success Leader's Role and Responsibility

- ❁ Dedication through the life of contribution in professional work!
- ❁ Self-awareness through Response to Challenge in way of study with the spirit of youth!
- ❁ New wine into new wineskins every day!

Part V.

Ten (10) Commandments Leading to Successful Life

1. Be punctual
2. Upgrade always the Value of Trust
3. Create Vision
4. Overcome challenges with passion
5. Look only good things
6. Listen only good things
7. Speak only good things
8. Do only good behavior
9. Be diligent
10. Learn ultimately at site