



The ladies of the ceremony:
Sita Mazumder and Anja Peter

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Resolutely female and successful

About 100 women met on June 10 at the KKL Lucerne to attend the panel discussion, organized by the authors of the book "Unbeirrt weiblich und erfolgreich" featuring twelve portraits of exceptional women by Sita Mazumder and Gabrielle Wanzenried (University of Lucerne) and Sandra Lienhart (Bank Coop), as well

as Marion Russek (mrd personnel search). How feminine can a woman be at work? What exactly does it mean to be successful? What is success to women and does it differ from men's success? How do women achieve their goals? Asked about their goals, 95 percent of women say "The road is the goal." Men on the other hand define "THAT" as the goal. Do women lack the right strategies?

Moderator Anja Peter (manager of the evaluation program, Bank Coop) facilitated the lively discussion,

which led to concrete "action-ideas" based on the many years of experience of the women attending. These are the main highlights:

- Women in top positions are lonely – much more lonely than men – because they don't rely enough on a well-functioning network. You should network professionally and with goals in mind!
- Be yourself – that's the most attractive way of being!
- Adapt your CV to the job in question – "I am open for everything" is fatal – be precise and focused!
- Be visible!
- Use your feminine strengths like empathy and intuition, and trust in yourself!
- Be courageous! Don't be too critical of your own self!
- Express yourself clearly
- Show that you know what you want
- And: Celebrate your success!

Following the discussion, Claudia Krebsler, a fashion designer from Lucerne, provided tips for the perfect business outfit.

You can find information on the next women networking events at www.bankcoop.ch/index/special-interest/eva/eva-veranstaltungen.htm

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Studies: Foreign factor

Swiss-made, perhaps, but Swiss-led is another story. According to a new study by the executive search company Guido Schilling Partner AG, globalization has reached the top echelons of Switzerland's business world. Until now, the profile of a top manager was Swiss, male, 51 years old and 20 years in the company. The same applied to CEOs, except they were 53 years old on average. The number of foreign managers and CEOs is growing rapidly, however. The trend for 100 of Switzerland's largest companies surveyed for a sample size of 780 showed a distinct rise in the share of international managers to 42 percent. In the category that includes managers that have just started their work, that figure was even 53 percent. In the latter category, the number of persons from Anglo-Saxon countries has risen and even overtaken the new managers from German-speaking countries. This, Guido Schilling feels, is a growing trend. Another interesting result in the study is the notable increase in the number of newcomers to the ranks of management who are neither rising from within companies, nor from the management field. The reason for this trend seems to be a shortage of candidates in the labor market. "For ambitious individuals," says Managing Partner Guido Schilling, "this environment does offer enormous opportunities."



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