

# Philosopher of Business: Legacy Lessons in Leadership

Highlights are captured from the book compiled, edited, and designed by Liane Sebastian, commissioned by the Beré family the year after his death. 16 years later, Liane re-captures and presents Beré's wisdom through an expanded page design that best delivers to today's e-reader.



**Jim Beré**  
Former Corporate Chairman, Association Board Member, and Civic Leader

As a leader lost to us now, there is much to learn and apply from a lifetime of exemplary service. Beré exemplifies corporate leadership, philanthropic strategy, and service as the quintessential association director. Balancing business with social values and impact, he was a visionary leader gone from us today, but whose wisdom can still guide in a time when it is more relevant than ever!

**Succeed Without Really Trying**

“Organizational survival depends on market standing, innovation, productivity, people development, quality, and financial results. ...”

**Define Corporate Values**

“Given worldwide competition, every organization must be more productive or lose out. ...”

**Build Corporate Culture**

“The chief executive officer has to be visionary. ...”

**Promote Managerial Revolution**

“A leader must understand those who produce. ...”

**Manage Organizational Change**

“A business is an orchard, and has to be constantly pruned. ...”

**Eliminate Borders**

“Conquer comfortable patterns for new growth opportunities. ...”

**Perform Servant Leadership**

“I hope for opportunities to be an instrument of value and peace. ...”

**Govern the Government**

“The organization is a guest to serve society's economic needs. ...”

**Supply Your Audience**

“Strategy should begin with customers. ...”

**Partner with Suppliers**

“Suppliers fall into two groups: the shakers and the shaken. ...”

**Sustain Strategic Vision**

“Delivering benefit requires a keen and flexible direction. ...”

**Find Customer/ Government/ Business Mix**

“Strategy establishes values and commercializes invention. ...”

**Serve Stakeholders**

“Master changing areas through globalized business competition. ...”

Bringing a mix of corporate and nonprofit communication experience, over twenty years in publishing, and award winning graphic design, Liane can create articles for your web site. Further, through communication consulting, Liane achieves consensus success, membership growth, audience attendance, volunteer motivation, and staff inspiration.



**Liane Sebastian**  
content developer, designer, art director, editor, and author

**Liane wears a visual hat, marketing coat, and publishing shoes.** Energized by new outfits of challenge, she creatively serves those who lead.

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View more ideas that work and contact Liane at [www.prosperiapublishing.com](http://www.prosperiapublishing.com).