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The Magazine of APCO, the Italian Association of Management Consultant.

It is published together with Harvard Business Review Italy.

Facing Uncertainty



In 1929 Sigmund Freud published "The uneasiness of civilization", a pitiless analysis of modern society where he states that: "the civilized man has bartered a part of his chance of happiness for some safeness". Seventy years later Zygmund Barman, in the book "The society of uncertainty", said that "post-modern men and women barter a part of their chance of safeness for some happiness".

These years course of things has taken to the progressive construction of the so called "factories" of order and certainties from which people have progressively tried to escape in order to reach increasing conditions of happiness. Going along this path, if we consciously leave out from our reflection the transcendental dynamics linked to faith, it seems that the man of 2009 is no longer in the condition to barter certainties for happiness because he has no certainties, and for this reason he has nothing to barter. The unavailability of certainties has become "the" condition of contemporary man.

The first certain data the present financial and economic crisis has produced is the lack of certainties and authority of those "factories" of order that have governed – and not only - western society during the last 60 years. Whence the condition of inadequacy, panic and closure pervading a lot of collective and individual choices. People run toward the continuous search of protection in the social and economic framework. The financial system as well as that of the firms ask for useful interventions to reduce costs, unloading the cost of errors and inefficiencies from the business administration to the public one with the risk to evolve, as someone says, from the default of firms into that of States.

Everything is ok, but a sprint and a moment of honest discontinuity are needed. New sceneries ask for new entrepreneurial ideas, similar to the ones that imbued our Country entrepreneurs' choices when they carried out the so called "Italian miracle". The capacity to catch the emerging novelty together with the determination to find out feasible and comprehensible solutions have been the key of the strategic positioning of thousands of Italian entrepreneurs.

The advice system has intercepted the available know how, has implemented it with the help of Universities and, finally, it has been working side by side of a lot of entrepreneurs and managers in the definition and development of successive successful projects.

Even if we started from a context of widespread uneasiness we lived in an open-mindedness condition and willingness similar to the ones that, in period of crisis, operators, students and advisers are living in non-western countries. They do not have our auto-reference point and this makes them alert and open-hearted in seeing and catching new opportunities. An example: Pietro Gennaro, in an interview to APCO in June 2008, lamented the scarce sensibility of the Italian advice world (and as a consequence of the entrepreneurial system) towards the concrete perspectives linked to the business of electric power and environment; two months ago all the advertising at Bruxelles airport, apart from brands and advertised products, veiled electric power and environmental dynamics. While travelling by train from Shanghai to Hangzhou for 250 km, I have recently seen ten thousands of houses with solar panels.

Elsewhere in the world there are places where people still discuss, even in an auto-reference way, but they discuss and so doing they ask for money to limit the losses due to the use of obsolete business models.

The crisis and the consequent condition of uncertainty are, nowadays, good chances for new strategic and entrepreneurial choices useful for new opportunities.

I have personally grasped both in Bulgaria and China – two very different countries – the same determination of the entrepreneurs in facing new sceneries as well as in finding unimaginable opportunities, sure to evolve from the condition of country-firms of low cost goods to that of players with, at least, the same dignity in new business sectors. They are open-hearted, trained abroad and not afraid of playing the game as protagonists.

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