

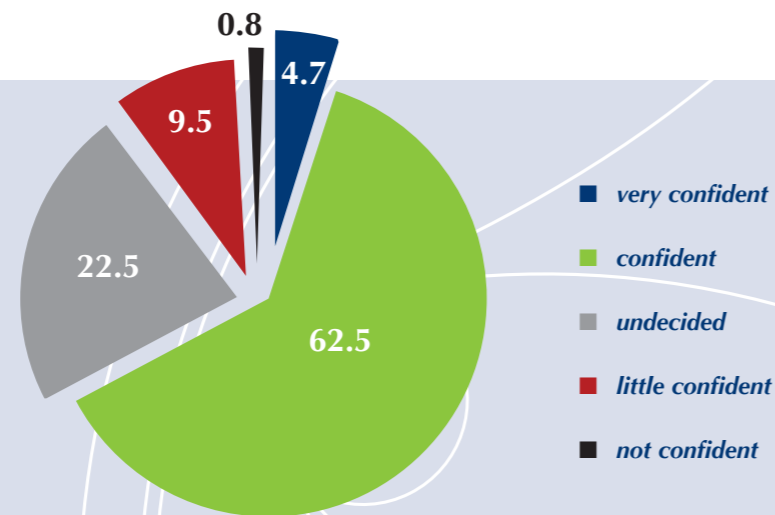
## ARGO radar to reassess the 2009 year of crisis

In the 2009 ARGO radar we surveyed employees and managers from various sectors regarding the first signs of effects in the private and professional areas and their assumptions on how this will pan out in the future.

In March 2010 the second ARGO radar (n=254) started, with which we recorded the following four topics:

1. **Effects and consequences of the crisis in the private and professional areas**
2. **Mood regarding the future**
3. **Personal coping strategies**
4. **Expectations for 2010**

### Expectations for 2010



The overall results can be downloaded from [www.argo.at](http://www.argo.at); we aim to provide a summary of the main results below:

The experience of the crisis mainly relates to the professional life (50.4%); in the private area, where far fewer consequences were seen, effects are seen in review of 2009 to a far lesser degree (18.9%).

The majority of interviewees state to be using those strategies which they had planned for 2009, and to thereby have made a personal contribution to mastering the crisis.

Although the majority take a positive view of the future (67.2% very confident or confident), most expect continued negative effects (84.4% of verbal statements indicate a pessimistic attitude).

But as the majority of interviewees regard the crisis to be controllable and not inevitable fate (81% attribute instable), suitable measures are seen as a necessary controlling measure to be maintained by individuals where possible.

## 2010: The Year of the New Dawn!

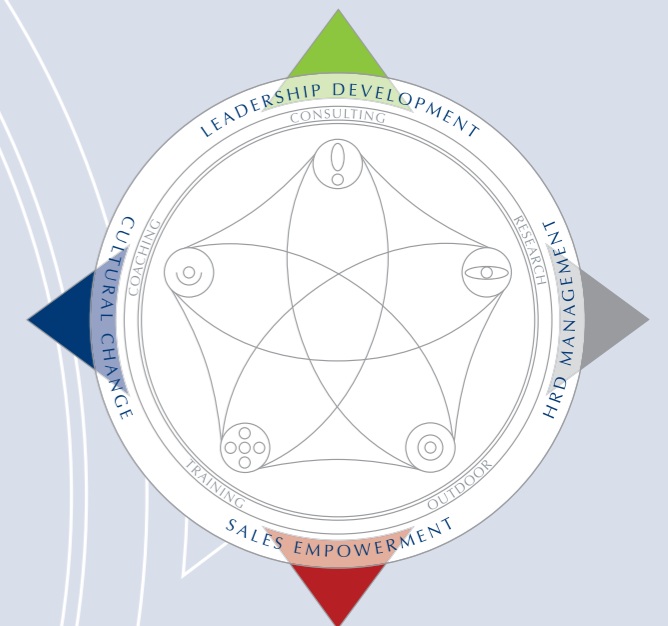
Since 2001, ARGO has been pursuing the strategy of establishing bases not only in German-speaking countries, but also in Eastern Europe:

Following our customers, we bring in small but consistent steps our efforts, experience and personal commitment to these countries and enjoy a lively exchange and joint growing and learning in the new environment. We are proud that we have achieved two crucial steps already in 2010: In Oleksandr Sakharsky and Matthew Strauss we can welcome on board two competent and committed ARGOnauts as managing directors. ARGO Lviv in Ukraine and ARGO budapest in neighbouring Hungary have been founded!

We feel that we offer something unique on these markets: a personnel and organisational development consultancy, that can think globally but act locally. With ARGO's many years of regional projects, we can bring a wealth of experience and expertise that purely local players cannot offer, while at the same time, through our presence in Lviv and Budapest, we can act locally, sensitive to the issues particular to Hungary and the Ukraine. We can offer the right balance of international, even global, perspective and local, cultural awareness – an attractive combination for company leaders and managers in our development programmes in these countries, and for companies wishing to locate in Hungary and the Ukraine.

But also for projects in other home countries of ARGO, such as Austria, Germany and Croatia, the international experience and personal competence of the two new managing directors supplements us to the optimum.

We also wish to take account of this increased international commitment after 14 years with a new name: While we previously explained in the addition to the ARGO name WHAT we do, i.e. Integrative Personnel Development, we now wish to add WHY we do this: PERFORMANCE AND DEVELOPMENT, as the target of our work: Performance and Development of people and organizations – internationally the binding desire and from now on also the internationally same, tangible brand.

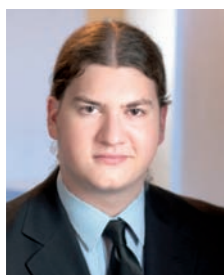


We are delighted that this mission has enjoyed so much positive feedback from our customers over these years: I wish to take this opportunity to thank you for all the personal statements, which many of you sent in for presentation on the website and in the brochure.

Another fine confirmation in 2010 of our route is the offer to become Austria's model operation for the topic of leadership and being allowed to bear the famous A in our label. In the name of all ARGOnauts I wish you and us an excellent 2010, a year of a new dawn and success!

*Barbara Thoma*

## Welcome on Board!



Last but not least: Since November 2009, Franz-Stephan Adametz has been working as our IT Technician in training on board of ARGO!



### Editorial

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*I look forward to hearing from you.*





## | ARGO Lviv

### Привіт!

That is how you say hello in Ukraine, and that is also how we are introducing ARGO Lviv.

In Oleksandr Sakharsky we have been able to win a well-connected consultant with international project management experience as a managing director.

After one year of intensive development work, he is continuing the route of ARGO to CEE jointly with Ronald Thoma, who is responsible for establishing the operations in Lviv as managing director of ARGO vienna.

It is Oleksandr Sakharsky's professional and personal aim to support people and organizations of his home country in the creation of a joint, successful future. In Andriy Nechyporuk he has found an experienced trainer who used to work in management and as a freelancer, who does not only hold seminars and workshops in Russian but also in Polish.

Ukraina means borderland and was selected by us as a location in order to also provide the services of ARGO on the Eastern border of Europe:

Management & Leadership Development and Sales Empowerment offer crucial headway in the new markets:

Despite the difficult condition in Ukraine, it is necessary to support international companies to develop this huge market successfully, to secure the development of competence and performance, service quality and to make preparations for the upturn already in 2010 - experts are expecting growth of 3.5% for 2011 and a balanced range of services. ARGO is prepared to be on site.

If one experiences Lviv, i.e. Lemberg, as a former k.u.k. capital, it can be assumed that the location was chosen to give the ARGOnauts from Vienna a sense of home in the vastness of the Ukrainian lands.



Although this may be an attractive reason, facts had the decisive impact:

As one of the three cultural centres of Ukraine, Lviv is a future tourism and growth region with its geographical location at the edge of the Carpathian Mountains and therefore located in the only skiing region of Ukraine. The group-stage matches to be played as part of

EURO 2010 also make Lviv an attractive, lively location with its important infrastructure projects.

A series of international companies are on site, Ukrainian firms are being bought and new factories built. Common expectations regarding cooperation, the creation of a standard understanding of management - i.e. a common corporate culture in the broadest sense - are important factors ensuring success.

Here, our know-how and the international experience in combination with national ARGOnauts are beneficial in order to support Austrian companies, in particular.

"A company's successful presentation depends on its employees' level of competence", explains Oleksandr Sakharsky. "Fortunately, top management in Ukraine is beginning to understand this connection between competitiveness and personnel management and thus to venture on to new, trail-blazing routes for the benefit of their companies as well as Ukrainian employees. The Ukrainian training market lacks European standards in Human Resources Development. ARGO is a company with these competencies, as an ARGOnaut. I am delighted to implement this knowledge and these values in my country."

## | ARGO budapest

ARGO is proud to announce the opening of its newest subsidiary in Budapest, Hungary. ARGO Hungary Consulting Kft. was launched on the 1st of April, 2010 and will be led by the managing partners Matthew Strauss and Dieter Bernold.

But ARGO is by no means new to the Hungarian market. ARGO has worked continuously with a number of clients in Hungary over the past five years, including such well-known organizations as Dunapack and IT Systems Hungary. Nevertheless, opening our own office in Hungary offers ARGO and our current and future clients there numerous attractive opportunities, as does our bringing into the ARGO team a new managing partner and international senior consultant in Matthew Strauss.

Hungary remains an attractive market for ARGO. First, many of our multinational and regional projects already bring us into Hungary. Second, Hungary continues to attract multinational corporations, both those companies wishing to locate regional headquarters, BSCs and subsidiaries in this well-educated and cost-effective market, and those who are expanding through M&As; all of these companies can benefit from the performance and development support that multi-cultural and multi-national ARGO can provide. And let us not forget the home-grown regional players and growing start-ups that can benefit from ARGO's Change Management, Leadership Development and Organizational Development consulting expertise, as these companies progress through their stages of growth and development.

At the same time, while Hungary is an attractive market for ARGO, we know that ARGO will be attractive to the market. For our potential international and regional clients who are undergoing M&A activities in Hungary, and who are therefore trying to blend various business cultures, the fact that ARGO is itself multi-national and multi-cultural will be very attractive, not least because of Matthew's own background,



as an American who has lived 13 years in Hungary and understands the culture and business of Hungary.

Our strategy for Hungary will follow the strategy that ARGO has always employed. Our greatest marketing tool is the reputation for excellence and for "practicing what we preach" that we have developed over 14 years.

We plan to nurture the long-term relationships we already have in Hungary and continue to deliver the highest quality consulting, training and coaching. We will rely on our professionalism, our superior systems, culture and expertise, our systematic and systemic approach and the respect and word-of-mouth these engender to build the ARGO performance and development brand on the Hungarian market.

Matthew Strauss looks forward to these challenges: "Hungary is a country undergoing continuous - some might say relentless - change. It will be up to us to help companies in the country understand just how ARGO can not only help them to manage this change, but also to gain advantage through the change. And how to develop the high-performance culture necessary for competing in the globalised market!"

