

GILLETTE CORPORATE MANAGEMENT

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CORPORATE MANAGEMENT

Anyone who begins this professional journey usually has only one thing in mind: career, power, and money.

To achieve these goals, people often sacrifice themselves, their families, and their values in the name of a single god: AMBITION.

In this professional environment, men are still generally advantaged, while women often need to invest far more energy to reach positions that are rarely at the very top.

Just look at corporations, politics, and many other institutions where female representation in real positions of power often remains around 10%.

Without even touching on spirituality and religion, women frequently hold essential and important roles, yet rarely the most influential ones when it comes to practical decision-making and power.

Career progression is ultimately about climbing the ladder of power, and there are three fundamental rules that everyone knows:

- say that costs must be reduced;
- say that you agree;
- say what people want to hear.

The actual work comes later, once the new role and title have been secured.

In the commercial companies where my father and I worked, those who advanced their careers almost always came from brand management or marketing. People from sales, logistics, human resources, or administration usually remained in the shadows. To gain more visible leadership roles, they often had to move to smaller companies where they could emerge and make their mark.

Those who reached the top rarely surrounded themselves with exceptionally capable number twos.

The rule was always the same: keep a limited deputy and a strong contributor, but never someone who might one day threaten the chair.

And once someone became number one, the strategy was usually predictable.

- First, they introduced a cost-cutting agenda to shareholders. Immediate savings meant higher profits and a stronger share price.
- Next came the review of advertising and marketing plans, followed by requests for new investments aimed at increasing revenue and profits.
- Finally, once the game was well under control, they moved into acquisition mode, buying companies and entering new markets where the same formula could be repeated.

This is the mechanism often employed by those who are appointed to lead a Board and begin their relationship with the true owners of the business: the shareholders.

The professional lives of these individuals are long. After their executive careers come to a natural end, many move on to sit on other boards of directors, offering their experience while continuing to collect millions of dollars in compensation funded by shareholders.

Very few have ever voluntarily reduced their salaries or benefits. Usually, such gestures appear only when there is a real risk of being pushed out of the game.

The final card is then played:

"I can cost you less — just let me stay."

You are welcome.

Ferdinando

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