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Getting to know you: Dr Anton Franckeiss

We talk to Dr Anton Franckeiss, who is the Managing Director at leading global behavioural consultancy ASK Europe, and we find who he admires and what inspires him in business.

What do you currently do?

MD of ASK Europe - responsible for the development and growth of the consultancy organisation.

What is your inspiration in business?

To work with great people and achieve great things. Taking niche consulting firms to the next level.

Who do you admire?

Within our business, those who work with me and especially those who operate at the front end of the business, identifying and progressing [new business opportunities](#). Beyond ASK, I have a great deal of time for the style and sentiment of that greatest of 'Outliers', Barack Obama. Also, the values and humanity of the clothes designer, Kenneth Cole (His clothes are pretty cool too!)

Looking back, are there things you would have done differently?

Of course. I have probably, and thankfully, lost count of the wrong turns along the way. But if you focus on the big picture and keep broadly in line with where you want to end up, then I believe that you should accept that the details will change along the way. This should not be a cause for alarm or even panic. Stuff happens!

What defines your way of doing business?

Words like ... 'practical', 'pragmatic', 'decisive', 'commercial' and 'direct' would, I hope, come to mind. Crucially, I strive to work in a consultive and supportive way with a clear focus on creating a culture where people can give of their best so they can become the best they can be.

What advice would you give to someone just starting out?

Have a medium and longer term plan. Make sure it is flexible, with clear contingencies. Mitigate risk but never be afraid of taking the risk. Mistakes are an essential part of the growth and development we all need both as [business leaders](#) and as individuals.

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