



КУДА РАСТИ, ЕСЛИ РАСТИ ВЫШЕ НЕКУДА

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NOTAMEDIA

Глава 1

ОТ ПРОГРАММИСТА
ДО ГЕНЕРАЛЬНОГО
ДИРЕКТОРА





АМБИЦИИ



КОРПОРАТИВНЫЕ И МЕНЕДЖЕРСКИЕ КОМПЕТЕНЦИИ



Контакт с заказчиком



Отношения в команде



Мотивация VS Опыт



От морковки сзади
к морковке спереди



КОНТАКТ
С ЗАКАЗЧИКОМ



ОТНОШЕНИЯ
В КОМАНДЕ



МОТИВАЦІЯ
VS
ОПЫТ



ОТ МОЖОВКИ СЗАДИ
К МОЖОВКЕ СПЕРЕДИ



Власть похожа на недвижимость.
Все дело в местоположении, только в нем.
Чем ближе вы к источнику, тем выше
стоимость недвижимости.




Фрэнк Андервуд

Карточный домик


A young woman with long brown hair, wearing a brown leather tunic and a dark shawl, sits on stone steps. She has a thoughtful or slightly distressed expression, looking off to the side. The background consists of large, grey stone blocks.

О РОЛИ СЛУЧАЯ

A man with curly hair and a beard, wearing a dark, textured tunic and a brown vest, stands on stone steps. He has his right arm raised and is holding the hand of a woman. The woman has a braid and is wearing a light-colored, long-sleeved blouse with a ruffled collar and a dark skirt. She is looking upwards and to the right. The scene is lit with warm, golden light, suggesting an outdoor setting at dusk or dawn. The text "О РОЛИ УЧИТЕЛЯ" is overlaid in the center in a white, serif font.

О РОЛИ УЧИТЕЛЯ





О БРАЗИЛЬСКОЙ
СИСТЕМЕ



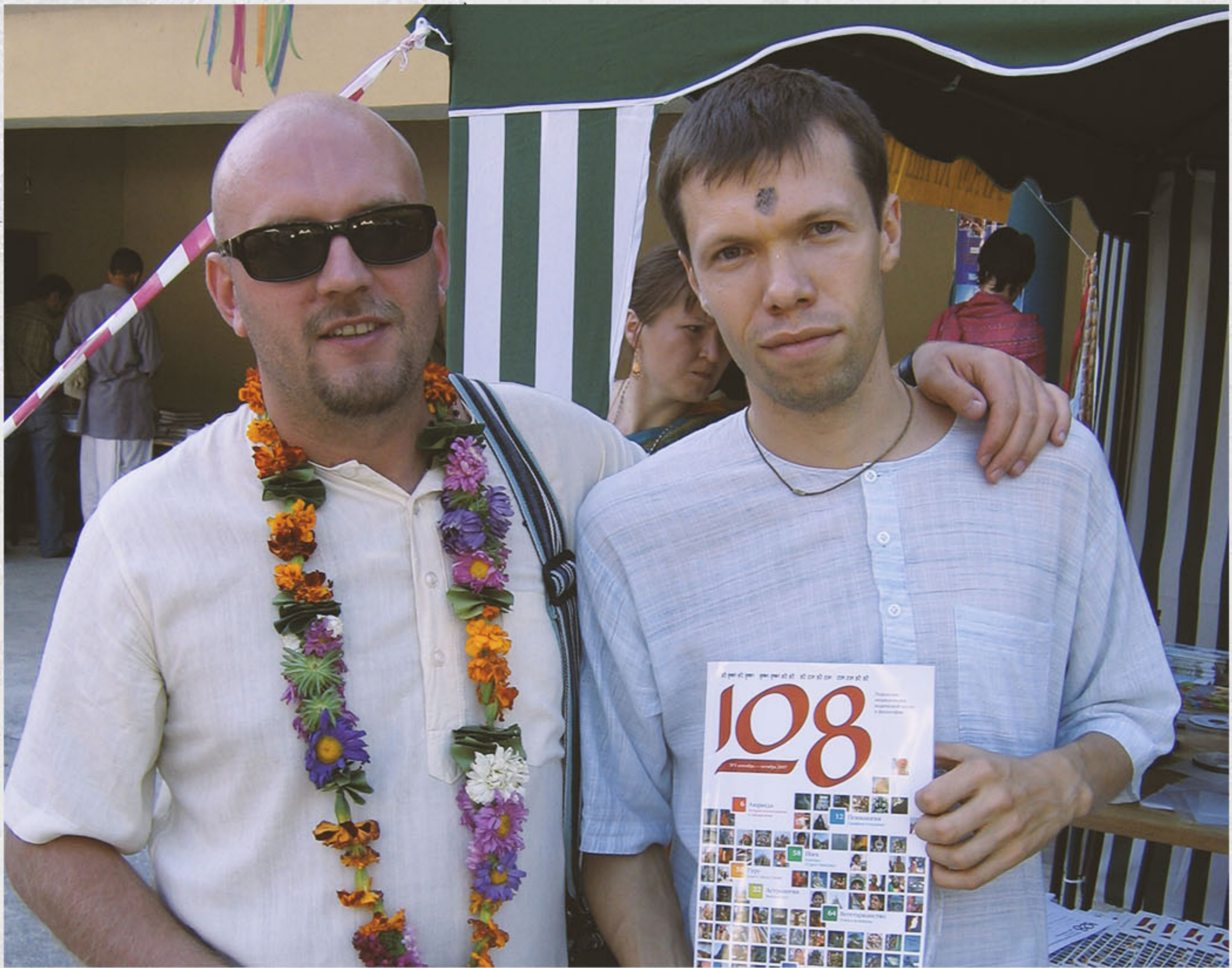


Предприниматель – это человек, который одной рукой закинет себе в задницу морковку, вытянет другую руку вперед и представит себе, что в ней другая морковка побольше.



Глава 2

ОТРАСЛЬ ОТЧАЯНИЯ



СЛИШКОМ МНОГО НЕГАТИВА

«Это был бы отличный бизнес, если бы не клиенты»



Оценка на скорую руку



Хотелки заказчика



Смена сотрудников
на проекте



Переключение
между проектами

A medieval warrior in plate armor, seen from behind, holds a sword. In the background, a group of knights on horseback is charging. The scene is set in a field with a hazy, overcast sky. The overall tone is dramatic and historical.

СЛИШКОМ ЖЕСТКАЯ КОНКУРЕНЦИЯ

A high-angle, top-down shot of a dense crowd of people, likely soldiers or survivors, in a dark, somber environment. The individuals are packed closely together, many with their heads bowed or looking down. Some faces show signs of distress, including blood and injuries. The overall atmosphere is one of intense pressure and despair. The text is overlaid in the center in a white, serif font.

СЛИШКОМ СИЛЬНОЕ
ДАВЛЕНИЕ

ЦЕЛИ ГЕНЕРАЛЬНОГО ДИРЕКТОРА



От умения делать все самому
до умения находить и управлять
людьми, которые могут делать
это за тебя



Построение системы
отчетности



Главное, чтобы
не заканчивались деньги

A scene from the TV series Game of Thrones. Cersei Lannister is seated on the Iron Throne, which is a large, imposing chair made of sharp, jagged iron spikes. She is wearing a crown and a dark, fur-lined robe. To her left stands a man in a dark, heavy coat, and to her right stands an older man with a long white beard, also in a dark coat. The background is a dark, stone-walled room with a window showing a view of a city. The lighting is dramatic, with strong highlights and deep shadows.

ОТ УМЕНИЯ ДЕЛАТЬ ВСЕ САМОМУ
ДО УМЕНИЯ НАХОДИТЬ И УПРАВЛЯТЬ
ЛЮДЬМИ, КОТОРЫЕ МОГУТ ДЕЛАТЬ
ЭТО ЗА ТЕБЯ

ОДНА ГОЛОВА ХОРОШО,



... А ДВЕ ЛУЧШЕ :)



A scene from the television series Game of Thrones. In the foreground, Sansa Stark (left), Tyrion Lannister (center-left), Varys (center), Daenerys Targaryen (center-right), and Jorah Mormont (right) stand on a stone walkway. In the background, several soldiers in dark armor are visible. The setting is outdoors, with a stone wall and the sea in the distance. The lighting is natural, suggesting a bright day.

ПОСТРОЕНИЕ СИСТЕМЫ ОТЧЕТНОСТИ

A knight in dark, weathered armor stands on a rocky outcrop, holding a sword aloft in his right hand. He gazes over a vast, sprawling city built on a coastal plain, with a large body of water in the foreground. The scene is captured from a high angle, emphasizing the scale of the city and the knight's vantage point.

ГЛАВНОЕ, ЧТОБЫ
НЕ ЗАКАНЧИВАЛИСЬ ДЕНЬГИ

ВНУТРЕННИЕ ПРОБЛЕМЫ

Выгорание



Ответственности больше,
пряники неочевидны



Неумение требовать



Неумение делегировать



Неумение увольнять



ОТВЕТСТВЕННОСТИ БОЛЬШЕ,
ПРЯНИКИ НЕОЧЕВИДНЫ

A scene from a historical film, likely set in a monastery or library. Two monks are present. The monk on the right is older, with a grey beard, wearing a dark, heavy robe with a circular brooch on the shoulder. He is intently reading a large, open book. The monk on the left is younger, with a dark beard, wearing a lighter, simpler robe. He is carrying a large stack of books. The background shows wooden bookshelves filled with books, and a table with more books in the foreground. The lighting is dramatic, with strong highlights and deep shadows, creating a somber and focused atmosphere.

НЕУМЕНИЕ ДЕЛЕГИРОВАТЬ

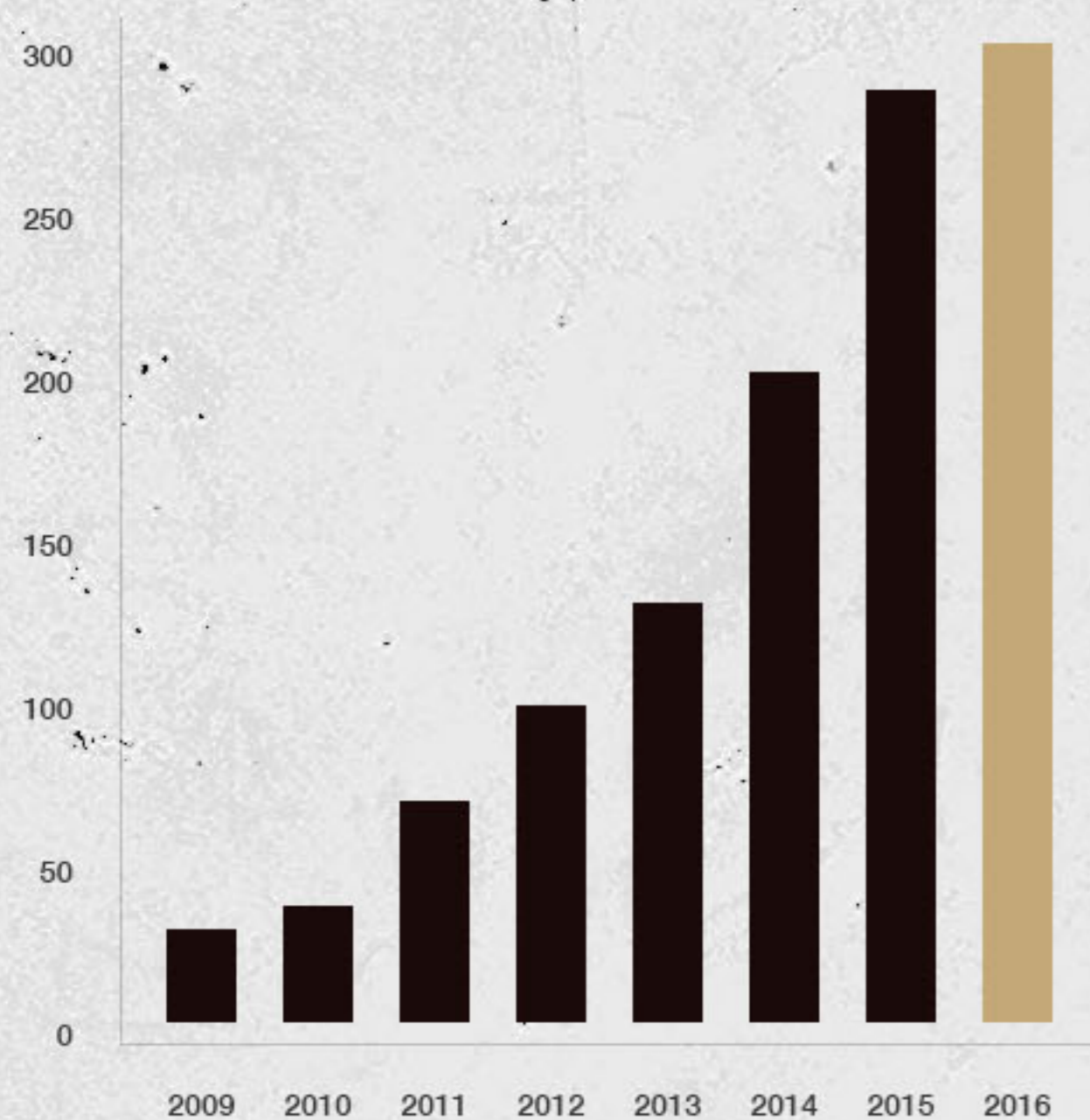
A scene from the television series Game of Thrones. In the foreground, Tyrion Lannister, with his characteristic curly blonde hair and beard, is shown from the chest up. He has a look of surprise or concern on his face. A Black Knight, a Black Man with a shaved head, is leaning in from the right, holding a long, straight sword blade against Tyrion's throat. The Black Knight is wearing a brown and red striped tunic and a necklace with a large, ornate pendant. The background is a blurred outdoor setting with stone walls and other people in the distance.

НЕУМЕНИЕ ТРЕБОВАТЬ

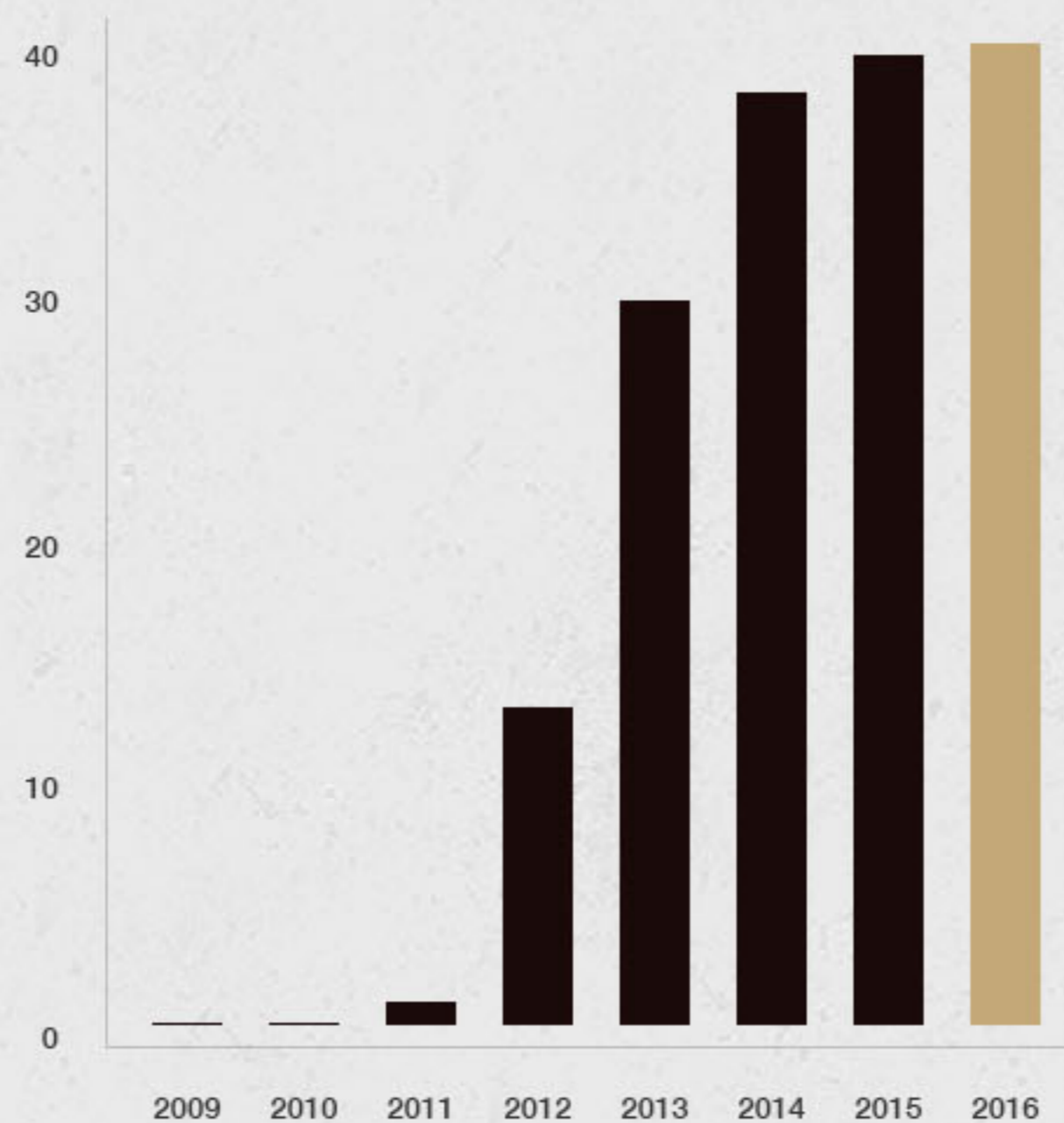


НЕУМЕНИЕ УВОЛЬНЯТЬ

РЕЗУЛЬТАТЫ NOTAMEDIA



Оборот (млн. руб)



Прибыль (млн. руб)



Рейтинг Tagline





Илюха пусть будет премьером, а я министром
правды... веры, надежды и любви.



Алексей Лапшин

«Завтра»



Глава 3

ОТ ДИРЕКТОРА
ДО ПАРТНЕРА
И МЕНТОРА





ИЗ БОССА
В ЛИДЕРЫ

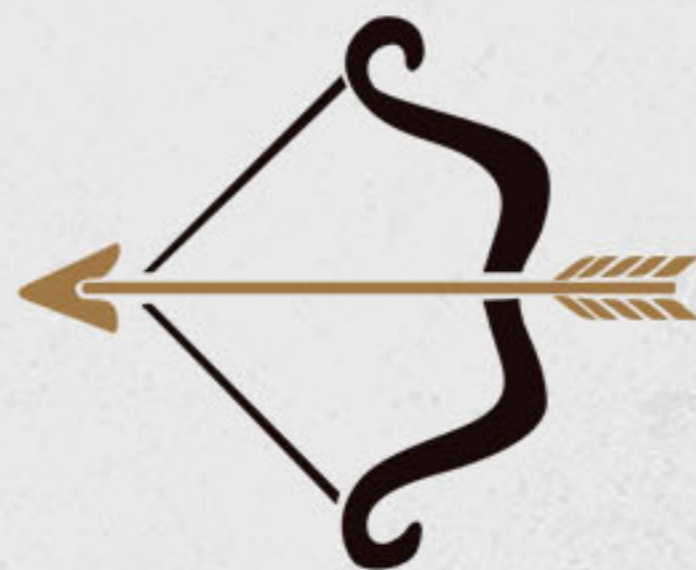
A dramatic scene from a medieval film. In the foreground, a man in a long, dark, fur-lined robe stands with his back to the camera, looking towards a group of men in the background. The background men are dressed in medieval attire, some holding swords aloft in a gesture of triumph or defiance. The setting is a stone hall with large windows and a wooden table in the foreground. The lighting is dim, with a strong light source from the left, creating a high-contrast, atmospheric scene. The text is overlaid in the center of the image.

ВЫЯВЛЯТЬ И УДОВЛЕТВОРЯТЬ
ПОТРЕБНОСТИ ДРУГИХ

ОБУЧЕНИЕ



Перестань учить,
помоги делать



Не хочет –
не научишь



Воспитание
честолюбия



ПЕРЕСТАНЬ УЧИТЬ,
ПОМОГИ ДЕЛАТЬ



НЕ ХОЧЕТ — НЕ НАУЧИШЬ



ВОСПИТАНИЕ
ЧЕСТОЛЮБИЯ



Я бы предпочел быть первым в деревне,
чем вторым в Риме



Юлий Цезарь

ОКНО В АЗИЮ



Индия



Объединённые Арабские Эмираты





И ЕЩЁ НЕМНОГО
ПРО СЧАСТЬЕ

A close-up portrait of a woman with short, light brown hair, looking directly at the camera with a neutral expression. She is wearing a dark, intricately patterned tunic with a high collar and ornate, metallic shoulder guards. A chain of metal links is draped across her chest. The background is a blurred, industrial-looking structure with many vertical, metallic beams. The word "EGO" is written in a white, serif font across the center of her chest.

EGO





СПАСИБО ЗА ВНИМАНИЕ!

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