

HONESTY IS MY WAY TO SUCCESS

**THAT IS WHERE IVAN OREKHOV, AN ENTHUSIASTIC, TALENTED LEADER, ABLE FOR CREATING
INNOVATIVE AND EFFECTIVE SOLUTIONS CEO OF AN IT-COMPANY
SEES THE GROUND OF HIS SUCCESS.**

On 24 March ISS Art company is celebrating its anniversary – 5 years. This period of time has been challenging for the main corporate values – honesty and reliability. These principles alongside with quality and innovations made a stable combination providing the Company's sense of security and a basement for extensive plans for the future. Today Ivan Orekhov is sure that our life is a game, the main rule of which is to keep honour and virtue, do good and follow one's mission regardless of circumstances.

FAIR GAME

When Ivan Orekhov first saw a computer at the age of twelve, he immediately decided he would become a programmer. The very next year he was already a student of the engineering department of a college, he was a repeated winner of programming and mathematics contests and championships, he received a municipal scholarship as a student of the year. He entered Omsk State Technical University as a second-year student. At university he was a repeated scholar for the excellent studying and active research work. He graduated from university having a diploma with honour. After graduation he worked as an assistant professor, teaching such subjects as System Structural Analysis, Computer Networks, Information Security.

Several foreign customers soon got interested in the talented programmer. Several months later Ivan Orekhov had experience working with different companies from the USA, Great Britain, Canada,

and Italy. 2 years later it was time for ISS Art Ltd. to be started.

After these words The Chief could not but ask the question: 'Programmers working with foreign companies as freelancers do not usually show up their activity thus dodging taxes. What objective did you pursue when registering your enterprise thus bringing it to light?'

— Every now and then I had a question in my head, **why only illegal actions we think to be a stealing, when we are afraid of being strongly punished for.** But, such things as, for example, dodging taxes in our society are considered to be a petty fault. Though, the case is same serious: we steal the money from our state, which really takes care of us, and in its turn needs our support.

I realized that I could change everything, at least in my life. I am truly a patriot of my country, otherwise I would have left it a long time ago for any part of the world without any difficulty. And not only because I have received a perfect education here absolutely free of charge and always received financial support at school, in sport and at university, but also because it is my Motherland, and I want to live and work here, where I grew up. So I had a mind to officially register my organization in order to pay all the taxes.

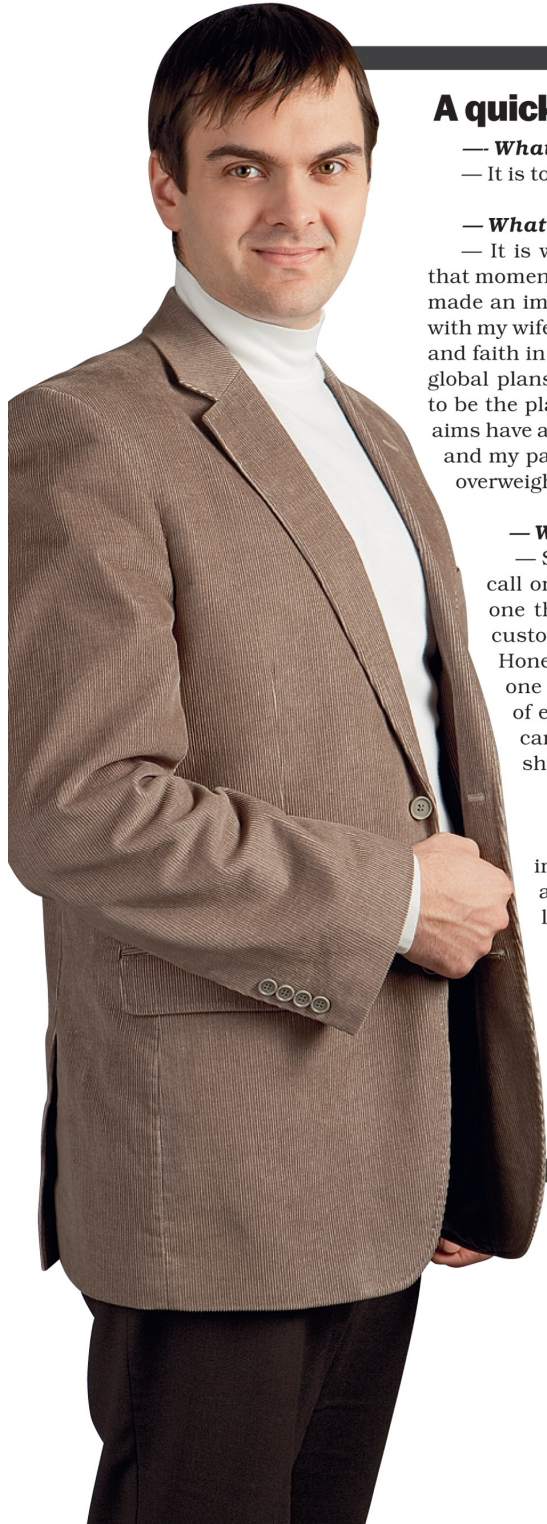
First months were very difficult. Not knowing laws about exporting services to foreign countries, we paid many more taxes than we had to. And something like half a year after the company registration, our customers paid us a double price and the foreign dealers reduced

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THE GUEST OF THE ISSUE

the matter. However, if we playing chess shall neglect the rules, the game will soon become a farce, will lose its sense. And business is a game. It means it should have rules and the players have to follow them. The one who does not, will leave the game. I am willing to believe that the situation will be like this soon. Anyway,

in the Entrepreneurs Union, that I am a member of, we are forming an initiative group to raise entrepreneurial culture. And we have found the support. Eventually, there came the understanding that honest business not just can be but should be! And I am sure that it is beneficial, after all.



A quick poll

— **What is your objective?**

— It is to prove that honest business can be successful and profitable.

— **What event of your life would you call life-changing?**

— It is when I became a true believer. My life started as if from scratch from that moment. The matter is that I used to work more than 300 hours a month. This made an impact upon my health and family life. To solve these problems together with my wife I started attending special courses. There I learnt about the role of love and faith in the life of man, and also how important it is to be able to dream, make global plans for one's life. It is then when I made my first plan, which I thought to be the plan for my whole life. By the way, just recently I read it – almost all the aims have already been realized, starting from apartment purchase, cars for myself and my parents and finishing with good health, character change and losing the overweight.

— **What is your main principle of doing business?**

— Studying the Bible, I came to a simple conclusion: "One has to not only call oneself a believer, but also live according to the faith." This meant only one thing – business should be done honestly. Honestly, not only towards customers, but also towards The State. Honestly, without conditions. Honestly, even if it is unprofitable. Dodging taxes in our country became one of the business principles, something quite natural. There are lots of excuses, but being a believer I could not put up with that. I decided to cardinaly change this situation, starting from my own life, my business, showing successful example.

— **What is important for you?**

— I want to be happy with every moment of my life. Really, it is very important to be always happy, otherwise searching for something bigger and better one might miss the life going by. And the future that one was looking for lost its sense, when it came.

— **You speak about honest business, but an honest person is easy to deceive, isn't he?**

— It is so. But Mother Theresa once said: "If you are honest and sincere people may deceive you. Be honest and sincere anyway."

ISS Art, Ltd. invites business leaders to Open Day coincided with the Company's anniversary. Seminars, excursions, round tables, devoted to business effectiveness increase with the help of informational technologies. Date and time of the event will be discussed with all the participants after the preliminary registration until 16 April.

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FACT SHEET

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Faculty of Computers, complexes, systems
and networks.
Married, has a one-year-old son.



THE GUEST OF THE ISSUE



ISS Art Ltd.

OUR MISSION

Contributing to our partners' business development by means of IT services providing based on long-term trusted relations building and latest tendencies of programming technologies development.

FACTS AND FIGURES

2005 – ISS Art, Ltd. registration
2007 – quality control systems integration
2009 – business cooperation increase in Russia and CIS
Foreign customers – 98%
Repeat customers – 70%
Total number of the projects performed – over 400
Total headcount – 70 employees

their commission twice! During its first year the company paying all the taxes was able to increase employees' salaries to Moscow level and got the profit dozen times more than before registering it. It is above understanding, it is just a miracle, one of the many miracles that still accompany my life!

By this time ISS Art, Ltd. has accomplished more than 400 projects for home and foreign companies.

ON LEADERS AND CO-LEADERSHIP

Pursuing the objective to run the business honestly Ivan Orekhov thoroughly approached the issue of the inner corporate culture creation. Here it is specific, built by western principles, more democratic than in other Russian organizations. Building it was not easy and not cheap.

Honest business also implies honest attitude to the employees. Salaries in ISS Art, Ltd. are competitive with Moscow companies. But such conditions imply a specific attitude to the work. Today managers are demanded from not only ability to perform their everyday operations, but they also face the necessity to make radical decisions to survive. Force major situations arise from time to time and not everybody can stand the pressure. Many companies work in survival mode, and in such business much depends on "heroic managers".

— **Such people are seen at once.** Right at the interview they try to take the initiative in their hands. And at that

moment it is important not to confuse them with false leaders – arrogant people with an overstated self-esteem. That is why we thoroughly examine our candidates.

And even if (s)he is really a heroic leader, (s)he is not fail-safe, especially if he is used to making global decisions himself (herself). Democracy favours to that **the leader cannot take down the "ship" by himself (herself)**, because first (s)he will have to **persuade others to do that.**

Our type of a leader is active, honest, stress-resistant, morally-sound, communicative, ambitious. (S)he should have respect for his(her) subordinates, as in our company people are the main asset.

But still my main task I see in not just growing up leaders, but their ability to co-exist as co-leaders. **Co-leadership is possible and is necessary**, since there are no ideal leaders. The point is how can psychologically different types of leaders learn to interact with each other – that is the question to work on. For me, for example, very helpful in this situation is the book by I. Adizes "The Ideal Executive".

One should not forget about the technological side of the question. Technologies and instructions should be accepted by the management, even if it takes long discussions, corrections, the main thing is the understanding of the fact that it is not a formality, but a useful necessity.

In all the processes combination of such factors, as **initiative and order**, is necessary – in this case realization that it is my company helps me. For the leader to foresee and realize new opportunities, freedom, inner motivation and love for one's work are necessary. The leader and his company should together build 'a better tomorrow' of their company, and not merely perform their functions. For me the ideal of the company that I am striving to build is that all employees are bearers of corporative objectives and coordinately work for their realization supporting and encouraging each other.

CONCERN ABOUT OTHERS' PROBLEMS

Ivan Orekhov is sure that doing business involves taking part in social problems solving. Since 2005 he has been an official representative of TBN channel in Omsk, in 2007 he started "Alpha and Omega", a non-commercial studio. Here programmes devoted to social issues are produced: about culture, history, the origin of the earth, life on earth and mankind. A lot of films have been made about the issues of drug-addiction, crime, abortions, prostitution, occultism, and the homeless.

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I THINK THAT THIS DIFFERENCE OF BUSINESS CULTURES CAUSES THIS FACT THAT RUSSIAN BUSINESSMEN ARE NOT TRUSTED IN THE CIVILIZED WORLD

— I see the cause of all the problems of life in the lack of love, the true Love that moves us all, for which sake we perform exploits, achieve high goals of life. And we **show this love taking care of the people in need**, feeding the poor, and giving shelter to the homeless. Mother Theresa said: "There is no greater sickness in the world than the lack of love."

The same concerns helping the baby houses. No doubt, those babies need financial help. But I myself am a father of one-year-old son, and so I know how much children need gentle hands and kind words. Taking this chance I encourage everyone who is willing to organize groups of people to go to baby-houses and orphanages to just communicate with those children, play with them and take care of them that lack care and love.

PECULIARITIES OF NATIONAL ENTREPRENEURIAL CULTURE

Beside everything enumerated above, entrepreneurial culture, in Ivan Orekhov's opinion, implies honest attitude to The State, decency towards partners, and care

of those in need. What is it that prevents the business to become such?

— Comparing the way the things are done in the West, in the USA, in particular, and here in Russia, one realizes that we shall lose. Here most things are done with the motto: "Deceive or you won't sell", there – "Word is deed." I think that this difference of business cultures causes this fact that Russian businessmen are not trusted in the civilized world. That is why than blaming authorities, neighbours or somebody else of one's failures, it is more logical to look at oneself and realize what the root of the errors is. If one knows that the outfall of the river is poisoned, then it is more effective to gather the poison right there, and not in the place where the river flows into the ocean. But we prefer the latter, and thus both the rivers are poisoned and the whole water area.

And then looking at what is going on around us, we can only say helplessly: "There is nothing to be done about that, as we live in Russia". If some force-majeure situation happens in a Russian businessman's work, (s)he will neglect all moral and ethic norms to manage