



Ray Keen

Member:
Syndicate 2

Member since:
1992

Current Executive / Board Positions:
Managing Director - Printgraphics Pty Ltd
Councilor on NCPIAA
President - Victorian Branch - PIAA

Memberships:
Member of the networking group:
Melbourne Print Group

Achievements:
My business life, in spite of its ups and downs, has been an interesting and rewarding experience. I have four adult children whom I am extremely proud of, but none of the success of the business would have happened without the backing, support and input from my wife Jill.

Recent achievement has been to gain third party accreditation is ISO 9001 QEC, ISO 14001 CEM and FSC Coc.

Winning Catalogue of the Year at the 2007 Australian Catalogue Awards as well as the trophy for the Environmental Award at the 2007 printing Industries Awards have been other major accomplishments for Printgraphcis this year.

"Being a business leader is like being a parent..."

Best advice ever received:

Understand the economic fundamentals of your business.

Essential quality of business leadership:

Apart from the obvious honesty and integrity, being a business manager is akin to being a parent - you have to listen, encourage, channel, chastise and reward.

Challenge for business over the next decade:

Business over the next decade - many "baby boomers" will be exiting the businesses they have built up so there will be opportunities out there for a new generation to grow in the business world.

The future is dynamic and exciting and there will be opportunities for new business in areas of enterprise that as yet don't even exist.

In his/her own words:

When I joined the CEO Institute in 1992, we were experiencing "the recession we had to have" and a large proportion of those businesses are now not around anymore.

The support I received from all the members of my syndicate back then was often the main thing that gave me hope to carry on. I consider a lot of members of my group as true good friends.

What I have noticed in being an older/longer member of the syndicate is that when new people come into the group and talk about their business and how good it is and how their model and plan are the best thing, after a while, in almost all cases, you find they have the same problems that we all experience - the same "ups and downs", the same staff and customer problems.

I believe also that if a few of them had opened up a bit earlier, the group could have helped them and saved them from going broke.