



# Romanian-French MBA Program

le cnam  
école management & société



Expand your Horizons

## Entrepreneurship culture and local business

Thursday, April 2, 2015, 17:00, Conference room: 4108, 2-2A Calea Griviței, ASE Bucharest

### Guest speaker



#### Paul Adrian COSTIN

Ing., Ec., MBA, Trainer, Consultant, Coach  
*Personal and professional development is, for me,  
a form of cleanliness*

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Paul Adrian COSTIN is an extraordinary man, passionate about personal and professional development. He runs a training company, Avalon Management, and each project he gets involved in becomes his no. 1 priority, because he wants to do everything by the book, but mostly because he loves the work to which he dedicates most of his time.

*"Entrepreneurship is challenging. To start a business on your own is an important decision. What would make this decision one that mainly involves the left hemisphere (which is said to control reason)? A business plan, a market analysis, a medium- and long-term strategy. And also management. To lead a team or a project, in a rational way, would mean: to define goals and the steps to achieve them, to establish how many they are (qualitatively and quantitatively) and how to allocate the necessary resources, to establish and to communicate the means and control processes, to coordinate people, activities. The business world is pragmatic by definition, but people act emotionally. Otherwise, everything would be easy and full of formulas."*

Paul Adrian COSTIN