

*The Worshipful Company of World Traders*

The IIIrd World Traders' Tacitus Lecture

Delivered at the World Trade Centre, London on

23<sup>rd</sup> January 1990

by

David Emms, Director of the London House for Overseas Graduates

A View from the Study

This is the contemporary report of the lecture, as recorded in the Guild of World Traders Annual Review 1990

“The Rt Hon the Lord Mayor, Alderman Sir Hugh Bidwell, accompanied by the Sheriffs, once again graciously opened the Annual Tacitus Lecture, delivered by David Emms, Director of the London House for Overseas Graduates.

Entitled “A View from the Study” Mr Emms stimulated debate amongst his audience of World Traders by commenting how inadequately our present education system equips our young men and women to become entrepreneurs of the future. He described the “Crisis in the Classroom” where our teachers are, in general, “perceived as second class citizens . . . and paid about the same as milkmen.” He commended Sir John Harvey-Jones’s book *Making it Happen: Reflections on Leadership* as compulsory reading for all business studies students.

But Mr Emms returned the onus to today’s successful businessmen urging them to offer themselves as school governors, sponsor University projects, offer their services for lectures, work experience and to get to know careers teachers. Bankers were encouraged to broaden their investment in industry, but all were implored to demand the highest standards in their recruitment: “for too long, over the tens of thousands of businesses in this country, we have been persuaded that the second best is the best available, and that is no recipe for success.”