

With Michal Müller from ATDK Real on ethics in business

I play with open cards

If you become the majority owner of the ATDK chain of companies dealing not only with real estate, then you can say that you are a successful entrepreneur. But if you also have such a varied life behind you, as PhDr. Michal Müller does, you must, above all, be a strong personality.

In many interviews you talk about morality in business. Isn't that, at least in our terms, a certain contradiction?

I don't think it's a contradiction at all. It is certainly not my idea that a successful businessman must fall back to immoral practices. If someone wants to build a company on solid foundations, he must adhere to certain rules or principles. Of course, some failures can occur, poorly chosen investment can play its role, including human investment - for example, in key employees. But one of the ensuring factors is business ethics.

How important is business dynamics to you?

It depends on what you bet on. Some entrepreneurs prefer a vigorous, hard line that brings greater profits in the short term. On the other hand - a bad reputation spreads quickly and, in my opinion, such a business philosophy cannot work for long. If, on the other hand, you decide to build a good name, it goes much slower, of course, but again, such an approach brings a much greater effect, is more perspective and, above all, safer. Even though it brings you much greater inner satisfaction.

Could you briefly define your company's strategy?

We do not belong to the so-called soul lovers, which means that we are not so much concerned with quantity, but much more with quality. We emphasize adequate and quick responses to specific market situations. We strive for soundness, decency, and professionalism, as well as well-being and good relations with clients and within the company.

How does the philosophy of Asian martial arts help you in your business?

First, I learned to analyze the situation in a few seconds and to estimate exactly who I am up against. Secondly, Asian martial arts differ from European ones primarily in that, as a rule, they are not looking for an opponent or someone to beat, but on the contrary, they are looking for a way to liberate oneself. It is a fighting system that is not only based on physical foundations, but also on mental abilities. So, it is rather a defense against external influences. It teaches us to be able to orient ourselves well in any situation and to feel good about ourselves ten years later when we remember that situation.

In a car accident, you survived your death. Eventually, your health failed - and you won your battle for life again. How were these experiences reflected in your thinking and actions?

My scale of values has changed a lot. Above all, a person realizes that life is very limited in time, that, willy-nilly, he should try to make the best use of it. And you will also start to respect people and approach them much more openly. On the other hand, you don't have time to dwell on useless things. One should not waste time with people who do not deserve it. It is equally important not to dwell on feelings such as envy, etc., because these things are very fleeting.

Does music inspire you to solve problems?

Musicians often have mathematical aptitudes, but as a rule they do not love exact sciences and any kind of order. I don't mind anything meaningful, that is, not even a meaningful order. Music also gives freedom to thinking, develops imagination - but that would be a long story.

You have created systems in music and martial arts that are both analyzed and imitated. What system are you trying to build in the business field?

I'm not creating anything new here. I only connect some activities, expertise, professions more consistently. And maybe I put more emphasis on the construction of individual components and overall proportionality.

How do you relax?

In time, if possible, with my family, friends, or with sports and sleep. Ancient Chinese health and martial arts also help me a lot.

Do you want kids to be your followers?

Primarily, I would like them to be decent people who will not waste their lives unnecessarily. The daughters are still too young for any far-reaching considerations. Although the teachers claim that they are gifted artistically and physically - the older one also attends a math class. My son, who is the oldest of my three children, is now studying graphics. I can only repeat the words of my grandfather, who was my great role model. When asked why he studied medicine, he said, "So that I could help people." I wish my children, when they graduate and choose a profession, can answer the same.

What makes you the happiest?

Probably when someone confirms that I did something well. I like to feel that what I do is useful.

Who is Michal Müller?

- born on June the 20th, 1956, Prague
- from the age of three, he studied foreign languages and improvised on the piano; from the age of five, he studied the piano with prof. Klein; from the age of fourteen, he studied the viola at prof. Kod'ousek; from the age of fifteen, while studying at the conservatory, he also studied psychology and oriental disciplines. He graduated from the Prague Conservatory in the fields of viola and composition. He then studied musicology at Charles University and music theory at the Music Academy of Performing Arts.
- he started composing in 1975 and won prizes in his first composition competition the following year. His compositions or music to theater, ballet, film, or multi-component formations, attracted more and more attention from professional and laic audiences in many countries. He is also the author of an artistic system that purposefully applies psychological, acoustic, and physiological laws in conjunction with progressive creative techniques
- he supplemented his knowledge in the field of management and law at the NVP Institute
- in 1990, he founded the ATDK chain of companies (publishers, publishers, advertising and art agencies, education, real estate agencies...), where he is the CEO till nowadays.
- in 1995, ATDK Real Ltd. Was established and became one of the largest real estate offices in the Czech Republic
- Ph.D. Michal Müller is married for the second time; he is the father of a son named Michal and daughters named Alexandra and Michaela.