

## “Generating the Upturn: Rethink, Redesign, Rebuild, or Revert?”

Keynote Speaker: John Peters BSc MBA MRAeS.

Royal Holloway, University of London  
Windsor Building, Egham, Surrey, TW20 0EX.

16 April, 9.30am - 5.30pm  
(optional networking until 6.15pm)



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The Leadership Academy for Innovation, Leadership and Recovery, is a partnership between the University of Surrey, the Tavistock Institute of Human Relations, the Open University, the University of Greenwich and Royal Holloway, London. The project is part funded by the Higher Education Funding Council for England and the South East of England Development Agency.

The aims of the project are to support business leaders who have been affected by the recession through the provision of a number of activities at zero cost. These activities include workshops and action learning sets.

**Through hosting a series of workshops throughout the year, the Leadership Academy draws together the expertise and knowledge of leadership practitioners, academics, public sector professionals and business leaders. By addressing a specific topic related to the challenges faced during the recession, the aim is for all involved to gain insights and solutions into how to deal with those challenges.**

## **Purpose of Workshop**

In a small way, technically, the upturn has started, but we are told we might experience a double dip and the effects of an upcoming election are yet to be determined... The underlying challenge is we are just not sure right now what will happen and when.

‘Generating the Upturn – Rethink, Redesign, Revert’ is a Leadership Academy event that will present some different perspectives to help us remove some of the ambiguity from the way ahead. Importantly, it will also provide an opportunity for you to learn about some planning tools that will help you build flexibility into your business planning to cope with an ambiguous environment and position yourselves well to generate the upturn in your organisation.

We are delighted to welcome as our keynote speaker John Peters, BSc MBA MRAeS. John came to the world's attention in January 1991, when as a POW his bruised and battered face flashed onto television screens around the world. He has written two best-selling books on his experiences and won Independent Documentary of the Year and a BAFTA Award Nominee. He has extensive international media experience and enjoys an international speaking reputation.

This event is free to attend and is co-hosted by RHUL together with LeaderShape.

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### Who should attend?

- SME owners/directors
- Individuals in a managerial or leadership position within an organisation
- Leadership practitioners
- Academics
- Public Sector professionals

### Benefits of attending

- Gain a better understanding of the emerging business landscape
- Understand a simple tool to help your strategic thinking in a ambiguous environment
- Have the opportunity to discuss current business challenges with qualified consultants and coaches in a 1:1 setting during the day.
- Participate in facilitated discussions and gain insights into how to deal with ambiguity.
- Networking.

### Format of the day

Throughout the morning and afternoon, parallel sessions will be run. Please read the descriptions below and pick **2 out of the 3 sessions that you would like to attend, the first in the morning from 11.30am - 1pm and the second in the afternoon from 1pm - 2.15pm. Once you have chosen, please call or email Bethany James (contact details overleaf.)**

During the day, there will also be introductions, a key note speech and a closing plenary. Schedules will be sent out to delegates prior to the event along with joining instructions.

### A ‘Three Horizons Thinking’ Educational Session

- Introduces you to a simple tool for analysing your business to assess its ability to cope with ambiguity in the business environment.
- Ideal for; business owners/leaders who want to take a first step to building adaptability into their business; providers, coaches and consultants who wish to add a recognised tool to their armamentarium in helping their clients deal with ambiguity; academics wanting to develop their learning of a simple, practical business tool.
- Gain first hand experience in using a model that you can apply to your strategic thinking in your own business.
- Providers will take away the ability and tools to apply this methodology to their own client base.

### B ‘Facilitated Discussion Session’ Tools for dealing with ambiguity

- Share you own experiences of dealing with ambiguous environments.
- This is a highly interactive ‘give and get’ session where you will gain from sharing your own, and listening to, other’s experiences.
- This will appeal to anybody wanting to connect with other like minded individuals and draw on the experience of others.
- Harness the sharing of other’s knowledge and experience to support you in dealing with and generating upturn in your business.

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## C Academic Session

- Engage with theoretical approaches to the recession and, in particular, to reducing the potential impact of future recessions.
- Appeals to all delegates with an interest in developing a theoretical insight into the causes of recessionary cycles, how we might deal with them in the future and how we might ensure that these future shocks are of a lesser magnitude than the current one has been.
- Listen to a short presentation supported by a paper which will be followed by an interactive seminar about the paper.
- Having been to this session you should have a theoretical framework that will support your thinking through any future economic shock.

**Do you have a specific issue that you would like some help with, one that you would prefer not to share with others at this stage but would like some one-to-one advice, mentoring or coaching on?**

**We have a limited number of spaces available for the 1:1 Surgery Clinics which will be held over the lunch break (there will still be an opportunity to have lunch and network if you sign up to the surgery). Places will be filled on a first come first served basis and are limited so please ensure you register as soon as possible. If you are interested in signing up to a 1:1 Surgery session, please contact Bethany James directly.**

## Surgery Session

- This is a one-to-one surgery session when you will be paired with a provider, coach, consultant or mentor who can help you with a specific problem you have with your organisation.
- The session will last around 30 minutes which may deal with the issue or give some real pointers for take-away next steps.
- These are private sessions where you will get some one to one input from an expert who may be able to help you with a current challenging issue.

For further details, please contact:

**Bethany James**

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