

EVENTS SCHEDULE
MARCH – NOVEMBER
2012



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2012 EVENTS AT A GLANCE

THURSDAY 22 MARCH

9.30AM-12PM

WINNING

SIR CLIVE WOODWARD

1.30-4PM

CAPTAIN SCOTT

SIR RANULPH FIENNES

LOVE SOCIAL
MEDIA

TUESDAY 24 APRIL

9.30AM-12PM

LOVE SOCIAL MEDIA

JOE MCEWAN

1.30-4PM

OPPORTUNITY KNOCKS

MAGNUS LINDKVIST

THURSDAY 17 MAY

9.30AM-12PM

BREAKTHROUGH LEADERSHIP

HOPE POWELL

TUESDAY 22 MAY

9.30AM-12PM

CREATIVITY SCHOOL

MARC LEWIS

1.30-4PM

IMPACT

NEIL MULLARKEY

TUESDAY 18 SEPTEMBER

9.30AM-12PM

SHINE

CHRIS BARÉZ-BROWN

1.30-4PM

**TRANSFORMATIONAL
LEADERSHIP**

RICHARD OLIVIER



WEDNESDAY 3 OCTOBER

9.30AM-12PM

THE NAKED COACH

DAVID TAYLOR

1.30-4PM

CREATIVITY

TONY BUZAN

TUESDAY 23 OCTOBER

1.30-4PM

THE IRON LADY

EDWINA CURRIE

WEDNESDAY 24 OCTOBER

9.30AM-12.45PM

ONE MINUTE MANAGER

KEN BLANCHARD

TUESDAY 27 NOVEMBER

9.30AM-12PM

THE 80/20 PRINCIPLE

RICHARD KOCH

1.30-4PM

UNSTOPPABLE

JAMES CRACKNELL



WINNING



THURSDAY 22 MARCH

9.30AM-12PM

SOUTHBANK CENTRE

Find out more and book at www.londonbusinessforum.com



COACHING PEAK PERFORMANCE

SIR CLIVE WOODWARD

Sir Clive Woodward was appointed as head coach of the England rugby team in 1997. He challenged traditional practices by introducing business principles, setting long term goals, and planning the personal development of individuals in the basic skills, tactics and strategy of modern rugby. He revolutionised the way the game was coached and played. His methods inspired England to World Cup victory in 2003.

Now, as director of sport at the British Olympic Association, he is working to maximize the success of Team GB at London 2012. Sir Clive will share his approach to success and reveal how to drive performance in your organisation.

About Sir Clive Woodward

After success in all leagues of rugby, Sir Clive Woodward became the first ever full time England rugby coach in September 1997. Under his leadership, England became the world number one team and the first northern hemisphere side to be crowned world champions.

Sir Clive is now the director of sport at the British Olympic Association. In this role Sir Clive partners all key stakeholders in British sport in support of our national coaches, athletes and players to maximize their success for London 2012 and beyond.

Booking hotline: 020 7600 4222



CAPTAIN SCOTT

“Had we lived I should have had a tale to tell of the hardihood, endurance and courage of my companions which would have stirred the heart of every Englishman.”

Captain Robert Falcon Scott

THURSDAY 22 MARCH

1.30-4PM

SOUTHBANK CENTRE

Find out more and book at www.londonbusinessforum.com

TIMELESS LESSONS IN LEADERSHIP

SIR RANULPH FIENNES

It was almost 100 years ago that Captain Robert Falcon Scott and the rest of his Polar Party perished, having just lost the race to be the first to reach the South Pole. It is a story of disappointment, heroism and tragedy but it is also one of pioneering scientific and geographic exploration.

In the years following his death Scott was revered as a hero. A brave and courageous leader in the face of death, he made the ultimate sacrifice in the name of his country. More recently his leadership has been questioned: Were Scott's failings to blame for the tragedy that beset him and his Polar Party? How did Scott's leadership style measure up to the likes of Shackleton and his Norwegian rival, Roald Amundsen?

Who better to answer these questions than "the world's greatest living explorer", Sir Ranulph Fiennes? He has manhauled a heavy sledge in Scott's footsteps and experienced the same pain of frostbite, exposure, gangrene and starvation. At this event Sir Ranulph will explore Scott's legacy and the truth about what kind of leader Scott really was.

LOVE SOCIAL MEDIA

TUESDAY 24 APRIL

9.30AM-12PM

WELCOME COLLECTION

Booking hotline: 020 7600 4222

HOW TO INSPIRE MEANINGFUL CONNECTIONS

JOE MCEWAN



One of the UK's best loved brands, innocent are proof that with creative thinking, original marketing and fruit by the bucket load you can build a brand from nothing.

Joe McEwan, innocent's communities manager, will bring to life the many ways that innocent places consumers at the heart of their business strategy. At a time when people are craving meaningful connections and companies must do more with less, Joe will reveal how innocent engages with consumers across social media and traditional communication channels to drive brand loyalty.

About Joe McEwan

Joe McEwan is communities manager at innocent. He dedicates his time in Fruit Towers to building a thriving two way relationship with innocent's community of consumers. His leadership has helped establish innocent as one of the few brands that truly understands how best to engage with consumers. The company has recently been ranked 7th in the world for effective use of social media in Headstream's Social Brands 100 list.

OPPORTUNITY KNOCKS

BUSINESS TRENDSPOTTING
FOR DUMMIES

MAGNUS LINDKVIST

Some events about the future serve up ready-to-eat meals. This one will help you find, capture and prepare your own "food" by giving you the tools and mindset needed for successful, in-depth trendspotting.

Magnus Lindkvist will help you distinguish between hype and actual insights, between fashion trends and megatrends. By fusing psychology with business and using contemporary examples, find out how and why the world's most successful organisations are also the best trendspotters.

TUESDAY 24 APRIL

1.30-4PM

WELCOME COLLECTION

Find out more and book at www.londonbusinessforum.com

About Magnus Lindkvist

Magnus Lindkvist is a trendspotter with a passion for world-changing ideas and technologies. Magnus founded his company Pattern Recognition in 2005 to help organizations and individuals make sense (and money) out of the future. He is the author of two books – Everything We Know Is Wrong: The Trendspotter's Handbook and The Attack of the Unexpected – as well as the creator of Europe's first academic course in Trendspotting and Future Thinking at the School of Economics, Stockholm.



BREAKTHROUGH LEADERSHIP

ENGLAND'S FOOTBALL COACH TALKS TACTICS

HOPE POWELL



THURSDAY 17 MAY

9.30AM-12PM

BLUE FIN VENUE

Booking hotline: 020 7600 4222

The first woman to achieve the UEFA Pro Licence – the highest coaching award available, the youngest ever England coach and the first female national coach, Hope Powell is a woman of firsts.

As head coach of the England women's national football team for 13 years, Hope is now at the top of her game. She has transformed women's football and oversees not one, but five national teams, creating a structure that develops young talent to ensure the England team's continued success at international level. Hope will offer practical insight on how to spot potential and cultivate a culture that shares ideas and progresses together.

About Hope Powell

Hope Powell was appointed as the first full-time national team coach of women's football in 1998, since then she has led the England women's national football team to the 2001 European Championship, the quarter finals of the 2005 European Championship, the 2007 World Cup Finals and the final of the 2009 European Championship.

HOW TO BE A SUPERHUMAN IDEAS MACHINE

MARC LEWIS

Business challenges often call for creative solutions but what if you have no ideas? Marc Lewis will dispel the myth that creative ability is a rare gift and prove that we all have ample reserves of creative potential.

Drawing upon case studies from some of the most high-profile "Eureka Moments", Marc will reveal a universal formula for creativity. He will help you discover your superhuman creative powers and offer practical techniques to help you produce original and valuable ideas that will benefit your company.

About Marc Lewis

Marc Lewis was educated in the ways of creativity by the legendary educator from the advertising industry, John Gillard. He went on to found a chain of comedy clubs in South Africa, and a UK Internet company that sold for £20 million in 2000. Marc is now the dean of London's School of Communication Arts, which is developing the next generation of creative thinkers who will have the commercial nous to survive and thrive in the competitive world of business.

TUESDAY 22 MAY

9.30AM-12PM

THE COMEDY STORE

Find out more and book at www.londonbusinessforum.com



CREATIVITY SCHOOL

MAKE FRIENDS AND INTEREST PEOPLE

NEIL MULLARKEY

The ability to engage and influence others is the greatest weapon in anybody's personal and professional armoury. Yet, communicating effectively, concisely and with genuine impact is no easy task.

At this session, Neil Mullarkey will make you look at communication in a new way and give you the tools to connect with confidence and intuition. Learn how to be more assertive, how to think quickly on your feet, how to make a positive and compelling impression, and how to lead those around you.

About Neil Mullarkey

Neil Mullarkey is the co-founder of Britain's top improv troupe, THE COMEDY STORE PLAYERS. He runs workshops and gives keynote speeches using improvisational theatre to enhance people's skills in communication, leadership and innovation. His training clients include the BBC, Ashridge, KPMG, Saatchi & Saatchi, Vodafone, Oxford Said Business School, Microsoft, Umbro, the NHS, Leo Burnett, Astra Zeneca, BP and many others.

TUESDAY 22 MAY

1.30-4PM

THE COMEDY STORE

Booking hotline: 020 7600 4222



IMPACT

HOW TO SURVIVE AND THRIVE AT WORK

CHRIS BARÉZ-BROWN

Work should be exciting, stimulating and fun. Chris Baréz-Brown is on a mission to energise the business world and make us more creative and engaged as individuals.

We all have good days and bad days at work but how do you get every day to go your way? Discover how by being a bit more Elvis you can stand out, break the rules and make things happen. This event will be packed full of ideas to show you how to make the most of yourself. Learn to love your work, live your working life to the full and shine more brightly.

About Chris Baréz-Brown

After helping turn Carling Black Label into the first British billion-pound brand, Chris joined ?What If!, the innovation and ideas agency. In 2009, Chris founded Upping Your Elvis, a business that releases the genius of organisations by helping their people shine more brightly. He works with companies including Coca-Cola, Nike and Citi to help their teams make an extraordinary impact.

TUESDAY 18 SEPTEMBER

9.30AM-12PM

BAFTA

Find out more and book at www.londonbusinessforum.com





SHINE

TRANSFORMATIONAL LEADERSHIP

LESSONS FROM SHAKESPEARE'S THE TEMPEST

RICHARD OLIVIER

Persuading people to change isn't easy. Exploring Shakespeare's *The Tempest*, Richard Olivier will offer a fresh and creative approach to change management. Guided by Prospero, the exiled Duke of Milan and a powerful magician, discover how to successfully lead others through change and inspire them to follow your vision.

Nobody likes change at first but *The Tempest* will demonstrate how you can create the right climate for change, manage reactions to it and successfully see it through. Enter the mind of English literature's most influential playwright to become a better story-teller and learn how to paint a picture of the future that will motivate your team, customers and stakeholders alike.

About Richard Olivier

Richard Olivier is Artistic Director and founder of Olivier Mythodrama. He has worked extensively in the fields of Organisational and Personal Development bringing the world of theatre into the development of authentic leaders. The son of Laurence Olivier and Dame Joan Plowright, Richard is a writer and was a leading theatre director for over 10 years. From 1998-2003 he was the Master of Mythodrama at Shakespeare's Globe Theatre and is an Associate Fellow of Saïd Business School, University of Oxford.



TUESDAY 18 SEPTEMBER

1.30-4PM

BAFTA

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THE NAKED COACH



BUSINESS COACHING MADE EASY

DAVID TAYLOR

Coaching is now more important than ever before. According to a study by The Economist, since 2002 it has mushroomed with a growth rate of 40% a year. Understanding, learning and teaching coaching can be simple and it should be at the heart of any business agenda.

At this event David Taylor will give his no fuss, no jargon guide to business coaching. David will explore mentoring, training, facilitation and interventions of every kind. He will reveal practical and fun coaching techniques that will enable you to consistently get the best out of your team.

About David Taylor

David has worked with many of the most successful companies and leaders in the world, including the United Nations, Fortune 100 companies and the Abu Dhabi government. He is the author of the world's fastest selling business book, The Naked Leader, as well as The Naked Leader Experience, The Naked Coach and The Naked Millionaire.

WEDNESDAY 3 OCTOBER

9.30AM-12PM

LSO ST LUKE'S

Booking hotline: 020 7600 4222

CREATIVITY

MIND MAPPING FOR BUSINESS

TONY BUZAN

Tony Buzan invented Mind Mapping in the late 1960's. You can use The Mind Map for just about anything: planning, organising, creating, presenting, problem solving and communicating. Used by over 250 million people worldwide, the Mind Map is a valuable creative tool which has been described as "the Swiss army knife of the brain."

By integrating Mind Maps within your business strategies you can streamline your working process, save time, wave goodbye to information overload and boost your productivity. Tony will illustrate a wide range of business applications for Mind Mapping ensuring you return to the office better organised, efficient, focused and more capable of generating brilliant ideas than ever before.

About Tony Buzan

Tony Buzan is the inventor of the world-renowned Mind Map, and is well-known as an educational consultant, speaker and prolific author. He is widely regarded as the world's foremost expert on thinking visually, and a leading lecturer on the brain and learning. Tony has acted as a business consultant to major multinationals including: BP, Barclays International, General Motors, Walt Disney, Oracle, Microsoft, HSBC, British Telecom, IBM and British Airways.



WEDNESDAY 3 OCTOBER

1.30-4PM

LSO ST LUKE'S

Find out more and book at www.londonbusinessforum.com

A close-up portrait of Edwina Currie, a woman with short, styled brown hair and blue eyes, looking slightly to the right. She is wearing a dark top and a pearl earring. The background is blurred.

THE IRON LADY

LEADERSHIP LESSONS FROM MARGARET THATCHER

EDWINA CURRIE

There are few prime ministers who have had the courage to change Britain and its place in the world as radically as Margaret Thatcher did during her time in office.

As the first ever woman to take the role and the longest serving prime minister for more than 150 years, Thatcher broke through barriers to lead the country from 1979 to 1990. At this event, Edwina Currie will offer her first-hand insights into life in Thatcher's government. She will reveal how Thatcher led from the front and never avoided responsibility when things went wrong. Her clarity of purpose, her indefatigable energy and her self-belief, meant that all her Ministers knew what they should be doing and the voters knew what to expect.

This is a unique opportunity to hear about Thatcher's leadership from someone who experienced it. At a time when the question of leadership is more important than ever, discover what we can learn from one of the most influential leaders of modern times.

TUESDAY 23 OCTOBER

1.30-4PM

ONE BIRDCAGE WALK

Booking hotline: 020 7600 4222



ONE

MINUTE MANAGER

TIMELESS TECHNIQUES TO
INCREASE PRODUCTIVITY
AND PROFITS

KEN BLANCHARD

Few people have influenced the day-to-day management of companies more than Ken Blanchard. Thirty years ago his book, *One Minute Manager*, started a management revolution and businesses continue to follow Ken's timeless techniques today.

At this event he will demonstrate how to make your organisation more profitable by following three practical management techniques: *One Minute Goals*, *One Minute Praisings* and *One Minute Reprimands*. Drawing on several studies in medicine and the behavioural sciences, Ken will explain why these simple methods work so well. Discover how to apply the *One Minute Manager* techniques to your own situation, increasing productivity, job satisfaction and personal prosperity.

About Ken Blanchard

Ken Blanchard is renowned for his ground breaking work in the fields of leadership and management. His book, *One Minute Manager*, co-authored with Spencer Johnson in 1982 has sold more than 13 million copies worldwide and continues to top the bestseller lists. Ken is the co-founder and Chief Spiritual Officer of the Ken Blanchard Companies, an international management training and consulting firm that he and his wife, Margie Blanchard, began in 1979.

WEDNESDAY 24 OCTOBER

9.30AM-12.45PM

SOUTHBANK CENTRE

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THE 80/20 PRINCIPLE

TUESDAY 27 NOVEMBER

9.30AM-12PM

SOUTHBANK CENTRE

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HOW TO ACHIEVE MORE
WITH LESS

RICHARD KOCH

If you could achieve more with less effort, time and resources, would you be interested? With The 80/20 Principle you can do just that, transforming your approach to work and increasing your organisation's effectiveness.

Richard Koch will show how The 80/20 Principle – the fact that 80% of the results flow from 20% of the causes – is the key to taking control personally and professionally. Most of what we do has trivial results. Discover how to channel your energy into the little of what we do that really matters, concentrating on the all-important 20% to achieve several times the results.

About Richard Koch

Richard Koch is an author, entrepreneur and investor. He has written 20 books on ideas and business, including The 80/20 Principle, which has sold over 800,000 copies and been translated into 33 languages. Richard's ventures have included Filofax, Belgo, Plymouth Gin, and Betfair, with returns on his investments between 5 and 53 times his original stakes. Formerly Richard was a strategy consultant with the Boston Consulting Group, a partner of Bain & Company, and a founder of L.E.K. Consulting.

SUPERHUMAN SUCCESS

JAMES CRACKNELL

Since his victorious rowing career, James Cracknell has continued to push himself to the limit. He has crossed oceans and continents, completing some of the toughest races on earth and testing his levels of endurance to the extreme. In 2010, James suffered a near fatal accident during his attempt to cycle, run, row and swim from LA to New York in record time. After a difficult six-month recovery period he went to the Canadian Yukon, completing the coldest race on earth.

Truly unstoppable, James will reveal what motivates him. He will deliver his insights into building a high performance team, overcoming adversity and succeeding against all odds. This is guaranteed to be a truly inspirational event with this extraordinary athlete, sportsman and adventurer.

About James Cracknell

James Cracknell is one of Britain's most successful athletes, earning a place in history when he won two Olympic Gold medals; one in Sir Steve Redgrave's well-loved Sydney 2000 boat and another at the Games in Athens in 2004. Since then he has distinguished himself as a very special sportsman and adventurer completing numerous challenges. James is also a Sustainability Ambassador for the London Organising Committee of the 2012 Olympic Games (LOCOG) and a founding partner of sports marketing company Threshold.

UNSTOPPABLE

TUESDAY 27 NOVEMBER

1.30-4PM

SOUTHBANK CENTRE

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