



INTERNATIONAL,
2 DAY CONFERENCE
LONDON 14th & 15th November 2017

*Strategy as the enabler of change in an era of
unbounded disruption*

Conference page: <https://conference2017.smiknowledge.com/>

Who are the speakers?



SIR JOHN ELVIDGE

Sir John Elvidge will outline three key factors driving current pressures for strategic change in the government sector across the world. He will discuss some specific examples of the implementation of strategic change by individual governments and identify shared challenges between the government sector and other sectors, particularly the business sector, in delivering and sustaining strategic change.

Sir John Elvidge is Chairman of Carnegie UK Trust and Edinburgh Airport Ltd, Member of Scotland Committee of The Institute of Directors, Chair of the Board of Trustees, The David Hume Institute and Carnegie UK Trust.



RICHARD WHITTINGTON

When businesses change the way they do strategy, it can have real-world implications. Professor Richard Whittington will present the results of his "passion project" that he conducted in order to examine such changes. In doing so he will be addressing the question that has occupied his mind for the past ten years: How do strategy practices evolve?

Richard Whittington is a thought Leader in strategy, partner at Strategy Explorers Oxford UK. Professor of Strategy at the Said Business School, University of Oxford. Assoc. Editor of Strategic Management Journal and Board member of Strategic Management Society.



SUPUN KING-JAYAWARDANA

Supun will explain how Australia's largest bank, Commonwealth Bank is turning today's imagination into tomorrow's ground-breaking innovation; and the role that an Innovation Lab is playing in that process. Through access to the Innovation Lab, CommBank is able to interact with real time data to interpret trends, conduct brainstorming sessions, develop solutions and establish new collaborations that support open innovation in practice.

Supun King Jayawardana is Head of the Innovation Laboratory at CBA Bank, London.



PAUL HUNTER

Paul will explore a range of applications, behaviours and organisational structures that are expected to have an impact on the effectiveness of strategy and conversely, the impact of strategy on business. Paul will start with an appreciation of history – lessons learned. He will then proceed to a review of the three elements of strategy effectiveness – within an age of digital, social, organisational and corporate structural change.

Paul Hunter is Founder and Chief Executive of the Strategic Management Institute (SMI).



PAUL FOLEY

Paul will apply his extensive experience in business and operations management to describe how contemporary strategy practices can be applied to meet the demands of modern day business management and leadership. Paul will describe how he applied a business strategy framework that allowed him to 'talk strategy' with Telco staff straight after working for a professional services firm, PwC.

Paul Foley is an independent strategy consultant, formally Senior Strategy Leader for Vodafone Ireland.



FIONA IRVINE

Fiona will address the impact of the corporate culture on corporate strategy in particular the aspects which collide and have both a positive and negative impact on business performance. The emerging disruptors will be explored and how business can embrace them to deliver greater business performance.

Fiona is a business strategist and HR professional, with a sector specialism in transport. She runs Rainbow HR which is focused on the delivery of high performance through strategy, business change and people.



NOORDIN SHEHABUDEEN

Noordin will apply his experience in structuring, leading and conducting senior executive workshops and training programmes designed to bring about genuine business outcomes and results that offer a lasting impact. Noordin is author of a MOOC's course on innovation which has been accessed by over 19,000 people. He is the author of a practitioner handbook 'Innovation in real life: a hands-on guide to genuine innovation'.

Noordin is Director of UWE's Bristol Business. Engagement Centre (BBEC) and Associate Professor in Innovation and Entrepreneurship.



AMOS HANIFF

Drawing on the example of disruption in the higher education sector, Amos will discuss a proposition that change in the global environment, technologies, competitive pressures and client complexity, presents difficulties in maintaining the alignment of strategy with projects implemented to realise strategy. In this session we will explore the tensions, barriers and organisational bureaucracies that disrupt the implementation of strategy through projects.

Amos Haniff is Associate Professor of Project Management at Heriot-Watt University.



AARON SLATER

Aaron will be discussing Solverboard, which is an idea management tool that unlocks the potential in organisations by uniting people thinking around key projects and Challenges. It's a simple cost effective way of cutting across silos to enable real collaboration. He will be discussing a case study Team Sky.

Aaron Slater is Manager at Solverboard UK.



LUCY LOH AND PATRICK HOVERSTADT

Patrick and Lucy will be discussing patterns of strategy which is a radical, new and systems based framework that allows strategy practitioners to identify the right 'fit' between your organisation and others – and ways to understand how to strategically manoeuvre your organisation to your advantage.



Patrick Hoverstadt and Lucy Loh are Directors and Management Consultants at Fractal UK.



JANINA LOWISZ

Janina will provide an overview of the concept of Blockchain and the threats and opportunities that this advanced technology will bring.

Janina has worked as a blockchain analyst for major companies and a Top 100 Global Blockchain Influencer, speaker and presenter.



SOTIRIOS PAROUTIS

Sotirios is Professor of Strategic Management & Head of Strategy and International Business Group at the University of Warwick. His research field covers the ways strategy is made and executed in complex firms.

Sotirios will participate in our forum discussions that will contribute to findings from the conference.

What are the benefits from attending?

For business and government executives:

Significant change is upon us! But this is nothing new, business has had to cope with change ever since the first Industrial Revolution.

What's different now is that:

- change is occurring far more rapidly today than it ever did after the first industrial revolution
- the extent and consequences of change are much more significant

- the new business environment is being driven through the delivery of market driven, consumer choice rather than resource driven economies of scale
- few are prepared for the enormity of change that the new era of digitisation and other changes in economics and society will bring

A strength in strategy practice is now a given, so effective decision making will demand that leaders take their capacity for strategic thinking to the 'next' level. Not only will leaders need to create new levels of consciousness in conceptual strategic thinking, they will also need to be prepared to 'weave and duck' – that is to deploy and redeploy resources with minimal notice.

For academics:

- Refine your research agenda: discuss the problems currently facing industry, identify new research agendas and meet potential new research partners.
- Publish your findings: two journals will publish a special issue containing papers from the conference – the Asia Pacific Business Review and the International Journal of Business and Globalisation.
- Engage with the latest research in a range of themes including: isomorphic responses to disruptive influences, institutional effects on disruption, domestic versus global disruption, liabilities of size in relation to disruption responsiveness, system theories of disruption and the effect of the magnitude of disruption on manager's perceptions.

What did we learn in Melbourne?

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We invite you to register for the London conference here:

<https://conference2017.smiknowledge.com/registration/>