



## **Five Great Minds – Marketing and business leadership**

**8 June 2018**

### **Programme**

The Levitt Group's latest 'Five Great Minds' event takes up the themes of entrepreneurship, risk management and leadership, both in marketing teams and in organisations as a whole.

Five academics and practitioners, all authors of books on business or project management, will present latest thinking in these areas. The aim is to give you the essential elements to help understand these seemingly complex topics.

**FREE BOOK:** A copy of your choice of one of the books written by our speakers is included in the price of the event. Books by the other speakers will be available to purchase.

09:00 – 09:30 – Registration/coffee

09:30 – 10:30 – Dimo Dimov – The reflective entrepreneur

10:30 – 11:30 – Elmar Kutsch – Project resilience

11:30 – 12:00 – Coffee

12:00 – 13:00 – Chris Steed – Smart leadership

13:00 – 14:00 – Lunch

14:00 – 15:00 – David Bentley – Change management

15:00 – 16:00 – Robbie Steinhouse – Mindful business leadership

16:00 – 16:30 – Tea and depart



## **Dimo Dimov – The reflective entrepreneur**

### **Biography:**

Dimo Dimov is Professor of Innovation and Entrepreneurship at the School of Management, University of Bath. He is founding editor-in-chief of the Journal of Business Venturing Insights and has been recognised as one of the top 100 professors of entrepreneurship worldwide.

Dimo holds a PhD from London Business School and has been on the faculties at Newcastle University (UK), University of Connecticut (USA), and IE Business School (Spain). Before entering academia, he was finance director with Marriott International, overseeing two hospitality businesses in Budapest, Hungary.

### **Synopsis:**

Dimo will talk about the tensions of the entrepreneurial journey and the challenges of rising to the entrepreneurial imperatives of the fourth industrial revolution.

In a world where entrepreneurial success often seems deceptively accessible, it is not always clear what makes a person entrepreneurial. Dimo offers a reflective insight into the entrepreneurial journey, seeking to challenge and untangle existing preconceptions.

He will discuss challenges and tensions such as idea versus opportunity, genius versus lunatic, skill versus luck and the collective spirit in entrepreneurship which arises from the interplay between participation and outcomes. He will offer actions and considerations which can help you to seek opportunities in a fractious environment.

## **Elmar Kutsch – Project resilience**

### **Biography:**

Elmar Kutsch is a Senior Lecturer in Risk Management at Cranfield School of Management.

As a passionate skydiver his interests, both privately and professionally, revolve around management of the unexpected.

Elmar's first real exposure to the rather paradox world of uncertainty began in 1998 when he held a variety of commercial and senior management positions within the information technology (IT) industry.

His passion for the management of risk and uncertainty in projects then led him to pursue a career in academia. He served as a Lecturer in Operations Management at the University of Surrey and has been at Cranfield since 2007.

### **Synopsis:**

The environment in which projects operate today is one of unprecedented complexity and uncertainty. With increasing uncertainty and complexity comes the increased potential for failure. To meet this challenge, project management increasingly relies on the compliant



standardisation and automation of activities with the aim of reducing human-situated cognition as a source of error. However, such human-situated cognition – mindfulness – is often the last remaining barrier to the prevention of a project crisis.

This presentation will introduce the concept of mindfulness, making you reflect on whether mindful practices will provide you with another building block to make your way of working more resilient.

### **Chris Steed – Smart leadership**

#### **Biography:**

Dr Christopher Steed FRSA is a writer, management consultant, counsellor, educator, and a Research Fellow at Southampton University.

Chris contributes papers to conferences across multi-disciplinary boundaries on subjects he has taught. He holds an MSc in social theory and international relations, a PhD in theology and a doctorate in social sciences. A member of the British Association for Counselling and Psychotherapy, Chris has a private practice in Totton, Southampton, where he works for the Church of England developing a community hub for social innovation, support services and active listening.

#### **Synopsis:**

Against a bewildering and highly complex backcloth as the 21st century has unfolded, new ways of thinking about economics and new patterns for organisations are in the air. This changing climate, moving management in the direction of networks rather than hierarchies, presents a challenge to organisational leadership. The problem is that would-be transformative leaders often do not know how to operate when the modus vivendi is not top down, command control. They are unsure how to mobilise the participation and engagement of their people.

Chris asks what the leadership and organisations of the future will look like in a digital era. What kind of 'wise' leadership, as contrasted with 'smart' (technocratic) leadership, will be needed as business learns to function in a different way?

### **David Bentley – Change management**

#### **Biography:**

David Bentley is an independent change management consultant and management trainer and a Visiting Lecturer at the University of Hertfordshire Business School.

He specialises in leading change, business improvement and leadership development for organisations from global companies to small businesses and charities.

#### **Synopsis:**

It is commonly stated that the majority of change initiatives fail. Equally common is the reasoning that failure is due to a lack of adequate planning and robust processes to deliver change to the organisation.



However, an organisation cannot change – it is only the people in the organisation, and those connected with it, that can change the way they work, think and behave.

David offers an alternative view of the change process, applying thinking from the studies of complexity to explore how change in organisations is driven by individual choice. He explores how the totality of our individual experiences and our aspirations for the future shapes our thinking both consciously and unconsciously, setting out an approach that brings change by choice rather than process.

### **Robbie Steinhouse – Mindful business leadership**

#### **Biography:**

Robbie Steinhouse is the Head of Training and founder of NLP School, teaching many of its courses.

Starting in the 1980s, Robbie built and ran businesses in recruitment, property and insurance. As these grew, he found an ever-increasing need for more than just commercial skills, both for himself and his team. He also found a bewildering range of psychological and personal development models on offer. The material that he discovered to be (by far) the most useful was NLP, especially when linked to transactional analysis and the coaching approach. More recently Robbie has added mindfulness to this list.

#### **Synopsis:**

Robbie will present a new model of leadership, introducing ten very different leadership roles that are required to meet the challenges of modern business.

Memorable metaphors and images are created for each, and they are placed in a 'leadership matrix model' which Robbie will explain. His presentation will also explore how bias can undermine leadership, explain archetypes and understanding our own unique gifts, and outline the benefits of mindfulness as a way to act appropriately and build resilience (as well as other things).

Robbie argues that mindfulness is the best way to balance leadership roles – a mindful leader will know 'who to be' in any situation. He will explain how to develop these roles within yourself while also examining the potentially negative aspects of each.