



## SUMMARY PROFILE

### Biographical Overview

- Specialisms - (I) scenario planning – seeing what forms the future business world could take as we recover from the 'Great Recession'; (II) managing large-scale strategic change in times of uncertainty and upheaval; (III) strategic innovation – building the corporate capacity to innovate.
- Core skill - simplification – making complex strategic issues easy to understand and communicate.
- Consultant, adviser and academic researcher in the fields of strategy, building business scenarios, change management and innovation. Established consultancy practice based upon both research and two decades of business experience.
- PhD (Cass Business School, City University, London); MBA (distinction, University of Westminster); Fellow of Chartered Insurance Institute (FCII).
- Visiting Senior Fellow, Cass Business School.
- Current research interests – (A) management in times of ambiguity and uncertainty; (B) scenario writing; (C) innovation in financial and professional service sectors.

### Potential Commentary and Subject Areas

1. Using business scenarios to make sense of the the current financial crisis.
2. Understanding the extreme outcomes of the current crisis and their potential business impact.
3. The future of capitalism and business strategy.
4. Managing and leading during periods of large-scale environmental change.
5. Outsourcing and offshoring – potential future problems for business.
6. Performance measurement and management – understanding the emerging challenges.
7. Why large established organisations can fail and how to avoid corporate death.

## CONTACT

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