

I W U D A Y S W O R K S H O P

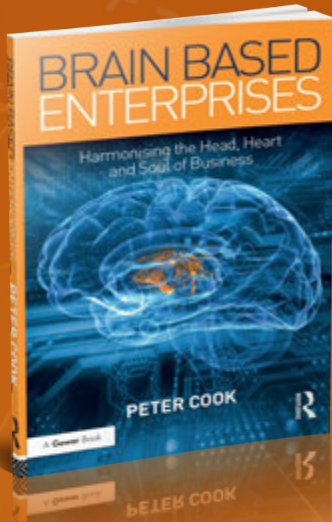
BRAIN BASED ENTERPRISES

BUILDING PROSPERITY FROM
IDEAS, INTELLIGENCE AND
INSPIRATION IN THE 4TH
INDUSTRIAL AGE

21 & 22 **APR**
2020



Radisson Blu Hotel, Kuwait



ABOUT THE WORKSHOP

We have entered the 4th Industrial age. This is not the age of steam, coal or manufacturing, but the information revolution, where value is created primarily through the intelligent combination of knowledge and wisdom. How shall we cope in a world where it has variously been predicted that up to 50% of our jobs will disappear in the next few decades? What does that mean for education, where the half-life of knowledge is in free-fall? What will become of money in such a world? This masterclass event will help delegates develop strategies, skills and practices to leverage the collective brainpower of employees in the 4th Industrial age.



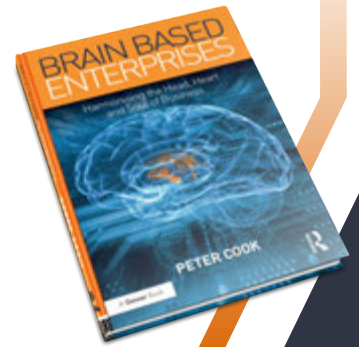
PETER COOK

Organized by



www.spatialco.com

ABOUT THE WORKSHOP



KEY LEARNINGS AND BENEFITS

- Rethink your organisation's strategy and tactics for the 4th industrial age.
- Maximise the value of information and wisdom in your enterprise.
- Identify strategies to generate a true learning organisation for sustainable co-operative advantage.
- Develop a coherent strategy to manage and motivate people in the machine age.
- Learn personal strategies to survive and thrive in an information rich world.
- We use real life projects taken from participants on the programme. We therefore expect to see some of these executed after the programme for real "ROI" (Return On Information). Each participant is asked to work on these before, during and after the programme.

ABOUT THE WORKSHOP LEADER

Peter Cook leads Human Dynamics, an organisation development and business consultancy focused on strategy, innovation, creativity and change. He has delivered high level consultancy, leadership and management development programmes, coaching and training to a wide range of businesses and organisations. These include Altran, Johnson and Johnson, Electronic Arts, Pfizer, The Royal College of Physicians, BT, GSK, The NHS, The United Nations and Henley Business School. He also heads the Academy of Rock – a speciality business speaking company, blending world-class ideas about business with music. He won a prize for his work in creativity from Sir Richard Branson and conducted an exclusive interview with Richard for his last book.



PROGRAMME OUTLINE

Session I | The 4th Industrial age

Masterclass input on the structural and cultural changes affecting organisations in the 4th industrial age and the implications for adaptation and agility in terms of:

- Business Strategy
- HR Strategy and Practice
- Skills and knowledge management
- Learning at personal, team and organisational levels

Session II | Resolving wicked problems and opportunities

Organisations face some difficult choices in the 4th industrial age. In this session, we introduce the concept of “wicked problems”, where there a shared vision is hard to achieve and for which there are no easy answers.

We will process one of these from a participant during the event, using tools for complexity management to uncover some novel options for further consideration.

It may for example be:

- Building organisational resilience
- Automating the enterprise
- “Swimming with information” rather than “drowning in data”

At the same time participants will learn tools of systemic thinking alongside systematic divergent and convergent thinking.

Session III | HR Strategy and Practices for Brain Based Enterprises

We are entering the era of machine learning and artificial intelligence in an age where the half-life of products, services and enterprises is in free fall. What then are the implications for leaders and enterprises seeking to survive and thrive in the 4th industrial age?

- What HR strategies will help maximise the merger of man and machines?
- How do you innovate in a world where product lifecycles are in freefall?
- How do we move from “drowning in data” to “swimming with information”?
- How do we manage the conflict that arises from ambiguity, disruption and changing priorities?

Session IV | Becoming a true learning organisation

Peter Senge's seminal book “The Fifth Discipline” was more than 25 years ahead of its time. In the book Senge described the concept of a “learning organization”, an enterprise that continually transforms itself. Building on the work of Argyris et al, the concept has now properly come of age in an era of digital disruption. In an age where the half-life of learning is in free fall, Senge's concepts of “unlearning” and “relearning” become more important for enterprises, especially ones that have strong embedded cultures.

In this session we consider what strategies, assumptions and mental models in the business world are up for unlearning and challenge in the Man-Machine age.

We also consider how to transform the enterprise to make it fit, agile and adaptable for the 4th Industrial age.

Session V | Personal leadership strategies for coping in an information rich world

In this session we focus on the individual in terms of providing a toolkit of strategies and tactics for coping on an everyday basis with chaos and complexity. The most relevant personal skills are those of:

- Time and priority management including approaches to mindfulness.
- Making better decisions under pressure
- Knowledge Management: from drowning in data to swimming with information
- Managing the conflict that arises from ambiguity, disruption and changing priorities



TWO DAYS WORKSHOP

BRAIN BASED ENTERPRISES

PETER COOK



21 - 22 April 2020



Radisson Blu Hotel, Kuwait

Registration

Registration Fees

400

Event admittance includes: event education and training, all general sessions and content sessions, coffee breaks, and lunch for the two days. All attendees will receive a certificate of attendance.

Payment Policy

Payment is due in full at the time of registration and includes lunches, refreshments and detailed event materials.

Your registration will not be confirmed until payment is received and may be subject to cancellation.

Payment Details

- Payment through Cheque to be made in favour of Spatial Conferences and Exhibitions Company
- Payment through wire transfer to follow details as below:
 - Payee: Spatial Conferences and Exhibitions Company
 - Bank: Kuwait Finance House
 - Account: 231010006607
 - Swift Code: KFHOKWKW
 - IBAN: KW69KFHO0000000000231010006607

Cancellation and Substitution Policy

Substitutions at no extra charge can be made up to 7 business days before the start of the event.

Cancellations must be received in writing or by fax to +96522491600, more than 7 days before the event is to be held in order to obtain full credit for any future event.

Cancellations received 7 days or less (including the seventh day) prior to the event will not be credited.

Registration & Inquiries

Phone: (+965) 22491622

Fax: (+965) 22491600

Email: info@spatialco.com

Website: www.spatialco.com

P.O. Box 1925 Safat 13020, Kuwait

Full Name

Job Title

Department

Organization

Office Tel

Mobile

Fax

Email

Signature