

EVENT 1 THE FUTURE OF WORK - "Time for change has gone; Change is here"

While commentators and observers have discussed the ways in which technology will impact peoples' work and their interactions with everything around them, and companies are bringing new technologies to the market, a strange thing has happened. The changes everyone has talked about have actually happened, with subtlety and stealth, but change is here and the impact on business upon us already.

There's a whole generation who have recently or are about to enter the workforce whose behaviours differ wildly to every generation that has gone before. Over the coming years, as this generation grows older, they will become the group with the highest disposable income, the biggest influence and the main decision makers. They will discover new ways to seek and use information that will further transform the way we do business. The challenge for businesses is huge. There is a compelling and undeniable truth: the future is digital.

With this in mind there are some big questions that need to be answered and adjustments to our behaviours and attitudes towards the ways in which people work. In this highly interactive and engaging session we will explore the issues and challenges we face and look at what to do.

Participants will leave the session with a clear understanding of:

- What the drivers of change are and how fast they are changing
- Which key technologies to understand and master
- How these seismic shifts affect the interactions and behaviours of the workforce
- How the new workforce likes to work and want to work: why you need them more than they need you!
- How to manage, retain and motivate the best people

Participants will also learn to:

- See the world from a new perspective
- Widen their knowledge of where the future of work is taking us

Dr David James

Dr David James is a radical management thinker, marketer, motivational speaker, writer, football coach and educationalist.

His primary areas of expertise are: marketing strategy; technology and it's impact on business and society; advertising; personal and celebrity branding; social media strategies and what businesses can learn from the leadership and strategic approaches of pirates, subversive military groups and insurgents.

David has taught for and worked with many of the world's top business schools including Henley Business School where he was an Executive Professor of Marketing, RSM, Wharton and Georgia Tech. For a number of years he acted as Academic Director for Microsoft's EMEA Marketing Academy.

David is a committed disciple of *Marketing Fundamentalism* and all that this encompasses.

David is passionate about the development of people brands and the branding of the individual. He is actively researching *The Darker Side of Business* involving exploring the management practices and lessons that can be learned from pirates, subversive military groups, drug dealers and gangsters. He is an advocate of building organisations into competitive weapons using *Market Driving* strategies to break existing market structures and behaviours. David also works with leadership teams, working on their personal brand building strategies using his highly successful *Myography* process.

David has a clear and growing public platform in Executive Practitioner markets across the globe. He has a strong media profile with regular contributions in the Daily Telegraph and writing for and interviews in The Economist, Financial Times, The Times, The Guardian, Le Monde, Borsen, The Spectator, The BBC and CNN amongst others.

David is a regular speaker on the conference / public speaking circuit, presenting alongside senior figures from industry and government in front of large and varied practitioner audiences. For example he has shared the stage with Baroness Amos, the Head of Belgian State TV, the Global Marketing Director of IBM and various Dragons from the Dragon's Den. David has given numerous annual Keynote lectures to practitioner audiences in the UK, Europe, the Far East and the USA for businesses, professional associations and trade bodies.

David is currently writing two books, *Myography* (on personal branding), and with colleagues, on *The Dark Side of Business*.

David was awarded Microsoft's Top Global Trainer Award in 2007-2008 and in 2007 he was also awarded *The Inspired Leaders Academic of the Year*.

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| Speaker: | Dr David James | |
| Date: | 03 March 2011 | |
| Programme: | 9:00 a.m. | Coffee and Registration |
| | 9:30 a.m. | Start |
| | 5:00 p.m. | End |
| Venue: | IoD, 116 Pall Mall, London SW1Y 5ED | |

