

WORLD-CLASS THINKING...

COGNITION, CULTURE AND NEW MINDSETS

A ONE-DAY CONFERENCE FEATURING DR GORDON HEWITT AND DR ITIEL DROR

Royal Garden Hotel, Kensington, London – Thursday 28th June 2018

Key Learnings

DR GORDON HEWITT



Words like “disruption” and “game-changer” have become part of standard management vocabulary. We read stories every day of “game-changing” events and companies. So often these are presented with great wisdom in *hindsight*, whereas what practising executives need is better competitive foresight – the ability to see and analyse game-changing signals in advance, figure out their consequences, and decide what to do about them. **Gordon Hewitt** is one of the original and foremost thinkers in this area. He suggests it is time for both HR and Strategy to examine the roots and features of their own ‘Dominant Logic’, and to decide which elements are constraining them from leveraging their full potential, and connecting in new ways on a shared value creation agenda. Often, “best practice” may be insufficient or irrelevant practice.

Dr Hewitt will also address:

- *Rich ideas but poor performance; what do we really understand about transformation?*
- *Where stands corporate culture? Competitive saviour or problem child?*

DR ITIEL DROR



In the afternoon sessions **Itiel Dror**, who holds a PhD in psychology from Harvard University and currently works at University College London (UCL) and Cognitive Consultants International (CCI-HQ), provides a unique immersion into his cognitive approach to enhancing human performance and decision-making. The brain is amazingly powerful, but it is not perfect. It has inherent weaknesses and vulnerabilities. Dr Dror shows that the effectiveness of decision making and training depends on how well (if at all) they fit the human brain. When they are brain friendly, they are effective and efficient. When they are not, then **smart people do stupid things**.

It does not matter if the objective is learning new information, acquiring new skills, or knowledge sharing and transfer within or across organisations, the processes of acquiring, storing and applying the information are critical. The question is how do you achieve these cornerstones of learning? The answer is clear: the learning must fit human cognition.

TIMINGS

Registration, coffee and rolls: from 8.15 am

Conference commences: 9.15 am

Dr Gordon Hewitt: 9.25 am

Lunch will be served: 12.30 pm

Dr Itiel Dror: 1.45 pm

Conference ends: 4.45 pm

All delegates are invited to a drinks and networking reception until 6.00pm

Venue address: Royal Garden Hotel, 2-24 Kensington High St, Kensington, London W8 4PT.

You can view the map and directions to the venue at <http://www.royalgardenhotel.co.uk/map>.

To register your places or to find out more we can be reached on 01224 636200, email team@benchmarkforbusiness.com or visit www.benchmarkforbusiness.com