



**TIM HARFORD & FREEK VERMEULEN**

# UNCONVENTIONAL STRATEGY

Bold Approaches for Future Success

**A ONE DAY MANAGEMENT CONFERENCE**

Lancaster London Hotel, London

Tuesday 28th February 2012



The Talent Management Expert  
*Strategy. Execution. Results.*



# TIM HARFORD & FREEK VERMEULEN

## UNCONVENTIONAL STRATEGY

Bold Approaches for Future Success

**Unconventional times call for unconventional approaches.**

**The world has become profoundly complex and far too**

**unpredictable for traditional solutions. As a result**

**organisations must adapt and evolve to market conditions,**

**customer expectations and economic pressures.**

In London on Tuesday 28th February 2012, two expert commentators on management and strategy will open your eyes to the surprising reality of how important decisions are actually made within our organisations. Using insights from new research they will challenge the common perceptions of management and re-examine a number of core business practices, showing us how to use these to our advantage.

During their presentations, Harford and Vermeulen will discuss the importance of improvising as well as how to identify harmful practices in your organisation and the implications of not fixing them. They will show that the clever route to strategic change requires organisations to adapt, making incremental improvements rather than sweeping changes.



### TIM HARFORD

Tim Harford is a renowned behavioural economist, author and award-winning *Financial Times* columnist. His books, *The Undercover Economist* and *The Logic of Life*, have been translated into 30 languages and sold nearly a million copies.

Tim's latest book is titled *Adapt: Why Success Always Starts with Failure* shows us a new and inspiring approach to solving the most pressing problems in our lives drawing from research across disciplines—psychology, evolutionary biology, anthropology, physics, mathematics, political science, and economics.

Tim presents the BBC radio series "More or Less" and is a frequent contributor to other radio and TV programs, including Marketplace, Morning Edition, Today, and Newsnight. He has been published in *Esquire*, *Forbes*, *Wired*, *New York Magazine*, *The Guardian*, *The Times*, the *Washington Post* and *The New York Times*.

Tim was named one of the UK's top 20 most influential tweeters by *The Independent* newspaper in 2011 and also won the 2006 Bastiat Prize for economic journalism. He is a member of the Royal Economic Society Council and is a fellow at Nuffield College, Oxford.



### FREEK VERMEULEN

Freek Vermeulen is an Associate Professor of Strategy and Entrepreneurship at the London Business School, where he teaches on the MBA and Executive levels. He has designed and taught some of the School's most successful courses such as Strategic Management, General Management, Strategies for Growth, and Mergers, Acquisitions & Alliances which, in combination, earned him the School's "Best Teacher Award". In 2008 he was announced as the first ever recipient of London Business School's "Excellence in Teaching Award".

Over the years, Freek has acted as an advisor and worked on executive programmes for companies such as BP, EDS, The Guardian, the Fiat Group, IBM, KPMG, Lloyd's, Maersk, Novartis, PwC, Roche, Sara Lee, ThyssenKrupp, Toshiba, Vodafone and various others. He is also a much sought-after keynote speaker covering topics such as strategic innovation, execution, stimulating growth and international strategy.

His latest book *Business Exposed*, looks at the reality of business management and corporate strategy in today's modern market place.

## REGISTRATION FEES

Single Place:  
£1095 + VAT per place

For 2 or more places:

~~£1095 + VAT~~

**£695 + VAT per place**

(a saving of £400 + VAT per place)

For bookings of 5 or more delegates, please contact Benchmark for Business by telephone on +44 (0)1224 636 200 or email [team@benchmarkforbusiness.com](mailto:team@benchmarkforbusiness.com)

## CONFERENCE AGENDA

8.00am	Registration and Refreshments
8.15am	<b>DDI Breakfast Briefing</b>
9.15am	Introductions
9.20am	<b>Session One: Tim Harford</b>
10.35am	Refreshment Break
11.05am	<b>Session Two: Tim Harford</b>
12.20pm	Lunch
1.30pm	<b>Session Three: Freek Vermeulen</b>
2.45pm	Refreshment Break
3.15pm	<b>Session Four: Freek Vermeulen</b>
4.35pm	Conference Close and Drinks Reception until 5.30pm

## HOW TO REGISTER

Please complete the tear-off form on the back cover of this brochure and fax it to 01224 636030 or post it to: Benchmark for Business, 20 Rubislaw Terrace, Aberdeen, AB10 1XE, Scotland.

Other ways to register:

**ONLINE:** [www.benchmarkforbusiness.com](http://www.benchmarkforbusiness.com)

**EMAIL:** [team@benchmarkforbusiness.com](mailto:team@benchmarkforbusiness.com)

**PHONE:** +44 (0)1224 636200

### DDI BREAKFAST BRIEFING:

#### Lessons for Leaders from the People Who Matter – New Research

Over breakfast, our sponsors DDI will be hosting a pre-conference briefing session, where they will unveil findings from their latest research which looks at leadership from the employee perspective. The research highlights where employees believe leaders need to focus and uncovers reasons why leadership capability isn't seeing the improvement organisations need.

## CONFERENCE PARTNERS

The Talent Management Expert | **DDI**<sup>®</sup>  
*Strategy. Execution. Results.*

DDI helps organisations close the gap between the talent they have and the talent they need and our areas of expertise include:

- Executive and leadership assessment
- Succession planning
- Leadership development programmes
- Selection systems
- Performance management systems

Our blueprint for success, used by 1,000s of organisations around the world, integrates all of the major strategies, processes and activities required to ensure organisations have enough of the right people, in the right place, at the right time.

Contact: +44 (0)1753 616000 [info.uk@ddiworld.com](mailto:info.uk@ddiworld.com)

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# REGISTRATION FORM

Please complete this form and **fax back** to: **+44 (0)1224 636030**

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Bold Approaches for Future Success

### A ONE DAY MANAGEMENT CONFERENCE

Lancaster London Hotel, London, Tuesday 28th February 2012

#### Organisation details

Organisation Name

Address

Postcode

Tel

Fax

Email

Contact Name

Job Title

#### Delegate details (if known)

Name

Position

Organisation

Name

Position

Organisation

Name

Position

Organisation

Name

Position

Organisation

For additional delegates please use a separate sheet.

#### OTHER WAYS TO REGISTER:

**Email** [team@benchmarkforbusiness.com](mailto:team@benchmarkforbusiness.com)

**Tel** +44 (0)1224 636200

**Post** Benchmark for Business, 20 Rubislaw Terrace, Aberdeen, AB10 1XE, Scotland

**Online** [www.benchmarkforbusiness.com](http://www.benchmarkforbusiness.com)

#### Booking Rates

(Please tick the relevant box)

##### For 2 or More Delegate Places

☐ I wish to register \_\_\_\_\_ (please insert number) delegate places at the special rate of **£695 + VAT per place** (a saving of £400 + VAT per place)

##### For a Single Delegate Place

☐ I wish to register one delegate place at the special rate of **£1095 + VAT per place**

**For groups of 5 or more delegates please contact Benchmark for Business by phone on +44 (0)1224 636200 or email [team@benchmarkforbusiness.com](mailto:team@benchmarkforbusiness.com)**

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Card number

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Name of card holder

Expiry date: M | Y

#### Terms and conditions

Submission of this form to the organisers is confirmation of an official booking. Payment is required within 14 days of the invoice date or prior to 24th February 2012, whichever is earlier. If no payment has been made by the due date, the organisers reserve the right to charge the full standard delegate rate. If no payment has been received by the date of the conference, the organisers reserve the right to refuse admission. Cancellations are permitted, less a 20% administration fee, provided the cancellation is received in writing by us prior to 28th January 2012. After this, no cancellation is permitted, but substitute delegates are welcome. The organisers reserve the right to alter the programme if necessary.