

Engaging Leadership 2010

Time to stop and think

November 3rd, Central London, 10am to 5pm

Always On? Never Off? Email Addiction Getting you Down? Too Busy for Lunch? Too Busy to Lead? Lots of Contact but no Communication?

Engaging leadership is vital. Vital for your people, your customers, and for you. The economic climate is putting *"our greatest assets"* under a huge amount of stress. We think we can cope by being always on, always available. Bad news, folks. We're not machines.

Information overload, presenteeism and poor leadership behaviours are cascading down organisations. So why should you care? Because, as the old Chinese proverb has it, *"The fish rots from the head."* The cult of busy-ness causes:

**Poor Teamworking
Good People Leaving
Massively Reduced Productivity
A Reduction In Employee Engagement**

Join us and co-create ways to lighten the load, increase productivity, learn and practise new skills, save on unnecessary costs and if that isn't enough - we'll even help make your work a better place to be! And a pledge from us - no *"Death by Powerpoint"*!

Tickets are excellent value.

£375 plus VAT (£400 after October 9th)

and we are limiting attendance to fewer than 100 people.

Click the link to buy yours now.

<http://www.engagingleadership.eventbrite.com>

Warning!

We do not recommend this event to anyone who plans to continue to act and behave in the way they always have done and yet expect different results and outcomes. You will meet interesting and useful people. You run the risk of learning something new and you will be asked to take action.

Media
Partners:

HRzone

Speakers &
Panelists from:



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What's on and When

10 am **Registration**

10.25 am **Keynote Address -
Are You Too Busy to Lead?**
David Fairhurst - *Senior Vice President and Chief People
Officer UK & Europe - McDonalds Restaurants Limited*

11 am **The Good Samaritan -
A Parable for Engaging Leaders**

11.40 am **Break**

Midday **Panel & Audience Debate -
Communications: Its Role in Engaging Leadership**
Brad Jennings - *Head of Brand Experience Vodafone UK*
Darren Cornish - *Head of Service Design, Planning &
Improvement - E.On*
Leo Sowerby - *CEO Affinity Trust*
Ian Price - *Grimsdyke Consulting*

1 pm **Lunch**

2 pm **Leadership & Optimising Personal Energy**

2.20 pm **Drawn to the Moment -
The Critical Importance of Presence**
Ian Swales - *Customer Service Transformation -
Telefonica O2*

3.20 pm **Break**

3.40 pm **Authentic Involvement -
Using Conversational Leadership to Make Work a
Better Place**

4.40 pm **Wrap Up**

5.00 pm **Close**
Feel free to join us for drinks and good conversation

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Your Speakers & Panelists



David Fairhurst

David is the Senior Vice President and Chief People Officer (UK and Northern Europe) at McDonald's Restaurants Ltd.

David is the Chairman of People 1st and an associate member of Investors in People's Human Capital Management Standards board. He is Chair of the Advisory Board to the Centre for Professional Personnel and Development (CPPD) at Manchester Metropolitan University, a Fellow of Lancaster University Business School and a Chartered Companion of the Chartered Institute of Personnel and Development (CIPD).

In 2008 he was elected as Vice-President Learning, Training and Development for the CIPD. In June 2009 he was voted the UK's Most Influential Practitioner by readers of HR Magazine, for the second year in a row.



Darren Cornish

Darren is an expert in the field of customer experience. He has extensive experience of managing large service management teams for Aviva, AXA and he is currently responsible for service design, planning and improvement at E.On.

Darren understands the critical importance of an engaged workforce in delivering great customer service. He is an early adopter of social media and ran a hugely successful customer service blog whilst at Aviva. Darren has a passion for great service and works hard to create the right environment for his people to deliver for their customers. He combines his drive for great engagement and great service with enthusiasm and good humour.



Leo Sowerby

Leo Sowerby is CEO of Affinity Trust, a limited company that provides person centred, innovative support for people living in the UK with learning disabilities.

Affinity Trust has a history of working with those who have high support needs as well as those labelled by others as 'challenging'. As part of his role as CEO, Leo is interested in the how of engagement, and what motivates staff.



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Your Speakers & Panelists

Doug Shaw

Doug Shaw runs What Goes Around, the specialist engagement consultancy. With his network of associates, Doug helps people use engagement to improve business performance, deliver better service, and make work a better place to be.

Previously Doug was Director for change management and engagement at BT Global and also worked in sustainability and sales with a variety of well known brands. Whilst in his role as Director of CSR for BT Wholesale, his work on stakeholder engagement was cited as outstanding by the Dow Jones Sustainability Index judging panel.

Doug is a fellow at The RSA, he writes a column for HR Zone, and has been published in several magazines. He chairs a global behavioural discussion group focusing on service, leadership and engagement. In April 2010 Doug co-created and hosted the successful Engaging for Growth conference.



Ian Swales

Creativity and Engagement. These words resonate strongly with me, and are guiding principles in my work. Following three years as a successful professional sculptor I chose a "real job" within consumer retail finance. I spent many years delivering "that new IT or Marketing project", as both a supplier and customer project manager.

Now as the person responsible for Transformational Programmes for O2, I am privileged to direct a varied change portfolio into the UK's leading Mobile Customer Service organisation. By ensuring excellent people management and engaging implementations I drive out maximum financial and experiential benefits. I build lasting relationships with my stakeholders and team members and believe "successful projects are about great people not great technology".



Ian Price

Ian Price graduated from Magdalen College, Oxford with a degree in English Literature. His career of twenty-plus years includes senior corporate roles in the telecoms and payments industries along with leading a number of start-ups as chief executive. Most recently he was founding CEO of AIM listed mobile technology start-up, Broca plc.

He has returned to academia to pursue a Masters in Organisational Psychology at Birkbeck College, London and is on the steering committee of the Information Overload Research Group. Ian, author of the forthcoming book, "The Activity Illusion" has recently set up Grimsdyke Consulting to consult to leaders and organisations on leadership and employee engagement in the 21st century workplace.



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What Do Other People Think?

Feedback from our most recent event

“Fantastic. I loved the event and got a lot from it.”

Tom Pey, Director of External Affairs, Guide Dogs for the Blind

“Best event I’ve been to in a long time”

Nicky Hulm, Head of HR AXA

“I Thought the event was great, very encouraging. Speakers were all good – passionate, real. Timing was good felt fast pace. Doug Shaw – thought he was great, very enthusiastic.”

Lindsay Rushton, Comms & Colleague Engagement, Lloyds Banking Group

“Organisation – very good, very slick. I went away with great ideas and found the whole experience inspirational.”

Catherine Stamp, Bracknell Forest Homes

“Doug Shaw did a great job, very passionate about the subject, I was motivated by the fact he wanted to make sure everyone got something from the event.”

Ian Swales, Telefonica O2