

# Scotland 2018

## Jan 17: Developing Your Strategic Intelligence: Your Future Depends on It

Based on detailed research into macro-economic, political and social trends, this program will improve your understanding of the forces that are reshaping your industry's landscape and your personal world. We shall focus on five key disruptive forces that are going to change the way we live and work in the next decade. As an attendee you will also gain confidence in your ability to identify key areas of change in your own world and career, and be equipped to contribute to the strategic success of your team and your organization.

Dr. Graeme Condrington is an expert on the new world of work. He is a keynote presenter, author, futurist, facilitator and strategy consultant working across multiple industries and sectors. He blends cutting-edge research, thought leading insights with humor, a conversational style and multimedia-driven presentations to create unforgettable experiences that add real value. Graeme is the co-founder and a international partner of TomorrowToday, a global firm of futurists and business strategists. He is also a guest lecturer at four top business schools, including the London Business School and Duke, NC. He is a professional member of a number of associations, including the World Future Society, The Institute of Directors, the International Association for the Study of Youth Ministry, the Global Federation of Professional Speakers and MENSA. He has a Doctorate in Business Administration, a Masters in Sociology, an Honours in Youth Work and two undergraduate degrees in Arts (Theology/Philosophy) and Commerce. He has four best-selling books published by Penguin, including the award winning, Mind the Gap and Future-Proof Your Child. He is currently writing a book on Strategic Leadership Intelligence.

## Feb 06: How to Lead in a Complex, Global Environment

The world of business and work has changed: business is volatile and complex; teams and organizations are often hyper-connected and dispersed. Global work from everywhere becomes a norm. Many business professionals struggle at times with how to optimally work and lead in such an environment, especially with how to create an engaging and effective work environment. The session tackles key practical management tools in a highly actionable and engaging manner.

Lars Sudmann is the managing partner of Sudmann & Company, a consulting and management training firm. He draws upon his business experience (e.g. as CFO Belgium of Procter & Gamble) as well as his consulting experience with Fortune500 companies to help companies achieve better business and organizational results. He is the 6-time Belgian and 2-time European Champion of Public Speaking and has spoken at a variety of major international events in the US and Europe such as TEDxFlanders. Additionally, Mr. Sudmann is a lecturer at the University of Braunschweig (Business Leadership) as well as the RWTH Aachen University (Innovation in Communication).

## Mar 22: Becoming the Leader that Others Want to Follow: Essential Skills for Building Engagement, Teamwork, and Results

Leaders are challenged to not only recruit and select top talent but also to retain their best in an environment of uncertainty and change. As 'A players' search for the best companies - and continually hone their resumes - a key strategy to retain them is to fully engage them. This session will share the state of engagement in today's workplaces including how each generation views work and their place in it. Strategies and techniques will include enhancing your leadership acumen, building effective and trusting teams, engaging all generations of employees by understanding their needs and maintaining your personal resilience to be the very best leader that you can be.

Dr. Jan Ferri-Reed is a seasoned consultant and President of KEYGroup, a 28-year Pittsburgh-based speaking, education and assessment firm. She has presented a variety of programs to thousands of managers and employees in a diverse range of organizations across the globe. She provides guidance, wisdom and wit to leaders who want to create productive and profitable workplaces.

## Apr 26: Box Breaking: Unpacking Fresh Thinking at Work

In the business jungle the law is disrupt or be disrupted. The trouble is no-one ever teaches you how to do this kind of creative, disruptive thinking. And how do you think outside the box when you've hardly got time to think inside? Guy Browning's "Box Breaking" session offers a range of powerful and stimulating tools to tackle everyday problems through fresh creative thinking without the need for strange haircuts, group drumming or expensive yoga retreats. This highly interactive and engaging seminar shows how people at any level can use their personal intelligence, insight and imagination to bring startling fresh thinking to any part of the business.

Guy Browning combines the two elements essential for a great business communicator: a deep love of business and an indestructible sense of humor. Guy started working life as an advertising copywriter at Darcy Masius Benton and Bowles. He went on to be Creative Director at The Added Value Group, Europe's largest Marketing Agency. Currently he is Managing Director of Smokehouse, an innovation agency specializing in facilitating interactive disruption events around the world. He's worked with the giants such as Unilever, British Airways, Airbus, Pepsico and Puig helping them develop new products and successful ways of marketing them. He's also trained generations of managers to think differently at some of the UK's largest companies.

## May 17: Powerful Communication: Craft and Deliver your Message with Authority and Authenticity

Effective communication can impress people but powerful communication can move people to action. This course identifies the elements of powerful communication and teaches the participants how to harness and utilize their own individual skills to become a communicator that persuades, inspires, and transforms. The course will be highly interactive with group exercises, skills assessment, demonstrations, critiquing and opportunity for on-site application.

Dr. Debbye Turner Bell is a veterinarian, journalist, minister, motivational speaker, wife, and mother. For three years, she served as the lead U.S. news anchor for Arise News, a global cable news network. She hosted a daily evening news broadcast called Arise America. Currently, she can be seen as an expert contributor to the show DOGS 101 on Animal Planet. For 11 years, Turner Bell enjoyed her role in broadcast journalism as a staff correspondent for CBS News starting in 2001. She covered a variety of subjects, and was from time to time called upon to cover breaking and developing news.

## Jun 12: Persuasion: How to Sell Ice to Eskimos

Participants will gain insight into how different persuasive styles work and which ones work best for them. The persuasion techniques to be discussed were extracted by Pacelle van Goethem and her team, among others, by extensively studying the most successful influencers in speeches, meetings and conversations. Some of the techniques will be presented as ultra-short exercises so that participants can quickly and easily try them out. In the end you will better understand how persuasion works, what persuasive style you have, and how quickly you can learn various persuasion techniques.

Pacelle van Goethem, president and founder of Pacelle van Goethem Persuasion, is recognized as the leading Dutch expert in the field of Persuasion, Influence and Voice. Her bestselling book on the psychology of persuasion, *IJs verkopen aan Eskimos*, is considered to be the Dutch standard work on persuasion. She is working on a new book on influence. Pacelle lectures in Holland and throughout Europe and is regularly asked to appear as an expert on persuasion on national radio and television, and in many other on- and offline media.

## Jul 04: The Power of Collaborative Leadership

As more and more organizations move toward a collaborative culture, a new leadership model is emerging - one that replaces command and control with trust and inclusion. The leader's new role is to encourage team members to see themselves as valued contributors, to help them build their knowledge base and expand their personal networks, and to motivate them to offer their ideas and perspectives in service of a common goal. Collaborative leaders understand how to create an environment in which people choose to participate and contribute. Inspiring, interactive and energizing, this session will give you the insight and skills to build collaborative relationships within your team and throughout the organization.

Carol Kinsey Goman, Ph.D., is an international keynote speaker and leadership presence coach. Carol has been cited as an authority in media such as Industry Week, Investors Business Daily, CNN's Business Unusual, PBS Marketplace, MarketWatch radio, and the NBC Nightly News. She is a leadership blogger for Forbes and the author of twelve business books, including "The Silent Language of Leaders: How Body Language Can Help - or Hurt - How You Lead." Carol has published over 300 articles in the fields of organizational change, leadership, innovation, communication, collaboration, employee engagement, and body language in the workplace. She can be reached by email: [Carol@CarolKinseyGoman.com](mailto:Carol@CarolKinseyGoman.com), phone: 510-526-1727, or through her website: [www.CarolKinseyGoman.com](http://www.CarolKinseyGoman.com).

## Aug 30: Managing Competing Demands: Getting It Done and Having a Life

Work-Life Balance is no longer a luxury. It's a necessity for good health, energy and productivity. The objectives of this dynamic, interactive session are to help participants: (1) develop a clear picture of the Work-Life Balance they would like to achieve (2) identify obstacles that stand in the way of achieving their desired balance (3) develop a repertoire of action strategies and tools for overcoming current obstacles and any that may arise in the future and (4) develop their own personal action plan which is concrete, practical and achievable.

David Posen, M.D. is the author of three best-selling books: "Always Change a Losing Game", "Staying Afloat When the Water Gets Rough" and "The Little Book of Stress Relief", now in its twelfth printing and translated into seven languages. His clients have included University of Michigan, Warner Brothers, US Steel, Chevron, IBM, Verizon, Allstate Insurance, Federated Investors, American Express, Microsoft, Cisco Systems, McKinsey.

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