



## The Changing Rules of Strategy: New Mindsets for a New World

### Session Details

Faculty:	Prof. Gordon Hewitt, CBE	Date:	Thursday, October 10, 2019
Location:	Springfield Country Club 400 West Sproul Rd., Springfield, PA 19064	Sign In:	8:30 AM
Phone:	(610) 690-7600	Session:	9:00 AM - 4:00 PM

### Session Description

In this session, Professor Hewitt will present a practical model of "disruptive foresight". This will enable participants to do five key things: (1) spot and decipher early signals of competitive disruption in their industry; (2) analyse the forces driving disruption and their likely consequences; (3) consider realistic strategic options to benefit from disruption; (4) ensure the organization acquires the capabilities to handle game-changing challenges; (5) drive a deep mind set shift throughout the organization, well beyond the legacy of traditional change management models.

### Biography

Professor Gordon Hewitt CBE, FRSE is Adjunct Professor of Business Administration, and formerly Distinguished Visiting Professor of International Business and Corporate Strategy, at the Ross School of Business, University of Michigan. His interests cover the fields of global competition, corporate strategy, and the value added of executive leadership. He has been the highest rated core faculty member on Michigans senior executive programs for many years. He is also Distinguished Professor of Corporate Strategy and International Business at Duke Corporate Education. He was given the 2007 International Distinguished Faculty Award by the Institute for Management Studies whose members comprise leading academics and consultants worldwide. His academic awards include the title of Honorary Professor at the Faculty of Social Sciences, University of Glasgow, Scotland, where he started his career. He also holds a Visiting Chair of Business Strategy at Manchester Business School in the UK. As a consultant, he works at CEO and Board level with many international corporations. His forthcoming book, *Strategy as a Process of Discovery*, will deal with the changing demands on strategy and leadership in the new global business landscape. His principal home is in Scotland, and he is a member of the International Advisory Board of Scottish Enterprise. He was also Chairman of Court, the Governing Board, at the University of Abertay Dundee from 2003 to 2009. Prof. Hewitt was awarded a CBE (Commander of the British Empire) for services to management and international business in the Queens 2007 New Years Honors List. In 2008 he was elected a Fellow of the Royal Society of Edinburgh, Scotlands national academy of science and letters.

### Time Allocation - Topics

**25% The New Competitive Landscape** - how market volatility and complexity are changing the old competitive "game and rules".

**25% New Demands on Strategy** - gaining credibility for strategy in a volatile world.

**25% The "Internal Governance" Dilemma** - resolving tensions between the "silos" in the modern corporation.

**25% Thinking the Role and Value Added of Senior Management** - the new ground rules of strategic renewal.

FOR REGISTRATIONS PLEASE CONTACT: **Joseph Campese**  
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