

*Unleashing the Potential of ASEAN Organisations:  
The Leadership Imperative*



# ASEAN GLOBAL LEADERSHIP PROGRAMME EUROPE

*London, UK, 26<sup>th</sup> – 30<sup>th</sup> September 2016*

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# FOREWORD

1



## From the Dean of London Business School Sir Andrew Likierman

At London Business School, we are proud of our longstanding partnerships with businesses across the region. We are helping them to meet the challenges of today's business world through our open and specially customised executive education programmes. We are also proud that so many of our alumni are playing a part in shaping business and building prosperity.

This programme has been developed in conjunction with SRW&Co. to support the development of leadership across the ASEAN region, and to help businesses harness the potential of this dynamic economic area. The programme is designed to explore some of the critical challenges facing industry in the region, build on some of the best thinking in these fields, and realise lasting business impact.

We look forward to helping you achieve your goals and welcoming you to London Business School.



## From the Programme Director Cristina Escallón

We say the world is becoming ever more global, and many ask which 'way' globalisation will go in future- from East to West, or West to East? We would suggest the answer is both. The more relevant conversation however concerns a vertical dimension and an intra-organisational view of the world. It is about unleashing potential across generations, across the hierarchy, across organisations, to ensure growth and the potential in the region are maximised. ASEAN has the potential. As a leader, how will you unleash it?

To launch London Business School's partnership with SRW&Co., we have designed a unique programme in which participants can experience some of the best and latest thinking from LBS faculty and contributors. We address leadership in a holistic way - looking at both its 'hard' and 'soft' dimensions; at the internal and external views of leadership; at individual and collective leadership; mixing theory with hands-on experience; looking at the best of 'global' as it applies to ASEAN. We also want to allow time to learn from the other distinguished participants, in both serious and more relaxed settings.

The programme is designed for senior executives who want to reflect on what is required of them as leaders in the changing global and ASEAN context. How does ASEAN sit in the global world order? What are the challenges and opportunities for the organisation? What lessons can be learned from the European Union? How do leaders address purpose and manage change? How can we better understand and manage cultural differences? How can neuroscience contribute to developing more enlightened, emotionally intelligent leaders? How can we foster innovation and entrepreneurship across and within organisations?

At its home in Silverstone, we will learn from Formula One motor racing about how to manage change under intense pressure. We will bring it all together at the end of the week applied to specific ASEAN opportunities.

I am fortunate to have spent a great deal of time in Asia working with multiple clients over the past decades; from Indonesia, Singapore, Malaysia, Thailand, Vietnam and the Philippines, to South Korea and China. I always make a point of spending time off in the country as well, to absorb a little of the amazing history, culture, landscapes, colours and cuisine each of these places has to offer. Where my work hasn't taken me (yet!), my holidays have...Japan, Myanmar, Cambodia, India and even Bhutan. I still have much more to learn from your wonderful region and I hope to do so during our week together. I am truly delighted to now be welcoming many of you in London!

# FOREWORD

2



## From the Chairman & Partner of SRW&Co. Daniel Wong

The formation of ASEAN Economic Community (AEC) as an economic bloc will provide tremendous opportunities and challenges for the leaders in the ASEAN region and those companies operating in the region. The AEC will present an increasingly competitive landscape with liberalisation of market and free flow of goods, services, investments and skilled labour among the ASEAN nations.

The ASEAN Global Leadership Programme (AGLP) is aimed at helping the ASEAN leaders to reflect and rethink (outside the box) in designing and implementing innovative solutions in addressing the challenges and seizing the opportunities in building and sustaining a profitable business. One of the major challenges faced by many of the ASEAN organisations is the capacity and capability gap of leadership in their organisations. It has been recognised that leadership is a critical success factor in initiating and implementing the business strategies and engaging the employees to improve productivity and performance. The theme of the programme, "Unleashing the Potential of ASEAN organisations: The Leadership Imperative" aptly underscores the importance of Leadership as a key driver for organisational transformation and business success.

The ASEAN Global Leadership Programme series were launched in 2009 for the ASEAN leaders in collaboration with world class business schools in Europe, China and USA. It is also our aim to promote professional and business networking among the ASEAN leaders through attending the programmes and becoming members of the AGLP Alumni. The programme offers an excellent opportunity for the participants to share their own insights and experiences in addressing the many challenges faced by their organisations and countries, while receiving the benefits of the world class expertise offered by the London Business School global faculty. Besides the classroom lectures, the participants will also benefit from an experiential learning stint at the Formula One Pit Stop.

It is our honour and pleasure in welcoming you to our ASEAN Global Leadership Programme in the London Business School. We are confident you will get stimulating insights in the 5-day interactive programme from the lectures of the world class faculty of the London Business School, and in sharing and learning from the experiences of your fellow participants in the ASEAN region. The experiential learning at the Formula One Pit Stop will also help to enrich the classroom lectures, and inject fun into the 5-day programme. In short, we aim to optimise the 5-day programme by giving you the value and benefit of learning and sharing in a relaxed and fun mode, and to continue the process of learning and sharing through the AGLP alumni networking activities and events. See you in London next September.



## London Business School

London Business School is one of the world's elite business schools. We shape business practice and transform careers across the globe. Our academic strength drives original and provocative business thinking, empowering our people to challenge conventional wisdom in a truly unique academic environment.



Our vision is to have a profound impact on the way the world does business. The School is consistently ranked in the global top 10 for its programmes and is widely acknowledged as a centre for outstanding research.

With a presence in four international cities – London, New York, Hong Kong and Dubai – the School is well positioned to equip students from more than 130 countries with the tools needed to operate in today's business environment. The School has more than 39,000 alumni, from over 150 countries, which provide a wealth of knowledge, business experience and worldwide networking opportunities.

The esteemed academic team of London Business School manifests our excellent strength and depth, covering seven subject areas including accounting; economics; finance; management science and operations; marketing; organisational behavior; and strategy and entrepreneurship.

We think global. We provide a varied, multicultural learning environment that gives us a global edge and a unique competitive advantage. Big business, small business and entrepreneurs all benefit from our unmatched diversity of thought. No other school can guarantee such a richly diverse, vibrant, hungry and connected experience, nor such a powerfully global perspective.

LBS Rankings and Accreditation:

- Our Masters in Finance (full time) programme has been ranked Number 1 by the Financial Times in the Post Experience Category.
- London Business School has been ranked top Business School in Europe by the Financial Times in 2014.
- Our Masters in Management programme has been ranked top Masters in Management programme in UK and number ten overall by the Financial Times since 2014.
- Our MBA has been ranked number 2 by the Financial Times (FT). And, according to the FT, the three-year average rank position of our MBA programme is 4.
- Our Executive Education programmes overall have been ranked in the Top 5, by the Financial Times (FT) 2015.
- Our EMBA-Global programme has been ranked in the Top 5, in the world, by the Financial Times since 2006.
- Ranked in the World's Top 100 universities by The Times Higher Education Supplement.



## Centre for Management Development Ltd

Our Executive Education team at the Centre for Management Development is committed to developing deep and sustainable long-term partnerships with clients who share our values. Driven by our clients' business needs and objectives in everything we do, we provide a wide range of innovative and exciting learning solutions delivered by the highest quality faculty and contributors seamlessly anywhere in the world. We're ambitious, engaged and only carry out work which we know will deliver impact.

To ensure the right service for each organisation, the Centre for Management Development offers a range of solutions, including Customised and Open enrollment programmes. Participants are encouraged to embrace new skills, challenge accepted thinking, enhance team performance and implement their improved knowledge and skills immediately upon their return to work. In order to ensure the right course for each organisation, Executive Education offers a range of Customised and Open enrollment programmes.

Our Customised solution is tailored to meet the needs of the particular organisation, delivered worldwide to multiple cohorts. This involves a thorough process starting with initial diagnosis. Throughout the customisation process, committed programme directors work closely with learning and development teams to design, develop and deliver the most appropriate solution. In order to ensure that each tailored solution has performed admirably, London Business School measures the positive impact that our Customised solutions have made, partnering with clients to deliver long-term strategic objectives. Examples include the improvement of strategy execution, acceleration of management innovation, or improved handling of organisational change.

Our Open enrollment programmes provide a global classroom experience, with participants from over 130 countries who learn, network and exchange best practice with each other. Delivered on our London campus, our portfolio of 30+ short programmes are created to meet development needs and address key business priorities. Our courses cover Career Transition, Leadership, Strategy, HR, Marketing and Finance. Throughout our Open programmes, participants are inspired by new perspectives, insights and behaviours.



## SRW&Co.

SRW&Co. is a regional management consulting firm providing specialist services in designing and implementing a full range of integrated people management and development solutions. Our focus and goal is clear-to help our clients improve their organisational performance through innovative and effective people management and development practices, which are customised to meet their specific needs and requirements.

Our consulting teams have extensive hands-on experience working for many leading corporations ranging from global consulting firms, multinational companies, to large local conglomerates. Combining global best practices with local experiences and cultural understanding, we help many leading global and local companies in the Asia-Pacific region to develop and implement a full spectrum of integrated people management and development solutions. We bring with us best practices and research in the field of people management and development to support our custom design work with clients in the region.

Our technical advisors are industry and business experts who have specialised knowledge and expertise in specific business functions and industries. We also collaborate with our strategic partners comprised of leading consulting firms, world class universities and business schools and reputed local boutique consulting firms on a project basis. In fact, even some of our clients become our strategic partners which speak volumes of our partnership approach in working with our clients.

To complement our people management consulting service offering, we had ventured into executive education business by collaborating with world class business school to design and deliver our flagship ASEAN Global Leadership Programmes in Europe, Asia and USA. Besides the business schools, we also collaborate with international leadership development firms and subject matter experts to design and deliver custom training programmes for our clients. We also partner with reputed local organisations and industry associations to organise public seminars in the region. In essence, we are able to provide the full spectrum of end to end people management and development consultancy and training solutions to our clients in the region.

Finally, we measure our success as a consulting firm in alignment with the successes of our clients and strategic partners, and the successes of our own people in becoming dedicated professionals who passionately live our values and deliver at their best to meet (and exceed) our clients' expectations.



## London Campus Location

Based in Regent's Park and within easy reach of the City and the West End, our central London campus forms a triangle between Sussex Place, the Taunton Centre and the Sammy Ofer Centre (due to open in 2017). London Business School is a five-minute walk from Baker Street tube station which is on five of the London Underground lines and is easy to reach from London's main line train stations.

The strength we draw from the cultural diversity, the hunger and dynamism of London, sets us apart like no other school. We offer unparalleled access to some of the world's most successful businesses, who work right on our doorstep. Our people are a reflection of the city in which we are based, where commerce, finance, science, the arts, media, heritage and multiculturalism collide with energy and enthusiasm.

London offers a wealth of galleries, theatres, concert venues, sports venues, bars, restaurants and more. The UK's capital is made up of historic and urban enclaves whilst remaining open to new influences, this vibrant city offers our participants countless cuisines and parks in every locale. As with any global business hub, there is a vast range of local and international transportation links, keeping our participants well within distance for personable interaction and enhanced learning.

## Who Should Attend?

This programme is aimed at those senior executives who have responsibilities for strategic leadership and for improving their company's performance. Particularly, this programme is very relevant to CEOs, members of Boards of Directors, members of Boards of Commissioners or senior executives who are about to assume top management positions. The programme is applicable for executives working in both the public sector and the private sector across industries.

## Travel & Accommodation

The cost of travel, accommodation and visa will be borne by the participants.

We will recommend the hotel within walking distance to the campus. We suggest all participants make hotel reservations as early as possible to secure rooms.

## Registration

Applications are accepted on a first-come, first-served basis. Early registration is recommended.





## ASEAN Global Leadership Programme -

### Europe 2016, Overview

Unleashing the Potential of ASEAN Organisations:  
The Leadership Imperative

London, 26<sup>th</sup> – 30<sup>th</sup> September 2016

A very dynamic and interactive programme, this AGLP will explore key aspects of leadership that unleash potential within and across organisations, and develop you further as a leader. With expert faculty and the depth of experience in the room, you will get a sense of the latest thinking, together reflect on your experiences and define ways of evolving your leadership for even greater impact. You will also have a chance to test and apply much of the learning during the week.

#### Monday, 26<sup>th</sup> September 2016 – Leading in a Global World

##### Registration

Welcome to London Business School

*Sir Andrew Likierman, Dean, London Business School*

##### Programme Objectives and Introduction

*Cristina Escallón*

##### ASEAN on the World Stage & the EU

Global trends and how they have shaped the corporate environment today; what are some relevant trends for the future and what will matter in 20 years? Short term and long term macroeconomic perspectives. The rise of ASEAN and what it means for organisations and countries. What can we learn from the EU?

*Andrew Scott*

##### Cultural Intelligence: Leading across Borders

Culture is the way in which a group of people understand and interpret the world, solve problems, attribute value and behave- often unconscious preferences. We will explore cultural dimensions relating to relationships, work styles, communication and time management, essential to successful leadership across cultures. How do different countries, in the ASEAN region and outside work best across these dimensions? What do you see happening across generations?

*Cristina Escallón*

#### Tuesday, 27<sup>th</sup> September 2016 – Leadership & Change

##### Neuroscience-Leadership & Change

One of the latest and most illuminating research topics linked to leadership is neuropsychology- how the brain works and the underlying processes that influence human behaviour. It provides fascinating insights into issues such as decision making, problem solving, teamwork, memory, energy and overall mindsets and attitudes towards specific situations. Increased awareness and understanding of how the brain works can help shift and influence behaviours, essential to effective leadership and culture change.

*Cristina Escallón*

##### Leading with Purpose & Managing Change

To have real impact as a leader means much more than looking ahead and outside. Senior leaders must also look inside, clarifying 'who they are', what their purpose is and how they can lead their organisations to a successful, sustainable future. How can you become a catalyst for change within your organisation? What combination of skill and will does this require? What are the things you must do as a leader and what can and should you leave to others? And how can you build capability below you so you can safely delegate and leave a legacy for others?

*Elsbeth Johnson*

#### Wednesday, 28<sup>th</sup> September 2016 – Team Leadership

##### Experiential Session, Formula One - Pit Stop Simulation by FMCG International

Visit Silverstone, the iconic home of British motor racing and participate as a member of a Formula One pit-stop team, doing what Formula One teams do so well: work under pressure to effect change and optimise performance. This is a unique, hands-on experience suitable for everybody. Collaboration, team development, innovation, continuous improvement, and team dynamics are just a few of the insights which this session unlocks. What can we learn from this simulation to unleash our teams' performance?

*Simon Harvey*

##### Panel: Innovators & Entrepreneurs

Meet a set of people operating in a very different space, what do actual innovators and entrepreneurs living in London have to say about their experience of leadership, innovation, running teams? In an interactive panel we will hear from different people: from various industries; with different geographic focus including Asian experience; for profit, as well as social entrepreneurs. Leadership lessons, life lessons- an opportunity for the audience to explore any angles they wish.

*Cristina Escallón*

#### Thursday, 29<sup>th</sup> September 2016 – Leading Teams & Innovation

##### The Top-CEOs & Executive Teams

Working in the top team and being the CEO are far from easy tasks, at both a personal and professional level. Many get to the top table because of their functional expertise. But a group of individual experts does not automatically result in a successful leadership team that unleashes their own and others' potential. While arguably the most important team in the organisation, very often little development and preparation are given to being effective in these roles. What are some of the common challenges CEOs and their teams face and what sorts of interventions might help create more effectiveness at the top of the organisation?

*Cristina Escallón*

##### Generation Y

As we see an increasing number of Gen Y moving into leadership roles, this session explores the mindset and perspectives of this communal and connected generation and the implications for leadership and for companies across the world. With leadership, company culture and innovation being ever more inextricably linked, leaders' ability to harness the creativity, energy and determination of this boundary-challenging generation will be ever more central to unleashing innovation across ASEAN.

*Adam Kingl*

##### Unleashing the Innovation Potential

Organisations need to innovate continuously in a global economy, characterised by relentless change and intense competition. What are the fundamentals of innovation, what types are there and how to infuse a culture of innovation within the organisation- and beyond? Why do some companies fail to innovate effectively and how do others succeed, in ASEAN and across the world?

*Julian Birkinshaw*

#### Friday, 30<sup>th</sup> September 2016 – Bringing it all Together

##### ASEAN simulation: Bringing it all together

Taking a situation one of you may be facing, how might you address it applying what you have learned all week? Highly interactive simulation running several scenarios, to consolidate and apply the learning. Team sharing and discussion.

*Tim Sylvester*

##### Action Planning & Close

Space to reflect on what you have taken out of the week, and what you want to take back home. What specifically do you want to do differently, how will it affect others in your organisation and what changes do you want to embark on? Sharing and commitments.

Briefing for final day simulation, so teams can begin to prepare Day 5 work. Final thoughts and group observations. Closing remarks and way forward.

*Cristina Escallón*

## FACULTY & SPEAKERS

9



**Andrew  
Scott**

Andrew Scott is Professor of Economics and Deputy Dean (Programmes) at London Business School. He lectures on macroeconomics, focusing on providing an understanding of how macro forces shape the global competitive environment.

Andrew is also Non Executive Director (and Chair of Risk Committee) of the Financial Services Authority, a Fellow of All Souls, Oxford University and Fellow of the Centre for Economic Policy Research. Additionally, he is Economic Advisor to the Prime Minister of Mauritius, a Non Executive Director of the State Bank of Mauritius and a member of the advisory group for the UK's Office of Budget Responsibility.

Formerly, Andrew was Managing Editor for the Royal Economic Society's Economic Journal between 2004-2011 and Scientific Chair of the Euro Area Business Cycle Network. He has been an advisor on Monetary Policy to the House of Commons Treasury Select Committee and to Chief Economists at both the Bank of England (on monetary policy) and HM Treasury (on fiscal policy and debt management).

He also previously held lecturing positions at Harvard University, London School of Economics and Oxford University.

Andrew has an MA from Oxford University, M.Sc. from the London School of Economics and D.Phil. from Oxford University.

His research focuses on business cycles, monetary and fiscal policy and global capital markets.

Andrew has published widely in leading international academic journals and is co-author (with David Miles and Francis Breedon) of a textbook titled Macroeconomics: Understanding the Global Economy, which has been translated into four languages.

He has won the General Teaching Excellence prize for which he is regularly shortlisted.

Both through executive education and as a consultant, Andrew has assisted a wide range of firms across a range of industries including financial services, investment banking and manufacturing and has offered guidance to both CEOs and ministers. Through his teaching and consultancy, he aims to both explain and make clear the relevance of broader factors, both short and long run, to corporate and national success.



## FACULTY & SPEAKERS

10



**Julian  
Birkinshaw**

Julian Birkinshaw is Professor and Chair of Strategy and Entrepreneurship at London Business School. He is a Fellow of the British Academy, a Fellow of the Advanced Institute of Management Research (UK), and a Fellow of the Academy of International Business. He is co-founder with bestselling author, Gary Hamel, of the Management Innovation Lab (MLab), a unique partnership between academia and business that is seeking to accelerate the evolution of management.

He has PhD and MBA degrees in Business from the Richard Ivey School of Business, University of Western Ontario, and a BSc (Hons) from the University of Durham. He was awarded an Honorary Doctorate by the Stockholm School of Economics in 2009.

Julian's main area of expertise is in the strategy and organisation of large multinational corporations, and on such specific issues as subsidiary-headquarters relationships, corporate entrepreneurship, innovation, the changing role of the corporate HQ, organisation design, and knowledge management. He is the author of 12 books, including *Becoming a Better Boss* (2013), *Reinventing Management* (2010), *Giant Steps in Management* (2007), *Inventuring: Why Big Companies Must Think Small* (2003), and *Entrepreneurship in the Global Firm* (2001), and over 80 articles. He is active as a consultant and executive educator to many large companies, including Arup, Rio Tinto, SAP, ABN AMRO, GSK, ABB, Ericsson, Kone, Exxon, WPP, Bombardier, Sara Lee, HSBC, Akzo Nobel, Roche, Thyssen Krupp, UBS, PWC, Coloplast, Tata Group, HCL Technologies, GE, BBC and Novo Nordisk.

Julian was ranked 39th in the 2013 "Thinkers 50" list of the top global thinkers in the field of management. He is regularly quoted in international media outlets, including CNN, BBC, The Economist, the Wall Street Journal, the Huffington Post, Bloomberg Business Week and The Times. He speaks regularly at business conferences in the UK, Europe, North America and Australia.

Julian speaks on a variety of issues concerned with the strategic management of multinational corporations. These include: *Reinventing Management*; *Business level and Corporate Strategy*; *the Failure of Success (why great companies get into trouble)*; *Knowledge Management*; *Corporate Entrepreneurship*; *Innovation and Change*; *Managing the Global Firm*; *Headquarters-Subsidiary Relationships*; and *Management Innovation*.



## FACULTY & SPEAKERS

11



**Cristina  
Escallón**

As Programme Director and guest lecturer at London Business School, Christina Escallón is an expert in leadership development and culture. She works with top teams of organisations around the world and is a senior advisor to Ashoka. She has also lectured at INSEAD, where she ran Leadership Centre. A native of Colombia and engineer by background, she started her career in marketing with P&G.

After completing her MBA at INSEAD in 1995, she moved to New York and later London where she joined Accenture as a strategy consultant. After several years, she took on the role of Human Capital Strategy Director for the firm, working with the CEO and the Executive team. With a global team, Cristina developed a Human Capital strategy for Accenture worldwide, defining leadership, culture and talent requirements for the firm; she also facilitated and worked with leadership teams of key regions like China, India and the US.

Since 2005, she has worked independently. Her corporate work ranges from strategy, to leadership effectiveness and culture change, most of it focused on design and facilitation of senior team sessions and work with the CEOs. Common topics in these sessions include culture, leadership development, brain science, team effectiveness, strategy and innovation. She has extensive experience working across various industries and cultures, having advised corporations, governments and social ventures across Europe, Asia, America and Africa.

Having worked both with corporates and business schools, Cristina deals with the practical as well as the academic aspects of leadership. At INSEAD, she developed an executive education programme on managing global virtual teams and worked with faculty on research looking at new models of leadership and high performing CEOs. She is a speaker on topics including leadership, neuroleadership, cultural differences, managing global virtual teams, trust and other aspects of team performance and corporate culture.

## FACULTY & SPEAKERS

12



Elsbeth Johnson is an expert in leadership, strategy, decision-making and change. Having previously worked in investment banking, in business and in government, she now splits her time between consulting and academia.

She teaches Organisational Behaviour on the Sloan Masters in Leadership & Strategy Programme at London Business School; and Organisational Theory and Research Methods on the PhD programme in Management at the University of London.

She also continues to provide strategic advice and coaching to clients. Organisations with whom she has worked include ABN-AMRO, Barclays, British Telecom, Cisco, GfK/NOP, Google, New York Life, Novartis, QBE, Pfizer, Roche, Rio Tinto, RBS and Swiss Re.

Elsbeth holds a first degree in Law from Queens' College, Cambridge (where she was also President of the Union) and a postgraduate in Economics from Birkbeck College, London. She is currently writing up her doctoral research on the conditions for successful, sustained strategic change in organisations. She is a Fellow of the Royal Society of Arts and also sits on a number of non-listed Boards, including for the think-tank, Demos.



**Elsbeth  
Johnson**

Simon Harvey has owned and facilitated operations at FMCG International for nearly ten years, working alongside Formula 1™ teams, their sponsors and other multinational organisations.

FMCG International is a specialist Formula 1™ event management and professional motorsport services company; FMCG has expanded considerably to include teambuilding, hospitality and corporate activity days, photo shoots, film work and F1™ car hire. FMCG's logistics teams are based internationally to allow full worldwide coverage.

Simon is passionate about the pursuit of excellence within high performance environments. Guiding individuals, teams and organisations to maximize their potential through teambuilding experiences. A professional international facilitator and event host, he designs and delivers innovative teamwork, leadership and change programs.

Prior to acquiring FMCG, Simon held a number of positions, including Commercial and Project Director for marketing and design agencies working across a wide range of blue-chip brands, including; Samsung, Intel, Disney, Gillette, Sony, Canon, L'OREAL, Red Bull, LG, Sky and Duracell. In his spare time, Simon is an avid motorsport fan and an occasional cyclist.



**Simon  
Harvey**



## FACULTY & SPEAKERS

13



**Adam  
Kingl**

Adam Kingl is Executive Director of Learning Solutions for London Business School Executive Education. He sits on the School's Management Committee, Executive Education Board, and is responsible for overall quality and design of its programmes. He is also an Associate of the Management Lab ([www.managementlab.org](http://www.managementlab.org)) and Saatchi & Saatchi.

Adam has consulted, designed and taught courses in areas such as unleashing personal and team creativity, strategic innovation, management innovation, organisational culture, high performing teams, generational paradigms of management, fulfilling organisational purpose, and leadership to organisations including ADNOC, Aldar, BBC, BP, De Beers, Disney, Ericsson, LVMH, Oman Oil, Orica, Pixar, Tesco and Zurich.

Adam has spoken at conferences including the Global Leadership Summit, the FT-Coca Cola Enterprises Future of Sustainability Summit, the HR Directors Business Summit, the Strategic HR Network Leadership and Talent Conference, the HR Directors International Summit, the CIPD Talent Engagement Conference, and events hosted by the Harvard Business School Alumni Club, Pfizer, HR Magazine, Tokyo MX TV, and TiE – the global entrepreneurs' network.

He has contributed to and been interviewed by publications including The Financial Times, Sunday Times, Forbes, Fortune, The Guardian, Fast Company, Business News Daily, Business Strategy Review, European Business Review, Employee Engagement Today, City AM, Changeboard, Dubai Eye (radio), Gulf News, The National (UAE), Alroya (UAE), People Management, Business Pioneer, Saudi Gazette, Trade Arabia, the South China Morning Post, the Hong Kong Economic Times, HR Grapevine, and Edge - the Institute of Leadership and Management.

Adam holds degrees from London Business School, UCLA and Yale. He is a dual British-American citizen.

## FACULTY & SPEAKERS

14

Tim Sylvester is Design Director at London Business School. He has a background in Leadership Development, Human Resource Management, and Custom Executive Education. He has designed and delivered executive education programmes for organisations in the UK, Singapore, Thailand, Belgium and South Africa.

Tim's key strength is the design of executive education programmes with a strong emphasis on experiential learning. Tim is passionate about Jazz, Architecture, Photography, and Cartography, and regularly infuses his learning designs with elements from these disciplines. He has content expertise in innovation and sustainability and his research is focused on developing leaders who are grounded in Design Thinking, Futures Thinking, and Ecological Thinking.

Tim has multi sector experience and has worked in mining, manufacturing, apparel, rail, automotive, and professional services. Geographically he has held pan European responsibility as well as responsibility for operations in India and South Africa. Tim joined London Business School in 2014 having spent the previous 15 years working for Levi Strauss & Co, Ford Motor Company, and Duke Corporate Education.



**Tim  
Sylvester**

