

CSA Speaker News

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Books of note...



Throwing Sheep in the Boardroom

Matthew Fraser, Soumitra Dutta



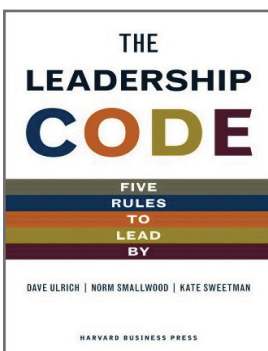
How Online Social Networking Will Transform Your Life, Work and World

Synopsis

The rise of social networks like Facebook, MySpace and Bebo is changing the way we see ourselves, how we interact with each other, how we work and how we do business on a daily basis. **Throwing Sheep in the Boardroom** explores the powerful forces driving the social networking revolution, the impact of these profound changes, and the far reaching consequences of social networking. Detailing the way social networks affects both individuals and societies as a whole, the book offers a detailed focus on the ways social networking affects the world of business and work. The generation entering the workforce today - and entering boardrooms everywhere - is fully engaged with social networking and its uses. Rather than feeling threatened and paranoid, today's business leaders need to understand this phenomenon, accept that it won't go away, and embrace its power in the world of business.

The Leadership Code: Five Rules to Lead By

Dave Ulrich, Norm Smallwood, Kate Sweetman



Dave Ulrich is Professor of Business at the University of Michigan and a partner at The RBL Group. He has published fifteen books and has worked with over half of the Fortune 200. Last year, Fast Company named him as one of the ten most innovative and creative business management thinkers.

Norm Smallwood is cofounder of The RBL Group and co-author of five books, including Results-Based Leadership. He is also on the faculty of the Executive Education Centre at the University of Michigan Business School.

Kate Sweetman is leadership development consultant and a former editor at Harvard Business Review.

Read Chapter One

All managers aspire to be better leaders — but what is it that makes a leader effective? “The Leadership Code” synthesizes the best research and practice from the past 50 years to answer that question. The authors present 5 rules for great leadership applied to day-to-day actions.

http://www.leadershipcodebook.com/tools/Leadership_Code_Excerpt.pdf

Speakers in the news...



Paul Krugman

Bush critic wins economics Nobel



US economist Paul Krugman, a fierce critic of the Bush administration for policies that he argues led to the current financial crisis, has won the 2008 Nobel prize for economics.

The Nobel committee said the award was for Krugman's work that helps explain why some countries dominate international trade, starting with research published nearly 30 years ago. While the research for which he won the prize was not obviously partisan, Krugman is best known as the author of columns and a blog called "The Conscience of a Liberal" for the New York Times. He has long been tipped as a likely winner.

A professor at Princeton University, the 55-year-old Krugman argues that President George W. Bush's zeal for deregulation and loose fiscal policies helped spark the current banking meltdown.

source: <http://www.independent.co.uk>



Carlos Ghosn

Renault's Ghosn Hands Over Operations

The chief of Renault and Nissan is stepping aside in favour of veteran deputy Patrick Pélata as the company faces challenging times. Even Carlos Ghosn can't do it all. On Oct. 10, Renault (RENA.PA) announced that Ghosn, who since 2005 has been chief executive of both Renault and Japan's Nissan Motor (NSANY), will hand off

operational responsibility at the French automaker to a veteran deputy, Patrick Pélata. The move parallels an existing arrangement at Nissan, where a chief operating officer handles day-to-day business while Ghosn concentrates on strategy. "This doesn't mean he will disengage from Renault," a company spokeswoman says.

Analysts who follow the company say the move should not be interpreted as a rebuke of Ghosn's management, despite Renault's abysmal stock-market performance this year. Its shares have plummeted more than 70% since January, far worse than the 47% decline in European auto stocks overall. "This change has no relation at all to what is going on in the markets," says Gaëtan Toulemonde, a Paris-based analyst with Deutsche Bank (DB).

source: <http://www.businessweek.com>



Rowan Gibson

The Innovation “War Room”

There are three ways to react to an economic crisis. One way is to bury your head in the sand and hope the whole thing just blows over (good luck!). Another way is to run around in a panic-induced cost-cutting frenzy that could seriously impair your company's long-term growth potential. The third and, of course, smartest way is to recognize the impending threat to both your top and bottom line, and quickly adapt your company's strategy and business model to the new market conditions. Is that what your organization is currently doing? Perhaps. But what if you're having a difficult struggle radically rethinking and reinventing what you do, and how you do it, as economic circumstances rapidly change. If so, here's some advice.

I have argued vigorously over the past few years that, in a world where the pace of change has gone hypercritical, today's most important race is the race for strategic renewal. It is the race to change as fast as the environment is changing around you; the race to invent new sources of profit before the old ones disappear; and the race to reinvent your strategy and your business model before they become obsolete. When the economy is on the up, most companies tend to postpone this work of strategic renewal based on the old notion that “If it ain't broke, don't fix it”. Yet, as the current crisis proves once again, a successful business model can get broken almost overnight when the economy takes a downturn.

How can you actually go about the task of strategic renewal? My answer is this: set up an “Innovation War Room”. This may well be a physical space, as in the case of Emerson Electric, the global technology and engineering leader, where former CEO Chuck Knight set aside a specific room, right next to his own office, for directing the company's strategic renewal efforts.

Very few companies could claim to have a specific innovation war room somewhere at headquarters. But what every company can and should do – right now! – is organize a serious, high-level strategy forum to start rethinking their business from the customer backward. One of the fundamental questions they need to ask at that meeting is, “How do we get the sales curve moving upward in a market where customers are no longer buying?” And, in a nutshell, my own response to that question would be identical to a slogan IBM is now using: “Stop selling what you have. Start selling what they need!”

The absolute worst thing your company can do in a stalled economy is to assume you can just continue to sell the same old product or service to the same old customers in the same old way – and at the same old price. Instead, you need to get busy working out how your customers' priorities may have changed, and quickly realign your business model to address their new needs. When I read through yesterday's Wall Street Journal, most of the ads (for luxury watches, exorbitant real estate, and fabulous vacation resorts) looked embarrassingly inappropriate in view of the times. One ad, from NOKIA, stood out in contrast. The headline: “Can anyone provide cost cutting solutions that work now? Yes, we can.” Now, there's a company that seems to get it. But wait a minute. Didn't that headline sound more than a little like Barack Obama? NOKIA seems to have understood the lesson from this month's US election: whether you're selling politics or products, the winners will be those who recognize that the game has changed, and that “same old, same old” will no longer cut it.

Recommended Speakers



Rachel Lomax

Economist and former Deputy Governor of the Bank of England

Rachel Lomax served as Deputy Governor of the Bank of England from 2003 until June 2008. During her career Rachel has been Permanent Secretary at the Department of Transport, Vice President and Chief of Staff to the President of the World Bank and Head of the Economic and Domestic Secretariat at the Cabinet Office.

Rachel's insight into monetary policy provides an incisive and enlightening view of the world we live in. Her mastery of monetary assessment and money market operations offers a unique perspective on economic matters.



Rowan Gibson

Best-selling Author and Business Strategist

Rowan Gibson is a global business strategist, a best-selling author and an expert on radical innovation. He is founder and Chairman of the Rethinking Group and his book 'Rethinking the Future' is an international best-seller, published in over 20 languages. His most recent book 'Innovation to the Core', published in March 2008, explains how to make innovation a deep, sustainable capability throughout an organisation.

Rowan is also a powerful speaker with an energetic presentation style and his big picture insights have impressed a wide range of audiences around the world. His latest workshop 'The Innovation War Room – Strategies for Winning in Tough Economic Times' is on the top of the agenda in many Boardrooms across the globe.



Mark Schulman

Drummer, Motivator and Educator

For 19 years world class drummer Mark Schulman has worked with superstar artists such as Cher, Velvet Underground and Billy Idol. More recently Mark has spent the last year touring the planet with PINK. In addition to this, over the last two years Mark has developed a motivational rock and roll seminar programme working with corporations such as IBM, Cisco and TSS/Microsoft.

Mark has presented keynotes for small executive meetings and MC'd conventions for over 5,000 people. In his presentations Mark shares some of the most unique and effective processes to inspire teamwork; increase productivity, reduce stress and stimulate communication.



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