Howard Yu

LEGO Professor of Management and Innovation

"One of The World's Top Business Professors Under 40"

Howard Yu is the LEGO Professor of Management and Innovation in the prestigious IMD Business School in Switzerland as well as the Director of its signature program, the three-week Advanced Management Program (AMP), an executive education course.

TOPICS:

○ How Businesses Thrive in a World Where Everything Can Be Copied

○ Thriving After Crisis: Diverting Danger and Creating Future-proof Organisations

○ Beyond Disruptive Technologies: How to Prepare for What?s Coming Next

○ Spirited Defiance of Those Who Leap

○ Innovation Strategy

○ Corporate Reinvention

LANGUAGES:

He presents in English.

PUBLICATIONS:

2018 Leap: How to Thrive in a World Where Everything Can Be Copied

IN DETAIL:

Howard appeared on the Thinkers50 Radar list of thirty management thinkers most likely to shape the future of how organisations are managed and led. He has delivered customised training programmes for leading organisations including Mars, Maersk, Daimler, and Electrolux. His articles have appeared in Forbes, Fortune, Harvard Business Review, The Financial Times, and The New York Times. Howard is a two-time prize-winning case writer awarded by the European Foundation for Management Development (EFMD), Europe's largest network association in the field of management development, with more than eight hundred member organisations. He received his doctoral degree from Harvard Business School. Prior to beginning his doctorate, he worked in the banking industry in Hong Kong.

WHAT HE OFFERS YOU:

Howard Yu shows that succeeding in today's marketplace is no longer just a matter of mastering copycat tactics, companies also need to leap across knowledge disciplines, and to reimagine how a product is made or a service is delivered. This proven tactic can protect a company from being overtaken by new (and often foreign) copycat competitors.

HOW HE PRESENTS:

Using riveting case studies of successful leaps and tragic falls, Howard illustrates principles to success that span a wide range of industries, countries, and eras.