

TRANSFORMATION 2010



Out of the Crisis ..back to the future.

*The thinking and methods to revive our economy,
refresh our government, strengthen our communities
and protect our environment.*

**The 11th Annual Transformation Forum
Wyboston Lakes, UK.
11, 12 & 13 May 2010**

Early booking rates available



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2009 was a critical year for governments and businesses. It was also a critical year for the assumptions underpinning the way we manage our organisations and our societies. 2009 challenged our preoccupation with consumption and targets, blame and bonuses. We can no longer afford to run our businesses purely to make profits or run our public services purely to win elections, without an understanding of the long term consequences of our actions.

2010 presents us with an opportunity to focus on sustainability and purpose, and our responsibility to our wider society. We now need to adopt a more effective method of achieving this. If power is no longer measured by land or capital ownership then it will be knowledge that will be the source of equity and the currency for the future. We need a method that will bring people together and find better and better ways of managing all that we do and every service we provide. A method that gives us a fresh perspective but is based on well grounded theories.

The Key to long term success is a joined-up approach to managing an organisation coupled with a systematic approach

Early booking rates available.

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Supporters and previous attendees can save considerably more.

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to learning and improvement that involves everyone. Together they deliver change that is effective and sustainable rather than superficial and short lived, but the challenges in managing this transformation of thinking and culture can be profound.

We need to look back to the past in order to secure our future - to the theories and practices that have been *lost* in the quest for short term achievement at the expense of long term gain. The age of the 'Generic Maverick' style of manager is dead. We need to embrace 'domain knowledge' in our leaders. The future lies in industry knowledgeable leaders who understand Systems Thinking, a system of management originally developed and refined by Dr W Edwards Deming. His theories and methods provide the framework for the Transformation Forum in 2010. and provide a foundation for the transformation of any organisation in any economic situation, guiding implementation and providing success over the long term.

Explore all this and more and network with other organisations facing similar challenges to your own. Book the dates and request a booking form now!

