



## New Entrepreneurial Leaders – Do they follow instinct or logic?

This economic crisis has shown that we need a fundamentally **new kind of business leader**. Sir Richard Branson reveals some of the secrets in his latest book: “Screw Business as Usual.” In it he states that **entrepreneurial leadership is THE skill** that will allow companies to make ethical decisions in the face of strategic unknowns, and serve society whilst making a lot of money.

Entrepreneurial leaders understand how their personality and the social context in which they operate impacts on their decisions and actions. **They connect their values and passions with their business ideas** as a way of inspiring others thus creating opportunity.

**They are also masters of “cognitive ambidexterity”**. When an organisation’s future goals reflect the past, entrepreneurial leaders apply traditional analytical models to predict and manage the situation. When the future is unknowable and bears little resemblance to the past, **entrepreneurial leaders create the future through action and experimentation**. Timing is the key.

Our forthcoming **Spring Reflections Seminar** will look at how organisations can capture and develop entrepreneurial talent to produce the appropriate tension between analysis and action.

**Joining us to answer these questions is John Kinsey**, MD of MPM Products – the “Jimmy Choo” of pet food . His firm has appeared in the Times 100 fastest growing companies for the past two years.

These seminars are free. All we ask for is your presence and passionate contribution to the debate.

I am looking forward to seeing you.

Paul Winter, CEO

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Reflections Seminar Invitation – Spring 2012



### DATES

**Tuesday 6<sup>th</sup> March 2012**

8:30 – 10.30am

**OR**

**Thursday 22<sup>nd</sup> March 2012**

8:30 – 10.30am

### ADDRESS

The Boardroom 5<sup>th</sup> Floor  
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### RSVP

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