



Leadership and Cognitive Psychology: How to take everyone with you!

The big questions for all strategic leaders are: how to select the right concepts, initiatives and ideas at the right time and how to weave these novel approaches, methods and markets into our conventional strategies and action plans?

Evidence suggests the way we actually make sense of the world is by comparing unfamiliar concepts with things we have experienced before and classified into long-term memory. The obvious benefit is in the defensive mechanisms that stop us from repeating silly, stupid and, perhaps, fatal things.

But, at the same time, a great lens is created through which positive and expansive things can be seen and a group emergence created that becomes a **powerful force in delivering the results for the enterprise**. As leaders, we are using notions, metaphors and analogies to **communicate powerfully and reduce fear - because they feel familiar**.

Developing a new vision for strategic leadership will be the focus of our forthcoming **Autumn Reflection Seminar**, and we will be encouraging a dialogue on how leaders can develop sustainable and innovative strategies in our changing business environment.

Explore with us the blue oceans of **low competition and high margin**, and work out how to navigate those waters with confidence and certainty.

The objective of the seminar is **to enable our participants to leave with an understanding of how to create these strategies**, in order to move towards becoming clear industry leaders in their sectors.

These seminars are free to you, what we want in return 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



DATES

Tuesday 18th October 2011

8:30 – 10.30am

OR

Tuesday 1st November 2011

8:30 – 10.30am

ADDRESS

The Boardroom 5th Floor
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