



**MPF
Summit
2016**

Business ideas on trial

**9 March – Innovation & Leadership
10 March – Strategy & Growth
plus 8 March – Optional Bootcamp**



MPF

Managing Partners' Forum

Millennium Mayfair Hotel, London W1

www.mpfglobal.com/Summit

Knowledge partners:



**Harvard
Business
Review**

FT
FINANCIAL
TIMES

9-10 March, 9am to 5pm

Business ideas on trial

MPF motivates its members to be the best they can at improving performance, increasing profitability and preparing for the future. The collective in-depth experience of getting things done and MPF's tailored services help our members to shape ideas at every stage of the journey from inception to innovative action. The Summit provides an unrivalled learning experience at each stage.

What's unique about the learning experience?

All event organisers aim to provide delegates with ideas. However, few see their role as helping individuals to work out how best to present those ideas to decision takers. This is the MPF Summit's sweet spot:

- Initially, delegates hear about the latest ideas in innovation, leadership, strategy and growth from a world class faculty.
- The room layout is then transformed with a central round table, surrounded by delegates observing a jury of Board members deliberate over the concepts and assumptions behind the latest ideas.
- A selection of delegates are invited to replace the jury member for their function.

More details on this unique format are outlined on the following page.

The positive outcome is that everyone gains greater awareness of how best to present their favourite ideas from the Summit to the stakeholders at their firms. This increases the likelihood of converting insights into action.

Delegates can attend either or both days.

9 March – Innovation & Leadership

- 09:00 Keynote from Julian Birkinshaw on latest ideas and developments in innovation
- 09:30 Panel session, moderated by Julian Birkinshaw
- 10:30 Coffee
- 11:00 Jury Deliberation – What have we just heard that will help our firm and people be more effective and innovative?
- 11:30 Up to three replacement jury members from the audience every 20 minutes – based on a draw by the Jury Chair
- 12:30 Lunch
- 13:30 Keynote from Linda Hill on latest ideas and developments in leadership
- 14:00 Panel session, moderated by Linda Hill
- 15:00 Tea
- 15:30 Jury Deliberation – What have we just heard that will help our firm get the best from our leaders?
- 16:00 Up to three replacement jury members from the audience every 20 minutes – based on a draw by the Jury Chair
- 17:00 Close

10 March – Strategy & Growth

- 09:00 Keynote from Andrew Hedley on latest ideas and developments in strategy
- 09:30 Panel session, moderated by Andrew Hedley
- 10:30 Coffee
- 11:00 Jury Deliberation – What have we just heard that will help our firm cope with uncertainty?
- 11:30 Up to three replacement jury members from the audience every 20 minutes – based on a draw by the Jury Chair
- 12:30 Lunch
- 13:30 Keynote from Susan Hackett on latest ideas and developments in attracting and serving clients
- 14:00 Panel session, moderated by Susan Hackett
- 15:00 Tea
- 15:30 Jury Deliberation – What have we just heard that will help our firm grow profitable revenues?
- 16:00 Up to three replacement jury members from the audience every 20 minutes – based on a draw by the Jury Chair
- 17:00 Close

Converting insights into action

Building on the popular 'Management Team Together' sessions for MPF members from a range of backgrounds, functions and mindsets working in the professions, the participative structure of the **Jury Deliberation** gives members the opportunity to hear about the latest developments in **innovation, leadership, strategy** and **growth** from a world class faculty, form insights and then observe the underlying concepts and assumptions deliberated over by a jury of supporters and friendly sceptics.

Awareness of how best to present the insights to the real sceptics increases, resulting in a far greater likelihood of converting the insights into action.

Unique format – Jury Deliberation

Critical business issues are addressed from multiple perspectives with each session following a similar pattern:

- A 30-minute keynote from a business thinker, briefing delegates on the latest ideas and developments
- A 60-minute panel session moderated by the business thinker, comprising topic experts taking ideas from the keynote and exploring how they might work in the professions. At least one of these experts is also a jury member (see below)
- A 90-minute session in a transformed space, bringing together a jury of supporters and sceptics, sitting at a round table in the centre of the room to deliberate over what they have just heard from the keynote and panel session, surrounded by delegates. Jury members reflect the composition of a typical Board, with the business thinker for the session acting as advisor.
- At 20-minute intervals during the jury discussions, up to three eligible delegates are selected by the chair – based on a draw – and invited to replace the jury member from their own function.

Why participate?

- Hear the latest ideas and developments in innovation, leadership, strategy and growth from top business thinkers and sector role models
- Understand why leaders need to be social architects, creating and shaping a context in which others are both willing and able to innovate
- Connect with people outside your usual peer group
- Appreciate the leadership, experimentation, guidelines and challenge that shape how any firm searches for opportunities, synthesises ideas into concepts and brings individual slices together into a work of collective genius

Faculty:

Gareth Ash, former Chief Information Officer at Allen & Overy

Paul Barnett, Founder & CEO at Strategic Management Forum

Professor Julian Birkinshaw, Chair of Strategy and Entrepreneurship at London Business School

Margaret Bowler, National Director I Business Risk & Quality Assurance at Grant Thornton

Karl Chapman, Founder & CEO at Riverview Law

Shirley Cooper, former President of the Chartered Institute of Purchasing and Supply

Susan Hackett, former CEO at Association of Corporate Counsel

David Halliwell, Director of Knowledge, Risk and Legal Services at Pinsent Masons.

Andrew Hedley, Founder & CEO at Hedley Associates

Professor Linda Hill, Wallace Brett Donham Professor of Business Administration at Harvard Business School

Jan Hills, Founder & CEO at Head, Heart & Brain

Professor Herminia Ibarra, Professor of Leadership and Learning at Insead

Charlie Keeling, former Global HR Director at Clyde & Co

Sir Nigel Knowles, Global Co-Chair at DLA Piper

Sophie Lambin, Managing Director at Kite Global Advisers.

Gerd Leonhard, Founder & CEO at Futures Agency

Nilofer Merchant, Fellow at Martin Prosperity Institute

Christopher Mills, Chief Operating Officer at Schillings

Laurence Milsted, Finance Director at Freshfields Bruckhaus Deringer

Hamish Munro, Former Director of Business Development & Marketing at Hill Dickinson

Steve Paul, Digital Strategy Director, Emperor

Sacha Romanovitch, CEO at Grant Thornton UK

Alistair Rose, former South East Chairman at PwC

Mike Strong, Executive Chairman EMEA at CBRE

Marc Teerlink, Chief Business Strategist at IBM Watson

Mark Thurston, Regional Managing Director, Europe, CH2M

Andy Wilkins, CEO and Co-founder at BE Advisory

8 March, 2pm to 5pm

Bootcamp: Engaging with a new role

The optional Bootcamp is intended for recently appointed and aspiring leaders to engage with a new role.

The way that you think is a product of your past experiences. The paradox is that the only way to alter the way that you think is by doing the very things your habitual thinking keeps you from doing.

In times of transition and uncertainty, thinking and introspection should follow action and experimentation – not vice versa. This allows you to reshape your image of what you can do and what is worth doing. Contrary to popular opinion, too much introspection into say your strengths and weaknesses anchors you in the past, shields you from discovering your potential, and leaves you unprepared for fundamental shifts in the situations around you.

Your true self only emerges from an outside-in approach, involving three core elements that will be explored in the bootcamp:

- Redefine the scope of your day job by plunging into new projects and activities
- Form relationships and interact with people who see the world very differently
- Experiment with unfamiliar and playful ways of connecting and engaging with others to get things done.

These elements combine iteratively to define and shape your identity as a leader (or to hold you back). Sustainable change requires material shifts in all of them.

Bootcamp presenters:

Patrick McKenna is Founder & CEO at McKenna Associates, based in Canada

Mike Strong is Executive Chairman EMEA at CBRE

8 March, 6pm

Campaign Reception

Open to all attendees – Most leaders of professional firms have developed extensive expertise in ‘challenge & support’ leadership. However, they are seldom seen externally as suitable NED candidates, despite their unique mix of relevant business acumen and independent mindset.

A campaign by The NED Club aims to set the record straight through promoting the merits of appointing professional people with suitable experience as NEDs.

All days

IBM Watson: Close encounters of the third kind

Open to all attendees – Everyone is suddenly talking about something that is still some years away. Few if any will have seen IBM Watson in action. So a demo room will be available throughout the Summit to facilitate encounters of the third kind.

IBM Watson is a decision support tool that is capable of answering questions posed in natural language through identifying sources, generating hypotheses, scoring evidence, and suggesting answers – ranked by level of confidence. A great TEDx video by “restless genius” Ray Kurzweil of Google describes in simple terms how Watson replicates the way that the brain thinks, thereby allowing it to win a popular gameshow called *Jeopardy*.

Attendees will be given a time slot for a demo once they have booked a place.

MPF Summit 2016

8 to 10 March 2016 • Millennium Hotel London Mayfair, 44 Grosvenor Square, London W1K 2HP

Pricing (excluding VAT) Fee payable with booking.

	Option 1 Full Summit (Bootcamp + 9-10 March)	Option 2 Bootcamp (8 March)	Option 3 Business Ideas on Trial (9-10 March)	Option 4 Business Ideas on Trial (9 March only - Innovation & Leadership)	Option 5 Business Ideas on Trial (10 March only - Strategy & Growth)
Per delegate					
MPF member	£900	£250	£750	£425	£425
Non-member	£1,800	£500	£1,500	£850	£850

Delegates

Name Name Name

Position Position Position

Email Email Email

Tel Tel Tel

Option: 1 2 3 4 5

Reception IBM Watson demo

Willing to join a Jury

Option: 1 2 3 4 5

Reception IBM Watson demo

Willing to join a Jury

Option: 1 2 3 4 5

Reception IBM Watson demo

Willing to join a Jury

Firm (see eligibility below) Sector

Address

If in EU (but not UK),

..... Postcode Country VAT/tax number

Eligibility: This Summit is for leaders and management teams of professional services firms.

Payment

Please enclose a cheque made payable to **Practice Management International LLP** or pay by Visa/Mastercard/Amex/Maestro (please circle one)

Cardholder name: Card number: Expiry date:

Security code: Amount: £ Signed Date

Detailed programme and joining instructions will be sent on receipt of booking – along with VAT invoice

Please return this form to: **MPF, 422 Salisbury House, London Wall, London EC2M 5QQ, UK**

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Cancellations – Up to 31 January 2016: Full refund minus £100 (plus VAT) cancellation fee per person. No refund after 31 January 2016. Cancellations must be made in writing. PMI reserves the right to cancel with no liability beyond refund of fees paid.

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