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Please fill in our membership registration form if you would like to receive the latest news on hot issues and popular speakers in Turkey and around the globe. You will also be notified of our conferences and promotions.

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## Interview of the Month



### The Innovation War Room

#### Rowan Gibson

"What can we do to survive – and, more important, to win – in the turbulent times ahead?"

"How do we get the sales curve moving upward in a market where customers are no longer buying?"

"How do we motivate our people to imagine radical new solutions when we're simultaneously reducing headcount?"

"How do we continue to meet our growth targets if we don't even know how to make it through the next quarter?"

With a global recession banging on the door, markets rapidly shrinking, and corporate budgets being slashed on every front, these are the urgent questions that executives everywhere are asking.

Rowan Gibson, global business strategist and bestselling author, provides compelling and practical answers in his new series of keynote speeches and 2-day strategy meetings. Focusing specifically on today's burning economic issues, Rowan shows you how to radically rethink your product and service offer, your cost structures, internal processes, supply chains, distribution channels, and business models for these challenging times. With his cutting-edge "Innovation War Room", he explains how you can discover innovative ways to save money and create new value – both for your customers and your own organization. Rowan argues that an unstable competitive environment always opens up a lot of space for new ideas, new strategies, and newcomers. He teaches you how to turn crisis into opportunity and steal a march on your competitors by innovating for the short term as well as the long term. His bottom-line message is that by innovating your way through this economic crisis, your company can actually come out of it better and stronger than it was before!

Based on his groundbreaking new book, "Innovation to the Core" (Harvard Business School Press), Rowan has designed a practical set of innovation strategy tools to help your company deal decisively and creatively with the challenges that currently face you.

Using his cutting-edge methodology – the "Four Lenses of Innovation" – Rowan will teach you how to spot new opportunities for radically adjusting your business model to the new market conditions.

The four lenses are:

1. Challenging deeply-held orthodoxies inside your company and your industry
2. Harnessing trends and discontinuities that could substantially change the rules of the game
3. Leveraging competencies and strategic assets in unconventional ways to create new value
4. Identifying unsolved customer problems, market inefficiencies, unmet needs and wants

In his keynote speeches, Rowan demonstrates how to use the "Four Lenses of Innovation" to rapidly and radically rethink your products, services, processes, strategies and business models in a down economy. In his hands-on, two-day strategy meetings, Rowan will work with you to generate a slew of new strategy options and growth opportunities for your company using the "Four Lenses of Innovation". Rowan Gibson is a very popular keynote speaker. His mix of insight, inspiration and information has impressed a wide range of audiences all over the world. The media have called him "a guru among the gurus".

## Portfolio - Turkey

- Portfolio - Turkey

## Portfolio - World

- Business Development
- China&Asia
- Communication
- Cultural Diversity
- Customer Services&CRM
- Economy&Finance
- Entertainers&Awards
- Europe
- Future

UP ▲ DOWN ▼



Here is some feedback from Rowan Gibson's past events:

"Brilliant." Renault  
"Inspiring." CAP Gemini Ernst & Young  
"Amazing presentation...pushing us forward." Microsoft  
"Excellent insight." Nokia  
"Professional and lively." Roche  
"Fantastic presentation." Steelcase  
"Dynamic and engaging." Sonae  
"Rowan got the top score in our evaluations." The Concours Group  
"Opened the eyes of our executives." UPM Kymmene  
"The best speaker of the whole event." Management Events  
"Rowan is alive, he knows how to inspire." Investec

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- **November 18 2008**
  - October 31 2008
  - January 22 2008
  - December 5 2007
  - March 16 2007
  - November 23 2006
  - September 14 2006
  - July 28 2006
  - June 26 2006
  - April 28 2006
  - March 17 2006
  - November 28 2005
  - November 1 2005

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