

**5TH WORLD CONGRESS ON
MANAGEMENT DEVELOPMENT**

**DEVELOPING
EXCELLENT
MANAGERS -
MEETING THEIR
REAL NEEDS**

**THE
CAFÉ ROYAL
LONDON**

**23rd/24th/25th
NOVEMBER 1988**



IMC
Multinational 

**EXECUTIVE
DEVELOPMENT**
TODAY'S NEW MAGAZINE
FOR TOP PERFORMERS

THE CAFÉ ROYAL LONDON

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For management trainers and successful managers throughout the world, this is the event of the year. An event which is truly unique, both in content and in style. One which is innovative, provocative, and crucial.

As the detailed programme shows, participants have an extensive selection of sessions from which to choose.

Leading international speakers will present plenary sessions. Then, smaller groups will be established to discuss and evaluate information and ideas received.

In addition, invaluable workshop sessions are provided. They're led by respected and accomplished practitioners – to encourage an even more responsive interchange of ideas – and experience.

The 1988 Management Development Congress will prove to be a vital source of information and inspiration to all delegates. It presents an excellent opportunity for you to meet your contemporaries, and to examine the latest developments in the market place.

Considerable emphasis is placed upon the practicable – helping participants to plan future strategy in the context of new work in this expanding field.

The Congress is the ideal environment for the creation of a greater awareness of management development practices in an international context.

*The Chairman is
Dr. Roger Bennett,
Professor of
Management Education
and Training, IMC;
Publisher Human
Resource Journals,
MCB University Press
Ltd; Author, Consultant,
Researcher and Trainer
in the field of Human
Resource Development
worldwide.*



CHAIRMAN: DR. ROGER BENNETT

DEVELOPING

MEETING THEM

SPEAKERS

Dr Robert R. Blake, Chairman, Scientific Methods Inc., Austin, Texas, USA. Dr Blake is a pioneer in leadership theory. He initiated the first leadership development effort in a major American corporation, where he perfected the well-known Managerial Grid approach and demonstrated its ability to promote excellence. Dr Blake is the author of over 40 books. "The Managerial Grid" has sold more than one million copies and is available in ten languages.

He has served as a consultant for governments, industries and universities in 40 countries.

Dr Gunnar Hedlund, Stockholm School of Economics Institute of International Business. Appointed Professor of Stockholm School of Economics in 1968, Dr. Hedlund is an academic, business consultant to international organisations, author and editorial adviser to many eminent journals in the fields of Management and Marketing. He is also a member of the board of the European International Business Association.

Dr Andrew Kakabadse, Professor of Management Development, Cranfield School of Management. Current areas of interest focus on improving the performance of top executives and top executive teams, excellence in consultancy practice, and the politics of decision making. Has published 11 books and over 50 articles, including the best selling book, "Politics of Management". Holds positions on the boards of a number of companies, and is external examiner to a number of universities.

Dr Charles J. Margrison, Professor of Management, University of Queensland. Dr Margrison's work as a management educator is recognised internationally with such organisations as Mobil Oil, Shell Corporation and Citibank. He is currently International Vice-President of IMC, and is the author of several books, including "Conventional Control Skills for Managers" and "How to Lead a Winning Team" in conjunction with Dr Dick McCann.

Sir Edwin Nixon, C.B.E., D.L., Chairman, IBM United Kingdom Holdings Ltd. Joined IBM in 1955, appointed Managing Director in 1965, and Chairman and Chief Executive in 1979. He retired as Chief Executive in 1985, but remains Chairman. Sir Edwin is also Deputy Chairman of National Westminster Bank, and Chairman of Amsterdams International plc.

Awarded the C.B.E. in June 1978 for services to export. Sir Edwin was knighted in 1984, and became a Deputy Lieutenant of Hampshire in 1987.



G EXCELLENT MANAGERS- IR REAL NEEDS

Ben Thompson-McCauley, Managing Director, National and Provincial Building Society. Educated at Eton College and Trinity College, Cambridge, was Chief Executive of The London Life Association prior to joining National and Provincial. In 1985, he co-authored (with Derek Biddle) "Change, Business Performance and Values".

Dr Roy Williams, Head of Human Resources, Ernst & Whinney. Actively involved in the management of innovation and creativity for many years in a wide range of enterprises. Major interests are in Innovative Management, Leadership Development, Cultural Change and Regeneration Strategy. These predominate in order to in-depth experience of the introduction of Planned Organisational Change, the management of human resources, top team building and the design of management development systems.

Mike Woodcock, MP, O. L.B., Chairman, University Associates International Ltd. Founder and Chairman of five UK Corporations. Underwriter on the Lloyd's of London Insurance market, and Parliamentary Adviser to the UK Coal Trading Industry. Mike Woodcock is the only Management and Organisation Development professional in the House of Commons. A leader or co-author of seven books on Organisation, Team Management and Personal Development, and has worked as a Consultant and Trainer in many countries.

WORKSHOP LEADERS

Richard Allen, Independent Consultant. In the past has been involved in training people in Local Authorities at all levels, and delivering independent assessor training and Development Manager in the Home Division of the Sun Alliance Insurance Group. His consultancy in which he is partnered by his wife is based in the North of England. Part of his work is concerned with a new leadership style for men, largely because he thinks the traditional, autocratic style has had its day. He has co-authored several papers with Bruce Nixon.

Rosemary Brennan, Independent Consultant, Trainer and Counsellor. Leads training programmes for women, and for women and men. Trains business for work towards a new leadership initiative. Has developed new approaches to work on improving peoples' ability to handle issues of gender, race and disability.

George Davies, Director, The Cambridge Management Centre. Involved for many years in food product development with Unilever, he then took up a full time teaching appointment at the Centre for Creative Leadership in Greensboro, North Carolina, USA. Since returning to the UK in 1980, he has been involved in designing and running a wide variety of management development activities.

Jacques Dubreux, Functional Training Manager, Europe, Hewlett Packard SA. Has been with Hewlett Packard for 14 years, and his work has involved conducting research on team building on a worldwide scale. He has been personally responsible for the training of over 1200 managers to date. His other R & D work has been concerned with creative decision making, leadership and return on investment.

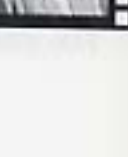
Pauline Farrell, Consultant Trainer. Has worked for many years in the field of Management Development for Women. Whilst at the Civil Service College, in 1981, she initiated and directed courses for Women Managers, attended by over 500 women civil servants. Since becoming independent in 1986, she has concentrated on leadership training for women and men, working on joint programmes to enable women's leadership, in the public and private sectors.

David Hutchins, David Hutchins Associates Ltd. In 1969, David Hutchins left a successful career in industry to devote himself to educational training and consultancy, forming DHA in 1975. He has lectured and conducted training courses all over the world to audiences of between 200 and 600. His published works include "The Against Approach to Product Quality" and "Quality Circles Handbook".

Dr J. Bernard Keys, Professor of Business, The Center for Business Simulation, Georgia Southern College, Georgia, USA. Formerly at Associate Dean and Director of Graduate Studies at Memphis State University, he assisted in implementing an Executive MBA Programme, and now teaches the initial course in The Georgia Southern Executive MBA Programme. Of the six books authored or co-authored by Dr Keys, three are business game texts.

Kate Mallott, Director, Management Training, Kodak Pathé, Paris. Has an MSc degree in Rural Sociology from Cornell University and is currently completing an Executive Development Programme at INSEAD. Her special interests include Training and Development and Intercultural Communications in Business.

Dr Robert Wells, Systems Professor, School of Business, Georgia Southern College. With Dr J. Bernard Keys, he has written and programmed three published business games and conducted game sessions and developed customised business games for numerous Fortune 500 clients. Dr Wells is business game director in The Association for Business Simulation and Experimental Learning, and a principle in Executive Simulations, Inc.



Dr Alan Mumford, Professor of Management Development, IMC. One of the outstanding figures in management development, his interest in the selection and development of Senior Managers led him into the field of how managers learn. The latest of his many books, "Developing Top Managers" has been published by Gower 9 1/2 years, and is based on his research with train board directors.

Bruce Nixon, Independent Consultant. Formerly Training and Development Manager of Sun Alliance, he has authored or co-authored many papers on the practical and innovative work in which he has been involved. As a consultant, he is concerned with better made-in-company work, and runs programmes designed to develop a new, more appropriate style of leadership, or equal opportunities, for men and women.

Trevor Peck, President, Trevor Peck Associates. Before forming his own international management and organisation development consultancy, Trevor Peck spent ten years in production/ sales management of the electronics, educational products, cosmetics and catering equipment industries. He is a Fellow of the Institute of Training and Development.

Michael Simmons, Independent Consultant, Trainer and Counsellor. His work has focused on assisting people at all levels to plan and agree where they are going, develop organisational structures that enable them to achieve their objectives, build effective teams that emphasise "all for one and one for all", and develop individual competence. Currently engaged almost entirely in projects to create a new leadership initiative, working in a number of government departments as well as in the private sector.

Dr Charles J. Margerison (see "Speakers" section for biography) will also act as a Workshop Leader.



PROGRAMME

DAY ONE

Wednesday 23rd November 1988

- AM**
- 10.30-11.30** Coffee and registration
- 11.30-11.45** Welcome and Introduction
— Dr Roger Bennett
- 11.45-12.30** "Building on Success"
— Keynote speech by Sir Edwin Nixon, C.B.E., D.L.
- PM**
- 12.30-2.00** Luncheon
- 2.00-2.45** Plenary Presentations
"Management Development: A Chief Executive's View"
— Ben Thompson-McCausland
- 2.45-3.30** "Organisation Transformation: Fall or Fundamental?" — Dr Robert Blake
- 3.30-4.00** Tea
- 4.00-5.00** Seminar Discussion Groups
— Ben Thompson-McCausland
— Dr Robert Blake
- 5.00-5.45** Plenary Presentation
"What is Management Development Really About?"
— Dr Gunnar Hedlund
- 6.00-7.00** Reception
- 7.00-11.00** Conference Dinner

DAY TWO

Thursday 24th November 1988

- AM**
- 9.00-9.45** Plenary Presentations
"What it Takes to be Effective at the Top"
— Dr Andrew Kakabadse
- 9.45-10.30** "Management Development for Real Approaches That Work"
— Mike Woodcock
- 10.30-11.00** Coffee and Exhibition
- 11.00-12.00** Seminar Discussion Groups
Dr Gunnar Hedlund
Dr Andrew Kakabadse
Mike Woodcock
- PM**
- 12.00-1.00** Exhibitor's Reception
- 1.00-2.30** Luncheon
- 2.30-3.30** An Hour with...
Jacques Dufrenoy, Functional Training Manager, Europe, Hewlett-Packard S.A.
Dr Charles Margerison
Dr Alan Mumford
Kate Maifert, Director, Management Training, Kodak-Pathé, Paris.
Trevor A. Peck, President, Trevor Peck Associates.
- 3.30-4.00** Tea
- 4.00-5.00** An Invitation to Discuss Team Management Systems with Dr Charles Margerison
- 5.00-7.00** Self-Arranged Informal Seminar Groups

FREE EVENING

Delegates might wish to explore the sights of London, visit the theatre, do some late night shopping, or simply relax over dinner. They should make their own arrangements, but if help is required, please contact The Conference Organiser.

DAY THREE

Friday 25th November

- AM**
- 9.00-10.45** Workshop Sessions
"Leadership Development"
— George Davies
"Women's Leadership Development"
— Pauline Farrell
"Quality Improvement Through Management Development"
— David Hutchins
Simulation for Management Development"
— Dr J. Bernard Keys and Dr Robert Wells
"Management Development Through Team Development"
— Dr Charles Margerison
"Training Trainers to Take Leadership in Their Organisations"
— Bruce Nixon and Richard Allen
"Releasing Individual Initiative — A New Leadership Programme for Men and Women"
— Michael Simmons and Rosemary Brennan
- 10.45-11.15** Coffee
- 11.15-1.00** Workshop Sessions — repeated
- PM**
- 1.00-2.15** Luncheon
- 2.15-3.30** Plenary Presentation
"Into the Future"
— Dr Roy Williams
- 3.30-4.00** Tea and Dispersal

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Please book place(s) in the name(s) of the following for the World Congress @ £695 plus VAT (£799.25) per place.

Special note: Bookings made before 31 August are subject to a 10% discount (£625 + VAT = £718.75). This discount also applies to members of IMC's faculty.

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