

Leadership: developing your personal brand - an invitation to a networking event

For business the pace of change and growth of connectivity is remorseless. We want organisations that are both stable, but adaptable. We want an emphasis on the value of people, but also on compliance and delivery. In such complex and dynamic environments the implications for leadership are far reaching – we require leaders who are decisive, yet reflective; deliver bold moves and also incremental adjustment – is this all possible?

We'd like to invite you to our next discussion on '**Developing Your Personal Brand of Leadership**', supported by 2 knowledgeable speakers from academia and industry. This will be followed by canapés and champagne, and the opportunity to network and debate with other industry leaders. We hope you can join us on **Tuesday 28 April** at the RSA in London.

Our guest speakers for the evening will be:

Dr Craig Marsh - Chief Academic Officer, UK Institutions Laureate Online Education

Craig has worked in the field of learning and development for the last 25 years, as a teacher, consultant, researcher, and senior manager. His current role is as Laureate's lead academic for the United Kingdom, including partnerships with the Universities of Liverpool and Roehampton. In this capacity he is responsible for the delivery, future development, and quality assurance, of 36 Masters and Doctorate programmes. Prior to his current career, Craig was an RAF pilot and then a line manager for both BP and GEC Marconi.

Dr Urbain Bruyere - Leadership Expert and Practitioner in High Risk Operations

Urbain Bruyere has more than 20 years in operations leadership as a Vice President for an oil major. Degrees in Engineering and Management. He specialises in accelerating culture change, delivering safety and business improvements in high-risk environments and helping organisations adapt to real-world complexity. He uniquely combines a decade of high-hazard operations and line management, with world-class expertise in leadership and organizational culture. This has been gained through his doctoral research and collaboration with a number of leading global businesses, academic institutions such as MIT, and some of the world's foremost authorities in the field, including Edgar Schein. Urbain is a Fellow of the Institution of Chemical Engineers and has been recently awarded a Doctorate from the University of Pennsylvania.

Post presentations there will be an interactive development session on the theory and practice of leadership, and how recent work on brain patterns highlighted by David Rock (Your Brain at Work) and Daniel Kahneman (Thinking Fast and Slow) can offer compelling insights into leadership behaviour. This session will be led by Dave Moorcroft of lloydmasters.

Event details:

The Date: Tuesday 28 April 2015
The Place: RSA, 8 John Adam Street, London WC2N 6EZ
The Details: 1545 Registration and coffee
1615 Welcome
1630 Presentations and discussion
1730 Leadership and the brain
1830 Champagne and canapés

Please email fiona@lloydmasters.com to confirm you are able to join us at this exclusive and complimentary event. You should also let us know if you wish to bring a colleague or send one on your behalf. Places are limited.

We are also delighted to welcome our partner organisation **HopkinsLongworth**.

Lloydmasters Consulting

lloydmasters is a specialist niche consultancy in the field of leadership. We work with many of the world's top organisations including BP, British Airways, Network Rail, Balfour Beatty, GSK and Siemens.