

Meaningful Measurement

Think your way out of recession

Today is uncertain and full of paradox.

In a credit crunch caused by spending too much, the solution, we are told, is to spend more. Organisations cut costs and hope their customers don't. And as the world grows more uncertain, the more we search for certainty, the magic solution to answer our problems.

Rapid change doesn't just upset our game plans, it changes the rules, the game and the players.

In a rapidly changing world success goes not to those who cling to answers, but to those asking the right questions, those with the agility of thinking to dance with change.

Using a host of examples and fun exercises to stretch your thinking learn to succeed in a world of constantly shifting ground.

Draw on lessons from the courtroom, the surgery and the sinking of the Titanic. Explore the link between your lungs, earthquakes and the performance of stock markets. Discover the coincidence of your birthday and why all of this, and more, is important to measuring, understanding and improving your organisation's performance.

The Masterclass Approach.

In turbulent times, we need to continuously create solutions to exploit changed circumstances.

Delegates leave with solutions for today and with insights and tools to meet the challenges of tomorrow.

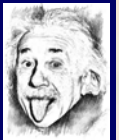
"If they can get you asking the wrong questions, they don't have to worry about the answers."

Thomas Pynchon



"The significant problems we face cannot be solved with the same level of thinking that created them."

Einstein



"Anyone can look for fashion in a boutique or history in a museum. The creative explorer looks for history in a hardware store and fashion in an airport."

Robert Wieder



"Once we rid ourselves of traditional thinking we can get on with creating the future."

James Bertrand

"Somewhere, something incredible is waiting to be known."

Carl Sagan



1 day interactive workshop. £275 +VAT May 20 2009. 71-73 Great Peter Street, London.



Steve Unwin is internationally respected for his ability to stimulate, entertain and share insights. A passionate and creative communicator he draws on a wide range of sources and experience to create challenging, fun learning environments.

Steve is author of seven books including 'Essence of Da Vinci'.

For information and to book ☎ 020 8405 5064 📖 accesstoexcellence.co.uk

