Strengths-based Leadership: Building Bridges between Sectors

Wednesday 11 June 2014
This event is an opportunity to co-create an international community of interest among leaders from different sectors, in which leaders can learn from one another and improve performance in their own sectors and across society.

In this one-day conference we will explore the foundations of successful leadership in a number of sectors – from the arts, the third sector, sports and business - we will explore what factors are associated with success and failure with the aim of cross-pollinating knowledge and best practice. The conference will be highly interactive and invite the audience to explore different approaches, including a strengths-based identity perspective on leadership and relationships as well as the biological and motivational foundations of connectedness. It will in part build on research conducted with the Clore Duffield Foundation and the leadership programmes they have set up and provide an opportunity to shape future research and practice.

**Confirmed speakers include:**

**Collette Stone**  
Acting Head of Leadership, Organisation Design & Development at the Home Office

**Björn Edlund**  
Chairman, Europe, Edelman & CIS, Principal Edlund Consulting Ltd.

**Professor Filippo Dal Fiore**  
Professor of Sustainability and Innovation at the University of Bologna & Social Scientist at MIT

**Thomas Mayer**  
Chief Operating Officer of Lotus F1

**Peter Molyneux**  
Chair, SW London & St Georges Mental Health NHS Trust

**Professor Kevin Money and Dr Carola Hillenbrand,**  
John Madejski Centre for Reputation

---

**Agenda**

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
</tr>
</thead>
<tbody>
<tr>
<td>09:00</td>
<td>Welcome</td>
</tr>
<tr>
<td>09:30</td>
<td><strong>The importance of interdisciplinary learning</strong>&lt;br&gt;Professor Filippo Dal Fiore.</td>
</tr>
<tr>
<td>10:30</td>
<td><strong>Insights from leaders from different sectors with time for interaction</strong>&lt;br&gt;Björn Edlund and Collette Stone</td>
</tr>
<tr>
<td>12:15</td>
<td>Lunch</td>
</tr>
<tr>
<td>13:15</td>
<td><strong>Leadership, Identity and Relationships</strong>&lt;br&gt;Professor Kevin Money and Dr Carola Hillenbrand</td>
</tr>
<tr>
<td>14:15</td>
<td><strong>Insights from leaders from different sectors with time for interaction:</strong>&lt;br&gt;Professor Kevin Money and Dr Carola Hillenbrand</td>
</tr>
<tr>
<td>16:15</td>
<td><strong>Summary and agenda for future collaboration</strong></td>
</tr>
</tbody>
</table>
Dr Carola Hillenbrand

**Associate Professor of Organisational Psychology at Henley Business School**

Carola Hillenbrand is Associate Professor of Organisational Psychology at Henley Business School, Academic Director at the John Madejski Centre for Reputation (JMCR) and Post-Graduate Research Director for the School of Marketing and Reputation. Carola’s research aligns the subjects of responsibility, relationships and resilience with human decision-making, behaviours and emotions. She collaborates with faculty in psychology, governance and leadership to develop multidisciplinary, cross-university and international programmes related to long-term behavioural change. At the moment, she works towards launching the JMCR’s ‘Changing Behaviours for Good’ Programme.

Carola is overseeing a variety of international and large-scale research projects and has, since 2003, advised more than 1000 managers on conducting applied research projects in their own organisations. Her research has won a number of international awards, including the Keith MacMillan Research Price in 2009, and in 2013 the prestigious Jean Perrien Award for Best Paper in Financial Services in Canada and the Emerald Literati Network Highly Commended Paper Award.

Carola is a certified Coach, a licensed NLP Practitioner and a Chartered Psychologist with the British Psychological Society. Prior to joining Henley in 2002, Carola was an international market-research consultant based in Frankfurt where her work covered research into psychological innovation and advertisement across a wide range of products and sectors, covering both qualitative and quantitative research approaches. She continues to work as an adviser with a wide range of industries including service companies, energy companies and consumer good companies.

Björn Edlund

**Chairman, Europe, Edelman & CIS Principal Edlund Consulting Ltd.**

Björn Edlund is a public affairs and corporate communications expert focusing on the societal role of business and other large institutions. Over the past 20 years, he has served as head of public relations at three issues-rich multinationals – Sandoz AG, ABB Ltd and Royal Dutch Shell plc.

Björn is now non-executive Chairman, Europe & CIS at Edelman, the world’s largest independent PR company. As Principal of Edlund Consulting, he directly supports corporate and civil society leaders on communications strategy, issues, values and identity.

Björn is a Senior Visiting Fellow at Henley Business School and a Board Trustee of the Institute of Human Rights and Business. He is involved with several not-for-profit initiatives promoting freedom of speech and quality journalism.

In 2013, he became the first non-US recipient of the Alexander Hamilton Medal, the highest award for contributions in the field of PR, involving research, given by the Institute for Public Relations. In 2009, he was one of five recipients of the first ever SABRE Award for Individual Achievement given in Europe, the Middle East and Africa.

Previously he worked as a news agency staff correspondent, bureau chief and regional news editor with UPI and Reuters in Europe, Latin America and the Middle East.

Dr Filippo Dal Fiore

**Professor of Sustainability and Innovation at the University of Bologna & Social Scientist at MIT**

Filippo Dal Fiore is a social scientist and independent consultant, and has been orienting his career towards interdisciplinary and inter-professional experimentation. After a degree in communication studies from the University of Padua, he embarked on a long PhD in applied economics on the behavioural impacts of information technology at the Free University of Amsterdam, in partnership with the Massachusetts Institute of Technology. While interacting with engineers and private companies at MIT, he launched and directed an IT start-up inspired by the academic research they were carrying out.

He is currently an adjunct professor of sustainability and innovation at the University of Bologna, and consults internationally on the topics of inter-disciplinary, meaningful work and ethical economics.

Thomas Mayer

**Chief Operating Officer of Lotus F1**

Thomas Mayer graduated from the Swiss Institute of Technology in Zurich with a degree in Industrial Engineering and Technology Management. He then joined the railway industry working as an International Project Manager, predominantly in Asia and Eastern Europe. Thomas subsequently held a variety of management positions in operations, also acting as Managing Director of Bombardier in Hungary. He was then appointed as an executive board member of Solaris Bus & Coach. He joined Lotus F1 Team as COO in 2012, and is also an alumnus of MIT and IMD.
Attendance is by invite only.

**Bookings:** RSVP by 6 June 2014 to Chris Gilbert

Chris.gilbert@henley.ac.uk | 01491 418776

Lunch and refreshments will be served

**Venue:** Henley Business School, Greensands Campus, Henley-on-Thames.

www.henley.ac.uk/reputation