



Battlefields to Boardrooms
LEADING MANAGING DIRECTING

Wednesday 1st October and Thursday 2nd October 2014



Our Story

The CRF International Conference has become an established date in the diaries of senior executives who focus on the way people add value to their organisations.

Continuing the innovative and participative approach to our conferences, and in the year marking the Centenary of the start of the First World War, our 2014 conference will address the theme **'From Battlefields to Boardrooms – Leading, Managing, Directing'**.

Using the catastrophic (for all sides) Battle of the Somme as an opening case study, we will analyse the importance of intelligence gathering, decision making, planning, strategy and motivation in the twin contexts of the military imperatives of 1914 and the business imperatives of 2014.

Recognising the value of narrative to bring to life business and management learning, our contributors will be storytelling with a number of discrete, but connected, illustrations of these key business principles.

It promises to be another engaging and interactive conference convening an audience of 300+ senior HR and business leaders in a unique and stimulating environment of learning, sharing and relationship building.



Conference Chair

We are delighted to welcome Rt. Hon Dame Tessa Jowell DBE MP whose career has been based around leading, managing and directing at the highest levels of government and business. With Ministerial experience across a range of disciplines

and, most recently, one of the major driving forces behind delivering the 2012 London Olympics, Tessa has an outstanding record and is sure to critique our storytellers, encourage attendee contributions and complement their inputs from her own experiences.

PAST ATTENDEE

"In my opinion, the CRF International Conference is the best HR strategy summit I've ever attended. From the carefully chosen location and venue to the calibre of the presenters and strategic, high-quality pitch of the theme and sessions delivery, it's a truly world-class event."

Ben Bengougam
Vice President Human Resources
Europe Operations, Hilton Worldwide

"The CRF International Conference continually pushes against the traditional boundaries. As a result, it's always a surprising thematic mix; thought-provoking, topical, challenging and fun."

Neil Foulger
Managing Director, HR, Liberty Global Europe

"The CRF Conference presents a valuable opportunity to link into a variety of resources, to gather insight on your business challenges - new ideas, different approaches and a network of experienced professionals all in one place!"

Ruth Hutchison
Group Reward Director, Whitbread Group

"I look forward to the annual CRF Conference as it's one of the few HR events that combines a strong agenda with a great group of attendees - this makes it easy to put in the diary."

Mark Wells
Group HR Director, Experian UK

"In my experience, the CRF International Conference delivers its trademark magical mix of the right topical and intriguing theme, academic rigour and challenge, sound practitioner inputs and a great group of people with whom to exchange views."

John Whelan
HR Director, BAE Systems

Agenda

Tuesday 30th September

Welcome cocktail reception

Wednesday 1st October

The Battle of the Somme – lessons to be learned in intelligence gathering, decision making and implementation Stephen Bungay

Strategy and Planning – what does it mean today and how can we get it right? Murray Steele

Berlin city tour

Conference dinner

Thursday 2nd October

Strategy Execution – project management and implementation Stephen Carver

Leadership and Motivation – in good times and bad Tomas Chamorro-Premuzic

Conference forum



Our Storytellers

Stephen Bungay is Director at Ashridge Strategic Management Centre. He contributed to our Rome conference with a case study on the Roman Empire and we are delighted to welcome him back with his story of The Battle of the Somme and his take on the intelligence gathering, rigidity of strategy, management of operations and lack of leadership which led to such a disaster. Building on this,

Murray Steele and **Stephen Carver**, both experienced businessmen and academics, will develop Bungay's ideas and move us from the battlefields of the early 20th Century to the boardrooms of today. They will consider how lessons in planning, strategy and execution have been learnt – or not. **Tomas Chamorro-Premuzic**, Professor of Business Psychology at University College London, will conclude our conference.

However, there will be many other experiences at the conference and everyone will be interested in your story, its telling, its content and its effect on business performance.

We look forward to welcoming you to Berlin.

Venue: Hilton Hotel, Mohrenstraße 30, 10117 Berlin, Germany

Cost: CRF members qualify for two places as part of their annual membership. Attendance for non-members costs £1,500 + VAT (excluding flights and accommodation).

Accommodation: There is a non-refundable accommodation cost of £200 + VAT per night for those who wish to stay at the conference venue. We recommend a two night stay – Tuesday 30th September and Wednesday 1st October.

For more information please visit www.crforum.co.uk. To reserve your place please contact Lynn Little at lynn@crforum.co.uk or +44 (0) 20 7470 7104.

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