

'The Future Is Dangerous....'

Meeting of The Richmond Group of Independent Management Consultants

Saturday 14th November 2009 at Cobham Hilton

For directions:

http://www.hilton.co.uk/property/1101_PreparingToVisit.jsp?hid=11001785

An extract from the Hilton's web site is appended

As well as the Agenda for the meeting there are details below of two other meetings which members may find of interest. These are held by The Worshipful Company of Management Consultants, 12 November, 'How Not to Run a Country'; and the British Computer Society, 5 November, on Business Agility.

AGENDA

09.00 – 09.30	RG Members' Networking	Free time for members to meet with each other over coffee.
09.30 – 09.50	Welcome and introductions	Hedley Basford and Frank Hobson
09.50 – 10.30	20 years of CRM- Will we get it right in 2010?	David Jefferson
10.30 – 11.00	Coffee & Networking	
11.00 – 12.30	The Future: It's dangerous out there; what worked no longer works	Alan Whitaker
12.30 onwards	Members' Notice board, including	
	Presentations.... for RG	Barry Tuckwood's handover to the new organiser
	Worshipful Company of Management Consultants	(see Other Events on last page)
	Lunch	PLEASE book lunch in advance by e-mail to Wendy Grant
13.00 Onwards	Prospective Members' Forum & Interviews	This gives guests who may wish to join RG an opportunity to obtain more information. Interviews for prospective RG members are also taking place at this time.

The meeting cost for non members is £30 inc. VAT; lunch is £10 inc. VAT for all those having lunch.

Please email Wendy Grant (wendy@gtbusinessservices.co.uk) to let her know whether you will be attending, whether you will have guests, and whether you will be staying to lunch.

Before the Coffee Break:

20 years of CRM- Will we get it right in 2010? **David Jefferson**

David will be exploring the question of why companies fail to get the benefits from CRM. He will reveal research about why so many CRM projects in the late 1990s failed to meet management's expectations. This is relevant for consultants today because according to some recent press articles

and web chat, the success rate has not improved in 2008-2009. What lessons are not being learned? The CRM success benefits can be substantial so companies continue to commission projects. If you want to help your clients have success with CRM, come and hear how you can make a difference.

David Jefferson has been involved for over 20 years in customer interface work. In 1990 it was Contact Management, then Sales Force Automation, and now CRM (Customer Relationship Management). His software company was responsible for launching the Maximizer CRM brand in the UK, now in the top 6 of CRM products world wide with over 1 million users. He was one of the early creators of the contact management marketplace. He will be giving an overview of the current CRM marketplace (perhaps mentioning social net-X), insight into the unexpected complexity of the customer interface, the need for systems, the senior management context for CRM success, and will attempt to demolish the myth that if you could identify the best CRM package in the world, success would follow.

Main Presentation: Alan Whitaker

**It's Dangerous Out There
What worked no longer works**

- Changing customer and employee expectations are accelerating exponentially!
- New technology is set to turn the business environment on its head.
- New competitors are poised to take your business and your clients' businesses away.
- We all have to change. We need to reinvent the way we do business.

Alan Whitaker predicted many of the changes we are currently seeing in customer needs, how business will be conducted, computers, medicine, engineering, alternative energy, telecommunications, biotechnology and nanotechnology as well as in the fabric of society and the structure of organisations.

Alan Whitaker

International speaker, corporate physician, futurist, strategist, motivator and author Alan Whitaker has addressed hundreds of international conferences, briefed hundreds of Boards and Executive teams, management away-days, retreats and sales conferences on five continents.

He is regarded internationally as a leading thinker and exponent of corporate re-invention and customer engagement. More than 2,000 organisations worldwide have transformed their business model using approaches presented in his soon to be released book 'The Future Winners'©.

His presentations have a record of being intellectually stimulating, fascinating, informative and entertaining. Because of the lasting 'take home', many of his clients invite him to address their people year after year.

Future Meetings

Date	Pre-coffee	Main Speaker
09 Jan 2010	Tony Ginda , IBC Membership Manager, bringing us up-to-date with what the IBC is doing, and exploring areas of mutual interest with RG.	Mike Sargeant , Managing Director of Pharon IFA, will review the state of financial services and discuss the issues that could affect us personally during 2010. Mike has over 40 years experience in the financial services industry covering banking, building societies, insurance brokers, independent financial advisers and fund management.
13 Mar 2010	To be confirmed	To be confirmed

Other Events

1 The Worshipful Company of Management Consultants

The Annual Change Lecture 2009 - Thursday 12 November
Stationers' Hall, Ave Maria Lane, London EC4M 7DD (020 7246 0982)
6.30 pm for 7.00 pm Champagne Reception and the Lecture will be followed by wine and Finger Buffet

Lecturer:- JON MOULTON
'HOW NOT TO RUN A COUNTRY!'
Sponsored by HARVEY NASH plc

Jon Moulton, 'one of the smartest business brains in Britain today', at the Company's Annual Change Lecture on Thursday 12 November 2009. Listen to this well recognised prophet in his own country, ask him questions, pick his brains and mingle with Jon as you network with drinks and refreshments afterwards.

He is a man of many talents, a Chemist, Chartered Accountant, Financier, Venture Capitalist and a no holds barred Business Commentator. An outspoken critic of banks, he likened their controversial funding as, 'giving heroin to a heroin addict'. Jon has an impressive record of successful turnarounds and creating golden opportunities from difficult situations.

Had Jon's imaginative venture for MG Rover taken place, the United Kingdom could now have a Car Industry to be proud of, instead of having to sell out to the Chinese and to suffer the shambles of the 'Phoenix Four'.

Jon has been a good friend to the Company, giving his first fascinating talk in 2002 entitled 'How Not To Run A Company' and at our Charity Gala in May 2009 he was a popular and valuable Auction Prize. The title of this year's Change Lecture will be, 'How Not to Run a Country!' and Jon will outline how the banks and the country got into the present serious state and will suggest what could be done to improve the situation. Importantly, he will outline possible opportunities for management consultants and enterprising businessmen during these troubled times.

His interests include, playing tennis, running half marathons, donating to charities, producing wines from his own vineyard - as well as shaking up all manner of dormant or troubled practices.

This is an excellent opportunity to bring clients and guests to this Annual Change Lecture, which has been generously supported by Harvey Nash.

The price is £40 a ticket, including VAT, and reservations for places for this important Annual Change Lecture, should be made with the [Clerk](#).

<http://www.wcomc.org/>
http://www.wcomc.org/News_2009_Change_Lecture.html

2 British Computer Society Is Business Agility a Key Success Factor?

BCS Consultancy SG joint event with the new Business Change SG and other groups

Date/Time:

Thursday 5 November 2009, 6.00pm for 6.15pm (ends 9.30pm).

Venue:

BCS London Office, First Floor, The Davidson Building, 5 Southampton Street, London WC2E 7HA.

Speakers:

- Jennifer Stapleton FBCS CITP CMC
- Kevin Johns MBCS CITP

Part 1

Summary:

Consultants are often called 'Change Agents'. This evening our expert presenters will guide us through the relationship between business agility and change. Their aim is to help us increase our understanding of some of the key issues and thereby improve our service to clients and win more business.

Title: Assessing Business Agility

Speaker: Jennifer Stapleton FBCS CITP CMC

Part 2

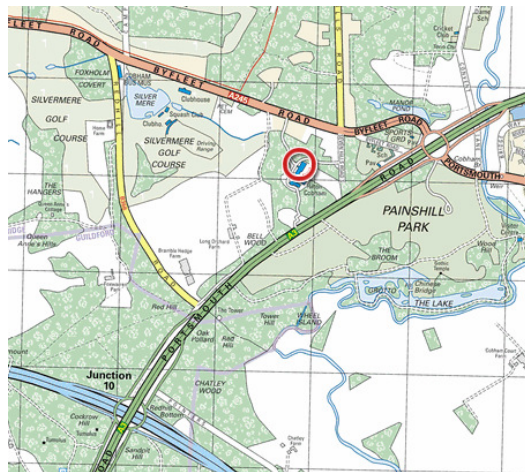
Title: Business agility: beware what you ask for

Speaker: Kevin Johns MBCS CITP

Cost including Buffet and Vat: £11.50 for Students, BCS & JCF members: £17.25 for non-members.

<http://www.bcs.org/server.php?show=conWebDoc.25320>

Directions to the Hilton, Cobham



Hilton Cobham hotel

Seven Hills Road South
Cobham
KT11 1EW
United Kingdom
Telephone 44 (0)1932 864471

- M25 to Jn 10
- A3 towards London
- A245 towards Woking
- Left at traffic lights
- Look for the Hilton

Or from London

- A3 (Kingston bypass) out of London
- leave at A245 & turn Rt (towards Woking) – it is the last junction before the M25
- Left at traffic lights
- Look for the Hilton