

TMA Event at London Business School 2016

On Wednesday 10th February 2016 our annual joint event took place with the LBS Turnaround Management and Restructuring Club. The evening was a great success, with around 85+ delegates attending. It was also a great opportunity to promote TMA UK and nextGen membership.

We were fortunate to benefit from a masterclass on digital marketing and learn about leadership in a digital world.

The guest speakers, Professor Chris Bones and James Hammersley presented their research into digital marketing and explained their seven drivers of a growth organisation based on:

- Becoming a champion of simplicity
- Searching out for the voice of the customer
- Building hypotheses not theses - and when to spot the difference
- Test and Learn at every stage
- Placing function over form
- Never think you have it right
- Staying ruthlessly commercial

Professor Chris Bones – Dean Emeritus, Henley Business School and James Hammersley are Founding Partners of Good Growth Limited

Chris Bones is the lead for Good Growth's strategic alignment work and is responsible for the commercial and organisation analysis that underpins Good Growth's projects. Chris developed the Customer to Action® model and, as an organisation and change strategist with a global commercial brand background, he advises clients on strategic implementation, change and organisation alignment. After working in energy, brewing and retail, Chris had a global career in fmcg with senior HR roles in Diageo and Cadbury Schweppes. He became the first non-academic Dean of Henley Business School – one of the world's major business schools – which, under his leadership, boasted a 'world top 20' ranked MBA. A noted columnist and broadcaster, his latest book 'The Cult of the Leader' won the CMI/British Library 'Management Book of the Year' prize in 2012. Chris graduated with an MA and was also recently awarded an honorary doctorate from the University of Aberdeen. He is also the Professor of Creativity and Leadership at Manchester Business School.

James Hammersley is the lead for all client engagements and also leads Good Growth's sales effectiveness analysis. James developed the Good Growth sales funnel that is applied to commercial benchmarking and is responsible for creating the 'value' proposition in every project. After an early experience working for a development charity funded by the Gates Foundation and a consulting career in business restructuring, James set up his own outsourced selling business – creating a sales force that sold on behalf of SMEs. After selling this, he worked as a sales consultant and strategist selling complex propositions into difficult, discrete and challenging environments: creating significant value in sectors ranging from energy and infrastructure to international sports. James graduated with a first degree in finance and business management and then completed a Masters degree at the University of Cambridge.