

Under the Patronage of:

**His Excellency Nasser Ahmed Alsowaidi**

Chairman, Department of Economic Development Abu Dhabi

دائرة التنمية الاقتصادية  
DEPARTMENT OF ECONOMIC DEVELOPMENT



**Gulf Talent Advisory Board  
Workshop & Masterclasses**

**Building for the future:  
Creating competitive advantage**

Based on Research by Oxford Strategic Consulting

**Masterclasses**

on 'Blue Ocean Strategy' and 'Building Strategic Capabilities'

Dates: 24<sup>th</sup>, 25<sup>th</sup> March 2010

Le Royal Meridien, Abu Dhabi

<http://www.starwoodhotels.com/lemeridien/property/overview/index.html?propertyID=19008:00>

Registration at 8:00. Conference 8:30 till 14:00 buffet lunch

## Masterclasses

### Blue Ocean Strategy and Value Innovation

Blue Ocean Strategy is a world renowned business strategy aimed at creating new market spaces or "Blue Oceans" rather than competing in an existing —Red Ocean industry. The underlying tools and techniques of Value Innovation are now being practiced by companies worldwide.

This practical Workshop will demonstrate the Value Innovation methodology and tools. Value innovation is at the heart of helping companies to innovate and make their competitors irrelevant and is a revolutionary methodology that specifically targets raising value AND lowering costs.

If you are interested in looking at your business world in a different way, separating yourself from the competition, and creating greater value for your company, join us for what promises to be an interesting and informative event.

### Strategic Capabilities for Competitive Advantage

All organizations, whether in the public or private sector, aim to achieve strategic objectives. This requires a clear understanding and link between these strategic goals and the key capabilities required for their success. The most important types of capability for strategic success are human – i.e., talent.

The session will demonstrate a proven practical approach to:

- Identify the main strategic goals of your organization
- Determine the key capabilities required to achieve those goals
- Design the talent strategy to build and deploy those capabilities
- Monitor and measure the talent being acquired and developed.

The session will allow you to identify and build key capabilities to achieve your strategic objectives.

**His Excellency Nasser Ahmed Alsowaidi** is currently Chairman of the Department of Economic Development (DED), a key government department in the Emirate of Abu Dhabi. At the DED helm, H.E. the Chairman has a leading role along with other government officials in developing, restructuring and diversifying the economy of the UAE in general, and Abu Dhabi in particular.

Mr. Alsowaidi is a Member of the Executive Council of the Abu Dhabi government. In addition, he is Chairman of National Bank of Abu Dhabi, Abu Dhabi Securities Exchange (ADX), a Board member of Mubadala Development Company (MDC), and a Board member of International Petroleum Investment Company (IPIC). Over the last 20 years, he worked in various leading positions for Abu Dhabi government organizations including Abu Dhabi Investment Authority (ADIA) and Abu Dhabi National Oil Company (ADNOC).

Mr. Nasser holds a degree in Economics from the California State Polytechnic University in the USA.

**Professor William Scott-Jackson** is Chairman of Oxford Strategic Consulting and Director of the Centre for Applied HR Research at Oxford Brookes University Business School. William is also a Visiting Academic at Oxford University.

He spends 60% of his time carrying out research and consulting in the Gulf and is a regular speaker on talent management at key management events including the SABIC Riyadh Global HR Conference and the IIR Middle East HR Summit. He is the author of the Chartered Management Institute's Guide to managing human capital and the CIPD guide to HR Outsourcing.

**Professor Jens Meyer** focuses on innovation and change. His approach is to explore managerial beliefs, reveal cognitive biases and propose means and measures to adapt to, transform or overcome these. He is Deputy Director of CEDEP and Adjunct Professor at INSEAD, where he directed the Advanced Management Programme (AMP), and teaches Blue Ocean Strategy.

Jens cofounded Strategy Regeneration Ltd. – a company focusing on the exploitation of Value Innovation and Blue Ocean Strategy frameworks.

He has lectured and presented internationally in executive programmes and gatherings for more than 50 groups and clients over the last 10 years.



## Oxford Strategic Consultants

Oxford Strategic Consulting works with major private and government organizations in the UK, Europe and the Gulf to help them meet and surpass their particular talent challenges. Our approach combines the practical findings of the latest research with a deep understanding of organizations and their need to compete for customers and talent. We can help you to attract, engage, develop and manage the talent that you need to be successful. We can help you beat your competitors by building the strategic capabilities and talent needed for sustainable competitive advantage. Our work is always based on advanced research base provided by our colleagues at : [The Centre for Applied HR Research](#) at Oxford Brookes University.

Our consultants are highly experienced experts in their specialist fields. Our team is led by Professor William Scott-Jackson, a global authority on strategic capabilities and talent and a regular speaker at key events in the UK and Arabian Gulf.

Contact: Professor William Scott-Jackson  
0044 (0) 7785 110910  
wsj@oxfordstrategicconsulting.com



## Strategy Regeneration Group (SRg)

Blue Ocean Strategy (BOS) is about uncontested market spaces. It's about satisfying the demand that others don't see. It's about making competition irrelevant. It's about profit.

Value Innovation (VI) is the process of discovery. It's about tools, frameworks and techniques involved in uncovering then capturing Blue Ocean opportunities. It's about embedding an innovative mind set. It's about profound cultural change. It's about empowerment.

Strategy Regeneration (SRg) is about equipping your staff with the skills, capabilities and processes to master BOS/VI. It's about 'chalk 'n talk' and practical exercises. It's about close-quarter mentoring. It's about inspiration.

Blue Ocean Strategy is about engineering opportunities. Strategy Regeneration helps you get there.

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DEPARTMENT OF ECONOMIC DEVELOPMENT



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The Department of Economic Development - Abu Dhabi (DED) has a leading role in fulfilling the vision for Abu Dhabi to achieve economic stability and sustainable development, as outlined in Vision 2030, conceived under the leadership of His Highness Sheikh Khalifa bin Zayed Al Nahyan.

As the powerhouse of economic development, the DED drives Abu Dhabi's transformation, supporting its diversification from an oil based economy to a knowledge based economy.

Through the delivery of sound economic policies, and the provision of a transparent, efficient and effective regulatory framework, the DED is creating an ideal economic environment for local and international investors.

Our mandate is to implement and oversee the regulations and policies necessary to drive the development of Abu Dhabi's key economic sectors and position the private sector as one of the main drivers of economic growth. This includes the formulation of commercial licensing regulations and procedures, as well as streamlining investment and export policies to create a transparent, business-friendly environment and an attractive destination for investment.

To ensure we achieve a robust, inclusive framework for economic growth, we collaborate with Abu Dhabi's private sector and public sector organizations, and foster close working relationships with key enablers including government agencies and the members of the business community.

As a custodian, facilitator and catalyst for Abu Dhabi's Economic Vision 2030, the DED oversees the operations of a number of agencies dedicated to support the diversification and development of the Emirate's economy. Through its agencies, the DED also directly supports the promotion of Abu Dhabi regionally and internationally as an investment destination and as a global exporter.



# Registration

Save and Return to Oxford Strategic Consulting

Email: [wsj@oxfordstrategicconsulting.com](mailto:wsj@oxfordstrategicconsulting.com)

Fax: 0044 788 467 0376

Workshop fee \$500. You will be invoiced once registration is received.

Conference fee to be paid before the Conference

24<sup>th</sup>, 25<sup>th</sup> March Le Royal Meridien Hotel, Abu Dhabi

Name

Organization

Email address

Phone

Contact Address for Invoice

What you'd like to achieve from the workshop