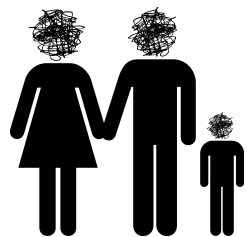


The radical
re-design
of business
through
non-linear
innovation



The radical re-design of business



Alan Moore is an established educator and a practitioner who possesses a unique grasp on the changes that are reshaping our world, and an insight on how to transform organisations and businesses to thrive in a world where it's not business as usual.

Alan has worked with many of the leading educational and corporate institutions around the world, sharing his extensive knowledge and insights on **innovation** and

transformation in the form of teaching, workshops and invitational speaking. He has taught at the following institutions:

- **Massachusetts Institute of Technology (MIT), Comparative Media Studies Program:** Lecturing on how participatory cultures and networked communications media are reshaping our world.
- **Oxford University, Saïd Business School** Lecturing on implications of leadership, innovation and strategy in a non-linear world as part of the Advanced Management and Leadership Programme.
- **Cambridge University, Judge Business School**
 - **I) MBA Education**
 - Lecturing for MBA students on building companies for a networked non-linear world, focused on innovation, leadership, strategy, creativity and entrepreneurship
 - **II) Executive education**
 - Leadership workshop for senior managers of McLaren Automotive on networked organisations and future design and manufacturing companies.
 - **III) Centre for Entrepreneurial Learning**
 - Coaching teams working on a range of innovation challenges in healthcare.
- **INSEAD, France** Executive Education on Innovation in Organisational Capability and Performance – Interactive workshop on leadership and the networked, participatory organisation.
- **Schumacher College, England** Enterprising Futures. Teaching the principles of No Straight Lines, delivered as one week intensive course.

Alan is the inspiration for a number of innovative businesses, including the creation of a crowdfunding platform. He also sits on the “board of inspiration” at the Dutch Think Tank Freedom Lab. He acts in a number of board advisory roles for organisations in finance, legal, mobile, theatre and the travel industries, as well as for an NGO dedicated to humanitarian crisis management. He mentors on the Springboard Techstars entrepreneurial programme.

The challenges of a non-linear world for leaders

Alan is the author of *No Straight Lines: making sense of our non-linear world*. *No Straight Lines* argues that many of the institutions, organisations and systems that we still use were designed and built for a simpler society and economy. Now the increase in the complexity of our world is placing an unsustainable load upon those institutions, organisations and systems. One could argue our industrial world is now failing to adapt, socially, organisationally and economically.

Many are struggling to rethink what-next and better looks like. In *No Straight Lines* Alan demonstrates 'what next' might, could and should look like.

A non-linear world has significant implications for leadership, strategy, and innovation – and the design of organisations and economic models as a whole. Today's and tomorrow's executives and leaders face a complex design challenge in transforming existing organisations and economies to this world. They must be able to thrive in a world of constant change, be capable of creating and leading agile, high performing enterprises. Delivering real value not only for their shareholders but also, for their customers, for society, mindful of their ecological footprint and are commercially vibrant.

No Straight Lines has a six point navigational guide framing the philosophy and practice of how to design organisations and economic models for a non-linear world.

1. **Ambiguity** – how to develop a deeper diagnostic understanding of a complex world.
2. **Adaptiveness** – how to become agile in a world that is rapidly evolving.
3. **Openness** – openness as a principle and practice offers new capabilities, higher organisational performance, trading models, amongst other benefits.
4. **Participatory cultures & tools** – accelerate innovation, create breakthrough systemic change, re-define business models, offering a more empowering and legitimate form of leadership.
5. **Craftsmanship - how the concept** and practice of craftsmanship is a more finely tuned creative approach to learning the craft of innovation.
6. **Epic** - how to design for transformation converting deep insight and the intangibly novel into tangible reality.

What participants can learn from Alan's knowledge and insights

- Learn about new tools, processes and language that can be used to re-define and re-shape enterprise and business.
- Explore how to develop the ability to recognise opportunities for value creation blending those tools, processes and language to evolve, fresh, novel and meaningful strategies and operational approaches to reshape business.
- Learn how to solve complex multi-dimensional organisational problems.
- Apply such insight to challenge current business-as-usual perceptions and barriers to transformation.
- Design for radical business transformation to assert a better, more vibrant future.

Alan's lectures and workshops are particularly relevant for those seeking upgrading their knowledge and understanding of **strategy, leadership, innovation** and **entrepreneurship**.

Highlights of a multidisciplinary career

Alan has moved effortlessly between teaching, coaching, leading, catalysing and practising innovation throughout his entire career.

The following companies and organisations are examples of companies that have used Alan's services as a strategic advisor and invitational speaker, or participated in his workshops on business transformation:

AMP – Australia (briefing to AMP staff and C-suite theme, 'transformation and the radical re-design of business'. Workshop on innovation in financial services, Amadeus Capital - London (due diligence on potential investments), Accel Partners - London (workshop on assisting Accel client company to rethink business strategy), Blackberry – LATAM, USA, Canada (8 speeches theme, 'society, organisations and economies reshaped by mobile communications'. Workshop for global marketing team), Bradford School of Management – UK (lecturing on No Straight Lines for students and Alumni), Cyrte Capital – Holland (advising the investment team on future trends in business and media), CVON – UK (advisor to building a mobile patent portfolio sold to Apple 2010) Du – Dubai (briefing the C-level on innovating in mobile, services and business models), European Broadcast Union – Brussels (keynote and workshop on the future of public service broadcast by 2020 for the leaders of European public service broadcasters), HP Executive Briefing Centre Cupertino USA (briefings on innovation in a non-linear world, new business models and trading platforms), KPN - Holland (Transformation LAB, 2.5 day workshop based on 6 principles of No Straight Lines exploration of possible future for KPN), Lawbite virtual lawfirm – London (strategic advisor to raise £450k on crowdfunding platform), Mars - London (new business innovation), Microsoft – France, Amsterdam (keynote on 'designing for the needs of humanity': insight into technology innovation. Commissioned to write paper on future trends in mobile), Music Television - Budapest (workshop with C-level leaders on the future of media and its business models, Nokia - Finland (advisor on strategy for the global launch of the N-series phones. Workshops; marketing innovation. Keynote at Nokia World), Sloan School of Management - USA (lecturing on competition driven innovation), Sanoma Media - Finland (briefing on the future of media and its business models – board level), The Coca Cola Company - Atlanta (NPD project. Commission to explore the social nature of marketing communications and its implications), The Brazilian Bankers Association – Sao Paulo (briefing on social, organisational economic trends and their implications for financial services), WPP (briefing to top 100 CEO's, focused on what's next for business and marketing), Unilever (briefing on the firm of the future), YLE Finland (advising and coaching YLE Staff re-launch state broadcaster), Wärtsila – MoCa Peoples Square, Shanghai (keynote on the radical re-design of business). Xtract – Finland (board member raised €12m from Venture Capital).

What clients say about Alan's work

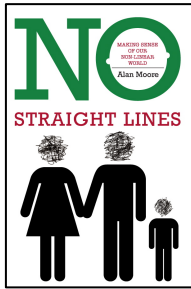
"I started this message with – so, what can I say? A beautiful, insightful, memorable experience loaded with learning, strong cohesion and (e)motion into a more meaningful future. Thank you. Together, and that means all of us created our own experience that embodied all of the six principles of No Straight Lines. So, a huge thank you for undertaking the journey with us. We all learnt profoundly." – KPN on Transformation Lab

"That was the most informative and inspirational 2 hours I have spent in a long time" – Bradford School of Management

"Great big thinking, a perfect ending to #sxsw #nostraightlines".

Please contact Alan for a full references list.

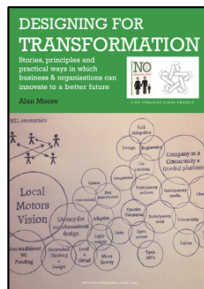
Publications:



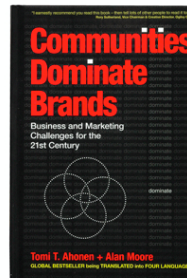
No Straight Lines: making sense of our non-linear world.
Bloodstone 2011.

"A Blueprint for the future" – The Guardian Sustainable Business.

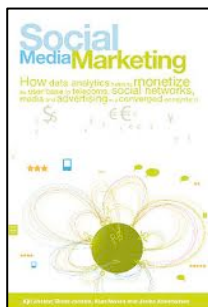
"Anyone that wants to know where business is going and what to do about it should read this important book" – Joe Pine, author
The Experience Economy.



Designing for Transformation:
stories, principles and practical
ways in which
business & organisations
can innovate to a better future.
SMLXL
2012.



Communities Dominate Brands:
business and
marketing challenges
for the 21st Century.
Futuretext
2005.



Social Media Marketing:
How Data Analytics helps to monetize
the User Base in Telecoms,
Social Networks, Media and Advertising
in a Converged Ecosystem
Futuretext
2009

Interview:

BBC business journalist Peter Day interviews Alan in a 28min interview about his book and project *No Straight Lines*. Broadcast on BBC Radio 4 and the World Service.

<http://www.no-straight-lines.com/home/videos/>

How Alan can help you:

As the challenges of our non-linear world now present themselves we would like to explore opportunities where Alan's unique approach and knowledge would be valuable to your organisation.

Contact details

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