

Wal-Mart detected and reacted to customer interest in flags after 9/11 in 15 minutes. Can your company do that?

Jeffrey L. Sampler

Fellow, Templeton College-Said Business School, Oxford



HIGHLIGHTS

Jeffrey L. Sampler is a genius at helping companies **prepare strategically for the future**—when the future is *inherently too uncertain* to plan for. He's an expert on

- ❖ the role of technology in designing organizations and **business models**,
- ❖ how business models endure through **innovations and market changes**, and
- ❖ managing information as a strategic resource for **growth and innovation**.

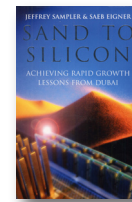
Translating ideas into action: Jeff is extremely good at tailoring his presentation to his audience's situation and giving them concrete ideas that they can translate real competitive advantage.

Educated in the U.S., Jeff has very strong international credentials.

His knowledge of Europe, the UK and India is especially deep. He has special expertise in **outsourcing**, especially in India.

Jeffrey Sampler is Fellow in Management of Strategy and Technology, Templeton College-Said Business School, University of Oxford, England. He is the author of *Sand to Silicon: Achieving Rapid Growth—Lessons from Dubai* and is currently working on a book on extreme competition.

Leveraging technological innovation for strategic and operational advantage.



CREDENTIALS

Fellow in Management of Strategy and Technology, Templeton College-Said Business School, University of Oxford, England

Author, *Sand to Silicon* and *IT Concepts for Business Leaders*

Former director, Executive Education Programme on Strategic Planning for Senior Management, Daimler Benz

Executive Education programs for 3M, British Aerospace, Barclay's Bank, ABN Amro and others

Former Research Scientist, Center for Information Systems Research, MIT

Jeff is a fine presenter with a sharp sense of humour and a probing, even challenging style. He's articulate, enthusiastic and facilitative. He has described his blend of humor and substantive content as "business Seinfeld."

Fellow of Strategy & Technology, Templeton College, Oxford

BUSINESS STRATEGY

Whereas most strategic thinkers try to anticipate a likely future, Jeff recognizes that **crystal balls don't work** very often. Instead, he helps companies develop business models that can **respond flexibly** to whatever direction the future takes. Likewise, unexpected developments in technology often make strategies based on a firm's core competencies irrelevant.

Thus Jeff helps organizations develop their strategic **core incompetencies**, as well—things they *don't* do well but will likely need in the future.

He also offers **10 commandments for competing** in turbulent times. (e.g., “pack as though you were traveling in all climates”—develop assets that work in any situation.)

Core competencies come with a health warning.

Technology can easily devalue your existing competencies. Are you prepared for that?

Strategy

TOPICS

Core Incompetencies—Creating Strategies for Tomorrow

10 Commandments for Competing in Turbulent Times

Creating Strategic Assumptions—The pathway to adaptive, not reactive, strategies

Extreme Strategies for Emerging Markets

“Electrifying.”

“Engaging and lively, interesting and relevant.”

“Very deep insight into the future.”

“Very stimulating and thought provoking—excellent approach.”

Audience response to Jeff Sampler

What three things are your company best at?
What three would you emphasize if you were starting from scratch?
How wide is the gap between these two?