

Master Class on Enabling Resilience

Unfriend Efficiency to Create Opportunity:
30 Years of Mistakes You Should Avoid

Monday 21st February 2011 / 8.30am – 4pm / Melbourne CBD

On Monday February 21st, Babel Fish Group is excited to host U.S complex systems expert Michael Lissack for the second stop of his cross Australian tour. This special master class will introduce you to two new tools for embracing complexity and unlocking the resilience lurking inside YOUR organization.

"We all were taught that the rigorous pursuit of efficiency was the holy grail – the very key to success. What we weren't taught is that efficiency depends on narrow categories and blind pursuit – the very items which block innovation and kill opportunities."

Michael Lissack will share with you 30 years of his mistakes and the many mistakes he has observed of countless others – **mistakes you can avoid.**

This master class focuses on how-to:

- Make better use of context
- Recognise the "adjacent possible"
- Introduce needed degrees of freedom to your organization or team

The morning session will give you access to the Dialogic Square and the Uncanny Gap – valued counter points to the 2x2 matrix and the "bell curve". Case studies on Amazon, Facebook and Smartphones will prepare you to explore your own organization in the interactive afternoon session.

You will end the day with a new appreciation for the limits of efficiency yet equipped with new tools to create opportunity and enable resilience.

You cannot afford to miss this Master Class!





About Michael

Professor Michael Lissack holds a DBA from Henley Mgmt College in the UK and an MBA from Yale. He is the Executive Director of ISCE (a research institute) in the US and has founded more than a half dozen start-ups. The author of *The Next Common Sense* and five other books, Lissack was a senior banker on Wall St., a professor at several schools in Europe and a political candidate in the US. He presently runs two not for profits, a real estate firm, and a software company. He lectures worldwide about complex systems and the pitfalls of MBA style pursuits of efficiency. February 2011 marks his next Australian tour.



Special Offer:

Register before the early-bird and receive a complimentary eBook exploring Michaels latest thinking and writing on Change, Complexity and Efficiency.

Easy fax in Registration details

- ☐ Early-bird for registration before January 31st – \$594 (inc GST)
☐ Corporate – \$770 (inc GST)
☐ Non-corporate – \$660

Name:

Position:

Organisation

Address:

Phone:

Fax:

Email:

Any special dietary requirements?

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- ☐ Mastercard
☐ Visa
☐ Bankcard

Card no:

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Simply Fax this completed registration form to: (03) 86100162 or scan and email to Andrew@babelfishgroup.com

Concessions and Corporate/Organizational rates available, for more information contact Andrew Rixon on: 0400 352 809