The INSEAD Centre for Executive Education and Research in Abu Dhabi, and

The Centre for Advanced Learning Technologies (CALT)

invite you to participate in the

"One-Day Expert Workshop:
ChangeMasters Middle East”

Monday, 17th of November 2008 – 9:00 a.m. - 5:00 p.m.
in the INSEAD Abu Dhabi Centre.

What are the key challenges for change and innovation management in Middle Eastern organizations in 2008? What are the key competencies that enable people to manage change and innovation projects successfully? How can these key competencies be developed by using innovative learning solutions and specifically adapted to the specificities of Middle Eastern organizations today?

Change Masters Middle East Project

In order to provide answers to these questions, Professor Albert A. Angehrn, Director of the Centre for Advanced Learning Technologies (CALT), located on the INSEAD campus in Fontainebleau, France, has launched ChangeMasters Middle East. This new INSEAD research and development project aims at creating an innovative learning simulation that perfectly meets the requirements of Middle Eastern organizations in today’s world.

Expert Workshop

During the morning session participants will play the EIS Simulation, one of INSEAD’s most advanced management learning experiences, now widely used by corporations and academic institutions across the world. In doing so, they will participate in a creative learning experience that stimulates the reflection of their existing knowledge about change and innovation management.
In the afternoon session participants will switch from the "simulation player mode" to the "simulation designer mode". Through discussions we will explore and validate the challenges and best practices of change and innovation projects in Middle Eastern organizations, thus offering the opportunity for the participants to share their personal experiences and enhancing their personal network with other leading experts. This knowledge will serve as a solid basis for the development of new, customized management simulations for Middle Eastern organizations.

The workshop will be facilitated by Dr. Florian Schloderer, the INSEAD Research Fellow in Abu Dhabi who is leading the ChangeMasters Middle East project under the supervision of Professor Albert A. Angehrn, Director of the INSEAD Centre for Advanced Learning Technologies (CALT). Dr. Schloderer will be assisted by Katty Marmenout, the INSEAD Research Fellow leading the project "Women and Leadership in the Middle East." Ms. Marmenout will observe the gender specific group dynamics during the EIS simulation for her research.

Registration

As the number of participants is limited, we kindly ask you to confirm your participation to this free event as soon as possible by email to florian.schloderer@insead.edu or by fax to 02 446 0303.

Registration Form

Company: _______________________________
Sector: _______________________________
Name: _______________________________
Surname: _______________________________
Position: _______________________________
Email: _______________________________
Office Tel: _______________________________
Mobile: _______________________________
Accompanied by:
Name: _______________________________
Surname: _______________________________
Name: _______________________________
Surname: _______________________________