

# Patrick Harris Medinge Speaker Details



## Medinge Group name:

Patrick Harris

## Website:

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## Bio:

Patrick is the former Director of Creativity for the Orange Group; co-designer and manager of the corporate strategic think tank that underpinned the company's group-wide strategy during the octane-fuelled period of 1998 - 2002. In 2003, he founded thoughtengine, a consultancy focusing on creativity, strategy, brand and futures. Patrick is a former non-executive Director of France Telecom UK R&D and is a current Director of Medinge.

Patrick was born in the USA, has a degree in management and an MBA (Hons). He is married with two children and lives in London.

## Publications history:

### Articles

Giving strategy some momentum, *Businessvoice* (Confederation of British Industry magazine), 2006.

We the people: The importance of employees in the process of building customer experience, *Journal of Brand Management*, 2007.

## Books

The Truth About Creativity, Pearson Prentice Hall, London UK, 2009.

## Travel:

Willing to travel.

## Specialisation/Speeches:

### Speeches

Patrick is a popular speaker on the topics of strategy, creativity, organisational momentum and leadership.

## Workshops

### [Creative strategy making](#)

*If the aim of strategy is to get a herd of people moving in the same direction, then an earthquake is more strategic than the business planning processes of many companies - Patrick Harris*

Thinking creatively is not a special skill set aside for a lucky few, it is a talent in each of us to be nurtured and celebrated. Yet many of the processes and activities around us, stifle, rather than encourage creative thinking. This is often true for strategy development, which is where creative thinking could be used to challenge assumptions, set clear direction and build momentum behind a chosen path. Creative strategy making could ultimately make the difference between success and failure.

This workshop focuses on creative approaches to thinking differently about issues facing your business. Patrick's background (details below) ensures that experienced-based concepts are the basis of the workshop. Participants apply these concepts to specific issues they face, in a real time, hands-on environment. Topics include Strategic Purpose and Principles as well as Creative Tools, Process, Culture and Environment.

The workshop can be tailored for use in teams, projects, departments, or whole organisations. Likewise, individuals find an increased ability to integrate their specific activities and abilities within the overarching strategic direction.

### [The truth about creativity](#)

*If knowledge is the mind of the Talent Age, creativity is its heartbeat. - Patrick Harris*

Realising and releasing talent effectively has become a bastion of competitiveness for organisations. In fact, it always has been critical, but organisations do not always know quite how to tackle the subject. Welcome to the Talent Age! In the Talent Age, organisations still

say that *people are their greatest asset*; only now they really mean it. It is after all, individuals who stay abreast of lightning quick market shifts and who invent new ways of remaining competitive.

This workshop focuses on locating, developing and releasing talent in your organisation. Patrick's background (details below) ensures that experienced-based concepts are the basis of the workshop. Participants apply these concepts to specific issues they face, in a real time, hands-on environment. Topics include Complexity, Anticipation, Instincts, Adaptability Preparation and Skills.

The workshop can be tailored for use in teams, projects, departments, or whole organisations.