



Bringing out the best in Business!

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Name

Alan Whitaker

Topics and Title

Technology & Futurist Business Consultant

Background History

A self-made man, after the death of his father he completed the last two years of his schooling and two university degrees by part-time study. At the age of 23, he was appointed Assistant Group Accountant of a medium-sized company.

Three years later he joined the Unilever marketing team. Before setting up his own consultancy in 1978 he held general management positions in the food and transport industries.

He lives in London but speaks and consults around the world.

Areas of Expertise

Alan J Whitaker has made presentations attended by more than 120,000 chief executives, directors, managers and specialists on four continents. Alan as a keynote speaker takes people where they have never gone before – into the future!

His presentations are crafted to be informative and entertaining and to meet the needs of each client.

He is most frequently requested to present his view of the business environment which will be encountered between 2005 and 2010.

He demonstrates how cutting edge scientific discoveries, emerging technologies and future trends are about to radically change the lives of every person and organisation throughout the world.

Audiences are intellectually stimulated and fascinated as he demonstrates how our world will change as a result of developments in nanotechnology, biotechnology, robotics, computing, genetics, telecommunications, artificial intelligence, speech and voice recognition, etc.

Many clients report that his insights into the expected changes of organisations, leadership, employee and customer needs to be of the greatest value.

Everyone who hears this inspirational speaker will be inspired to welcome change and to re-evaluate their personal and career goals.

Alan is a leading thinker and exponent of strategic planning

He has raised the current practice of this discipline to new levels by insisting that:

Any organisation undertaking strategic planning first clearly understands the future environment in which they will operate.

Personal endorsement has largely replaced traditional advertising and marketing tools. Mastery of 'emotional economy' principles and techniques is essential.

As people are the most important asset of every organisation, the entire strategic planning process should give them the greatest prominence.

Technology, people and marketing must be viewed as a single entity in undertaking strategic planning.

Under his leadership many of his clients have reinvented and re-energised their organisations to become leaders in their industry.

His unique 21st century strategic planning tools enable organisations to:

'Discover' their future

Develop a powerful, coherent and well-rounded vision'

Create strategic plans to become winners in the future.

Alan as a Conference Chairman

Alan J Whitaker brings elegance, wit and leadership to every conference he chairs. His skills as an entertainer, forward thinker and negotiator blend to provide every conference with a dynamic energy and future focus.

Event organisers appreciate his ability to keep to the time schedule and to handle any unexpected event with panache.

Alan as a Corporate Physician and Creative Problem Solver

He is recognised for his ability to develop highly practical and creative solutions and has advised 2,000 organisations on four continents.

Over the past decade he has:

Assisted the management of organisations to solve apparently unsolvable problems which have plagued them for a long time.

Led processes to refocus organisations to transform in order to survive as technologies and customer demands changed.

Assisted approximately 50 fully government funded organisations to commercialise and to become largely self-funding entities. Also in the conversion of divisions of government departments to become state corporations.

Assisted personnel of a range of organisations to understand and accept the matrix management structures and systems.

Created awareness at professional conferences and individual companies of the threats and opportunities which confront them as a consequence of globalisation, deregulation, changes in demographics and emerging technologies.

Helped a leading food manufacturer which had not developed a single new product in eight years despite employing several consultants, to “discover” 22 new product opportunities.

Changed the focus of sales forces of three large food manufacturers which supply the retail and wholesale trade from selling products into the store / order-taking to selling products out of the store through micro-marketing and total management of cash flows to benefit both client and supplier.

He played a key role in the South African Government Commission of Enquiry into the Future Organisation of Agricultural Research.

Books by Alan J Whitaker

The Passion Business. A step-by-step guide to creating an organisation dedicated to creating passionate customers (ISBN 0-620-28497-8)

Maximising Profits in Times of Ambiguity and Uncertainty. This should be published in 2004.

The Magic of Nelson Mandela – Lessons From the World's Most Loved and Respected Leader. This will be published in 2004.

Books co-authored by Alan J Whitaker

Strategic Thinking in Tactical Times – Written by Alan J Whitaker, Joe Divanna, et al
This book will be published in spring 2004.