



## Prof. Eddie Obeng

Founder of Pentacle Business School, World Authority on Project Management



### CSA CELEBRITY SPEAKERS

Professor Eddie Obeng is Founder Director of Pentacle the world's first virtual business school and the first organisation to offer an integrated management approach specifically designed to meet the challenges of our fast changing, complex 21st century. He was previously an Executive Director at Ashridge Management College, having begun his career with Shell. Professor Obeng pioneered the concept of the 'New World' throughout the 1990's.

**'Agent provocateur' and a '...leading revolutionary' Financial Time**

#### In detail

Eddie and his team have spent the best part of a decade re-writing the fundamentals of business management to create their own coherent, joined up New World approach. They have challenged all the established thinking from strategy as environmental fit to 'hero' leaders and re-interpreted the needs for the 21st century of complexity and fast change. Eddie brings genuinely new concepts, materials and practice. He has written up some of his work in over 12 books.

#### What he offers you

If you're after the 'same old - same old' Eddie is not the speaker for you. Using his extensive experience and insights he will challenge your perceptions and help you to see the new reality. But more than just 'talking concepts' he will use examples from real life client assignments to illustrate and explain, proving, in his words that "The future is now because most of us are already late!". Eddie is a genuine leader. He has the ability to bring a presentation to life, engage and involve the audience often on a tough thinking journey. Eddie's legendary reputation for injecting energy means he is often offered the tough post-lunch 'graveyard slot' at many conferences.

#### How he presents

Eddie is an exciting, energising, thought-provoking, rigorous and humorous speaker, outspoken and direct, highly inspiring and never afraid to be controversial. His captivating presentations are incredibly energetic and he is renowned as a powerful presenter and a wonderful speaker.

#### Languages

Eddie presents in English.

#### Want to know more?

Give us a call or send us an e-mail to find out exactly what he could bring to your event.

#### How to book him?

Simply phone, fax or e-mail us.



Video