

# RICHARD SCASE



## ▪ Leading Academic, Entrepreneur and Business Forecaster



## Topics

- Creativity
- Future
- Innovation
- Managing Creativity
- Technology

Richard Scase is a leading academic, entrepreneur, researcher and forecaster.

As an academic, his research interests range from organisational change and entrepreneurship to the impact of internet technologies and the restructuring of work and employment worldwide. He has a geographical breadth of experience ranging from his duties as Emeritus Professor of Organisational Change at the University of Kent and visiting professorships at the University of London, Beijing University, Auckland (New Zealand), and Monash University (Australia). He has been an external examiner at London Business School for its executive programmes. His latest book reports on the findings of his research and on entrepreneurship in China.

As an entrepreneur, Professor Scase has co-founded and sold two successful media businesses: a major radio station serving the south-east of England, and an on-line provider of learning materials for corporate management development programmes. For many years he has advised men and women on business start-up and growth strategies.

As a journalist, author and public-speaker, Scase combines ideas from his various areas of expertise to create “future scenarios” for his audiences, incorporating how political, social and economic ‘risk factors’ will shape the future business environment. He tailors his speeches on the basis of pre-talk briefings so that his presentations are totally relevant to specific delegate audiences.

Scase is a contributor of feature articles to newspapers, magazines and programmes on radio and television. He has written regular columns for Business Voice (the official monthly publication of the CBI) and the Observer newspaper. Furthermore, he has been commissioned to write policy-focused, official reports for government and other statutory bodies.

Scase is the author of 25 books, including Britain in 2010: The Changing Business Landscape, which painted such a vivid picture of the future that it influenced a swathe of UK government policy, as well as being critically acclaimed worldwide. He has also written extensively on how to stimulate entrepreneurialism in large organisations; manage creativity; motivate and lead; and leverage corporate intelligence. In his most recent work, Global Remix; The Fight for Competitive Advantage he explores the impact of incipient global trends – technological, economic, demographic, cultural, political and social – on both businesses and individuals. His latest book presents findings on his research on entrepreneurship in China and how this will impact upon the future global environment.

He is able to speak and write authoritatively on the broadest global trends while leaving even the most specialised audience with relevant, useful and inspirational advice. In his talks he demonstrates how these will impact upon business sectors, corporate strategies and the future skill needs of employees.

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