

Reinvention: from Plantagenets to Madonna – remaining relevant to today's society

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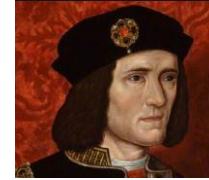
(feat. Peter Taylor)



Plantagenets



Edward II



Richard III

- 14 kings
- 331 years – 1154-1485
- Wars of the Roses, 100 years' war
- What made them successful?
 - Succession planning
 - Collaborating with the right people (marriages/alliances)
 - Had the right skills at the right time (e.g. battles)

Madonna

- 14 studio albums spanning 4 decades
- Starred in 17 films
- 225 awards won including 7 Grammys
- What makes her successful?
 - Stayed in the headlines
 - Diversified into movies
 - Strong brand
 - Queen of reinvention



1327

2007

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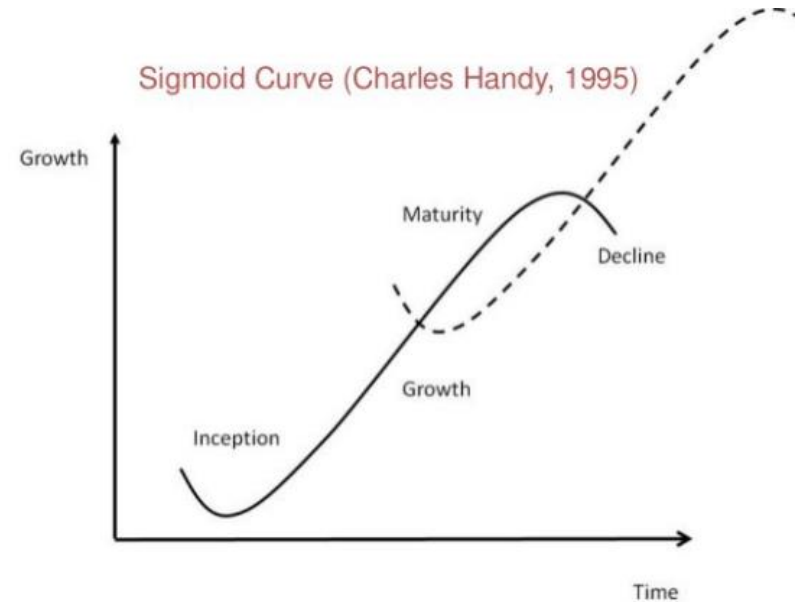


The
GOLDSMITHS'
Company



Organisational Lifecycle and the second curve

- If it's not broken don't fix it
- Or fix it before it breaks to make the most of it?
- The challenge is when do you change?

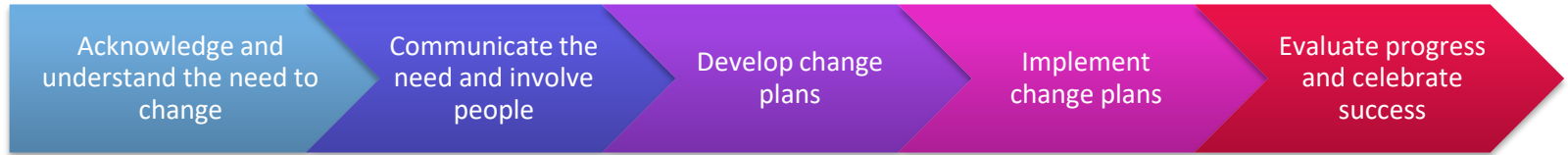


Interview part 1:



Successful change

NCVO's 5 steps:



Leading change

- Change doesn't happen by itself
- Lead by example – how do you react to challenge?
- Think about your team's skills

Interview part 2:



Collaboration

- No point reinventing the wheel
- Is anyone doing what you want to do?
- Working together to raise funds, deliver a service or share knowledge
- Protect your charity
- Always consider legal advice



Interview part 3:



Explain, Engage, Empower

- Change is an uncertain time
- Bring people with you
- You cannot communicate too much!
- Rule of 7 times

Thank you for listening

