

## The Chief Executives' Club at Queen's

### 'Competition in a World of 7 Billion Citizens: A New Model for Business Growth'



#### Dr Bruce Piasecki

President and Founder of New York  
State-based management consulting  
firm, AHC Group

Monday 6 October 2014, 5.30 pm

Riddel Hall, Stranmillis Road, Queen's University Belfast

5.30 pm, Pre-lecture Reception: 6 pm Lecture

Dr Bruce Piasecki is a leading corporate strategist and governance advisor focusing on energy, environmental strategy, product innovation and sustainability issues. The AHC Group that he founded in 1981 has been working with Fortune 500 Corporations to help develop sustainable business growth plans. He is passionate about "connecting the dots of innovation, climate change, business and the near future". In his address for the Chief Executives' Club at Queen's he will outline a new model for business growth that may secure economic growth while serving both the needs of business and society in today's world of seven billion citizens.

Dr Piasecki has over 30 years' experience of working with a range of global companies, including the Warren Buffett firm Shaw Industries and Toyota, to refine a business model that helps to marry the demands for business profit while protecting and maximising use of the world's natural assets. In his talk he will outline a social response capitalism model that calls for the arts of competitive frugality, a new efficiency based on inventiveness and diplomacy. He will draw upon some of the colorful tales and examples he has come across in his consultancy work to make a case for how going green and helping to solve global problems can be a new benchmark by which corporations will be judged. He says: "We must become like Benjamin Franklin: frugal in our competitiveness, innovative in our use of teams and diplomatic in how we discover and use social value."

The climate of global business is in a constant state of flux. Dr Piasecki is an intrepid forecaster and will lay out his compelling vision of how we can all thrive in a world that presents both opportunity for innovation and harsh repercussions for inaction.

Bruce Piasecki has taught at Cornell University, Clarkson University and Rensselaer Polytechnic Institute. He holds a bachelor's degree and PhD from Cornell University, where he was a Cornell National Scholar Award winner. He is the author of nine books on business strategy, valuation, and corporate change, including *In Search of Environmental Excellence: Moving Beyond Blame*, as well as the recent New York Times and Wall Street Journal bestseller, *Doing More With Less*.

For more information on Bruce Piasecki and the AHC Group, visit: <http://www.brucepiasecki.com/> or <http://www.ahcgroup.com/>

**Refreshments will be available from 5.30pm, before the lecture.**

**There is no charge to attend this lecture, though early registration is advised.**

**Please confirm your attendance with Brenda Carabine [brenda.carabine@qub.ac.uk](mailto:brenda.carabine@qub.ac.uk)**

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