

The Leadership Series[®]

Juan Enriquez October 24, 2002 • 8:30 - 11:30 a.m.



How Genomics and Other Forces Are Changing Your World

“Technology is not kind, it does not say please - but barges into your life and business whether you are ready or not.” Juan Enriquez, Director of the Life Sciences Project at Harvard Business School, will bring us face to face with a series of unprecedented political, ethical, economic, and financial issues that cross every boundary. Every organization - public, private, large and small - will find an application for the fascinating discussion of Genomics, the dominant language of this century. Those who learn to “speak it” will acquire direct and deliberate control over their future and that of others.



Speaker Background

- Author of *As the Future Catches You: How Genomics & Other Forces Are Changing Your Life, Work, Health & Wealth*
- Director of the Harvard Business School Life Sciences Project
- McKinsey Award
- Published articles in:
 - Science
 - Foreign Policy
 - The New York Times
 - Trends in Biotechnology

LEADERSHIP COMPETENCIES

Gain skills and enhance the following capabilities:

STRATEGIC ORIENTATION

- **Business Acumen:** Understand how strategies and tactics work in the marketplace. Stay knowledgeable in current and possible future trends. Understand the origins and reasoning behind changes in the business, marketplace, and world.
- **Deals with Ambiguity:** Cope effectively with change. Make decisions and act without having the total picture. Comfortably handle risk and uncertainty.
- **Strategic Agility:** Create competitive and breakthrough strategies and plans.

ALIGNING THE ORGANIZATION

- **Manages the Vision and Purpose:** See beyond today and talk about the possibilities. Communicate a compelling and inspired vision.

PROBLEM SOLVING ORIENTATION

- **Innovation and Creativity:** Learn quickly when facing new problems. Experiment and try anything to find solutions. Understand the balance between standardization and creativity.
- **Thinks “Outside the Box”:** Use new concepts to explain situations or elucidate the “gray areas.” Develop new and unusual solutions to problems in cases where traditional solutions have fallen short.