

Growth Innovation

Who is Eddie Obeng?

Our Secret Weapon.

Tony Teague Abbey

He's the bloke behind-

- the monetisation of MSN...
- the turn-around of Rolls Royce Motor cars
- the innovation burst at Cadburys
- the delivery of successful innovation projects at IDEO
- the turn-around at Magnet
- the successful delivery of projects in GlaxoSmithKline
- the successful deployment of Technology at Citigroup
- ...and much more...

He invented-

- the term 'virtual teams'
- the 4 types of change
- StickySteps™ planning
- ...and many more tools and concepts...

Eddie is Learning Director at Pentacle

If you want to know more about high profile success stories you can find details at: http://PentacleTheVBS.com/clients_selection.htm

What makes him different?

Born in Africa and 'brought up with a strong oral tradition' which makes him a great orator and presenter

'A highly competitive guy with a patient and supportive feminine side' which makes him tough enough to deal with awkward middle aged executives but compassionate enough to listen

'A helicopter pilot who has survived an accident caused by his instructor' which gives him a sense of the precariousness and

unpredictability of life

'A double first class degree in chemical and biochemical engineering' which

means he can design effectively and do sums

'A family background that dates back to 1100A.D.' which gives him a sense of perspective

'At 32 he was the youngest business school executive director in Europe' and learnt the skills and competences needed to 'herd cats' 'An early career with Shell prepared him for globalisation and complexity'

'An entrepreneur and founder of Pentacle and world's first Virtual Business School.' This forces him to 'take his own medicine' and practice what he preaches

'A Professor at the School of Growth Innovation and Enterprise Henley Business School which gives him good links to the rest of the consulting and education community

What do people think of him?

A 'leading revolutionary'

Financial Times

Eddie is fab!

Colin Burns IDEO

Our resident guru

Project Manager Today

Eddie's New World analysis was a vital catalyst in our programme of change and reinvention in Sony. Plus his unique style added greatly to making it highly entertaining along the way

Miles Flint Sony

Eddie's presentations are 'as energetic as Tom Peters but not as long...'

Human Resources Magazine

An agent provocateur

Financial Times

'The Eclectic Guru'

Business Life

High energy, inspiring, thought provoking and highly effective

Microsoft

Unusual as an academic to back his ideas with his own money

The Sunday Times



Learning To Transform



PENTACLE

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Books

All Change
New Rules for the New World
The Complete Leader
Putting Strategy to Work
Never Re-organise again
Making Re-engineering Happen
Perfect Projects
Soundbytes
Money Making Machine

Certified courses

On Innovation
On Project & Change Management
On Leadership

Videos

On Change
On Leadership
On Projects
On the New World

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More about Pentacle at:
<http://Pentacle.co.uk>

PROVOKING - INSPIRING - EDUCATING - ENABLING - COACHING



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