

Lessons from history for today's world

19 October 2010 • Royal Air Force Museum •
Cosford, Shropshire

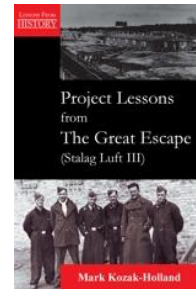
The Great Escape – Great story, classic film, but what can we really learn?



The Great Escape did not follow the traditional blueprint of a construction project. But it had all the hallmarks of a great project, e.g., complex timelines, limited resources, dire situation, and a hostile environment. It required a lot of planning and preparation, and team work. Mark Kozak-Holland argues that there are significant lessons for today's world, for business and in particular projects, and the way we run them.

Come and join Mark and veterans at this event when they will provide lessons from the Great Escape. Set in the unique museum environment at Cosford you will be taken back in time to this event.

The men in Stalag Luft III had few resources, yet they built sophisticated tunnels right under the enemy's feet.



Achieving the impossible - the Great Escape

Mark looks at one of the most audacious and daring escapes ever attempted. It was planned and executed as a project in what seemed a hopeless situation. The camp had been designed to be escape proof. Tracking the different stages of the project, he explains how it was continuously interrupted by attempts to shut it down and how the men overcame huge obstacles with ingenuity and tenacity. In today's difficult and hostile economic climate, Mark finds parallels with the challenges facing us today.



1530 Arrival and registration

1600 Afternoon Seminar for Sixth Forms and Colleges, The Great Escape: The Big Idea from the Big 'X'

1640 See RAF Artefacts from this period

1700 Tour the museum

1800 Meet Veterans from period

1830 Main Presentation - The Great Escape: A post-mortem on invaluable lessons for today

1930 Questions & Answers

2000 Close

"Why does this book have such potential for the corporate world, government, and the military? I think it is because this book shows how to reach consensus using a team approach to strategic planning. The loyalty, tight security, creative solutions, and dearth of facilities that plagued POWs brought forth pragmatic but novel solutions to our project team. Basic too was the team members' steady persistence and constant focus on our goal. Business acumen, like POW adaptability, evolves over time. It needs, however, some guidance – a template such as this – to guarantee high involvement from employees. With employees learning over time, business teams can reduce the need for supervision by decentralizing the firm's decision-making processes. Likewise, creating a high level of trust (the POWs knew their life was often in the hands of their colleagues) will enhance team decision-making processes."



Dr George McKiel

Historical Advisor for Project Lessons from the Great Escape book,
ex-POW from Stalag Luft III, Rank: Flight Lieutenant

Speaker

Mark Kozak-Holland, founded the www.lessons-from-history.com series. As the author behind the series, Mark brings years of experience as a consultant who helps Fortune-500 companies formulate projects that leverage emerging technologies. Since 1985 he has been straddling the business and IT worlds making these projects happen. He is a certified business consultant, the author of several books, and a highly sought after speaker. He has studied the evolution of technology over the last 300 years and, as an historian, he seeks out the wisdom of the past to help people today avoid repeating mistakes as well as capturing time-proven techniques.



Register in Advance

Please email mark.kozak-holl@sympatico.ca, or visit

<http://www.rafmuseum.org.uk/cosford/>

<http://www.lessons-from-history.com/>

