

THE OXFORD & CAMBRIDGE
SYMPOSIUM ON ENTERPRISE,
ETHICS & DEVELOPMENT
(SEED)

THE ENTREPRENEURIAL LEADERSHIP INITIATIVE (OXFORD)
& TRANSFORMING BUSINESS (CAMBRIDGE)

ARE HOLDING A PRACTICE-DRIVEN SYMPOSIUM AT THE

SAÏD BUSINESS SCHOOL, UNIVERSITY OF OXFORD

on

BUSINESS FOR THE
COMMON GOOD

2014

September 26 - 27th

This action-oriented event, starting with networking drinks on

Friday (26th) at 14.00, ends 24hrs later with lunch on **Saturday**.

A gala dinner will be held at Regent's Park College,

University of Oxford (home of the Entrepreneurial Leadership Initiative),

on **Friday evening**.

DISCUSSION INITIATORS



Simon Macaulay
Rochdale



Prof Theodore
Roosevelt Malloch
Yale



Ram Gidoomal
London



Prof Andrew Godley
Reading



Prof Paul Fiddes
Oxford



Prof Eric Wood
Cape Town

Incubator workshops on three intermingling streams

Logos
Stream

Ethos
Stream

Pathos
Stream

Entrepreneurial
Business

Virtuous
Business

Transformative
Business

In these streams, special attention will be given
to the role of worldview, wisdom and well-being.

An inspirational engagement that SEEDS
practical change.

PRESIDENT



Prof Peter Tufano
Oxford & Harvard

CONVENOR



Prof Colin Mayer
Oxford

VALUE PROPOSITION DISCUSSANT



Dr Flint McLaughlin
Florida & Cambridge



Dr John Hoffmire
Oxford & Madison

SPECIAL GUESTS



Keith Chua
Singapore



Prof Xiang Bing
Beijing

HOSTS



Dr Ken Barnes
Melbourne
& Oxford



Dr Pamela Hartigan
New York
& Oxford



Dr Peter Heslam
Cambridge
& Oxford

This **invitation-only event** aims to

initiate a dialogue between leaders in

business, academia and civil society

that will contribute in concrete ways

to **both theory and practice**.

Attendees will be key opinion formers

and will be asked not merely to observe

but participate by sharing their

knowledge, perspectives and experience.

There will be no lectures, keynote

addresses, or declarations. Discussion

initiators will speak for a maximum

of 12 minutes.

The emphasis will be on **positive**

and productive engagement that

adopts a humble approach based

on **appreciative enquiry**.

LEARN MORE

REGISTER

REGISTER NOW
TO AVOID
DISAPPOINTMENT,
AS THERE IS
LIMITED SPACE
BUT STRONG DEMAND