

WE STAND FOR AMBITION.

University of
Kent

MBA ALUMNI SUMMER SCHOOL

2023



Welcome to our first MBA Alumni Summer School



Purpose of the Summer School

We've missed you ... and we hope the feeling is mutual with your desire for continued professional development. So, we have put together a Summer School to give you, as a member of our valued alumni community, the opportunity to return to Kent Business School to reconnect and join the latest discussions around current business issues that are impacting you and your organisations. The programme is designed to be flexible around your work commitments and you can join us for as many workshops as you would like. We have also planned in some social time to reconnect with your MBA friends or make new acquaintances from different cohorts. There will also be quiet spaces available if you need to check emails or take calls.

'How to' workshops

Each workshop will be hosted by a resident KBS expert or an MBA alumni expert who will share their latest research/knowledge on a subject of interest in the current business climate. As always with the MBA at Kent, this should provoke a sharing of views and experiences from the audience. We have designed the workshops to give you an insight into 'how to' apply each subject to your business environment right now.

How to book

Great news: this year, the workshops are all free! You have the option to join in person in the MBA Suite in Sibson, or online via Zoom. If you are coming in person, refreshments will be provided, as well as networking drinks at the end of the day. We can also advise on parking and accommodation on campus, if required. We do need you to book each workshop, especially if you are coming in person, as places in the MBA Suite are limited to 50!

I hope to see you at some or all of the workshops.

Debbie Kemp, MBA Director

'How to ...' Workshop Programme 2023

MONDAY 3 JULY (MBA alumni/MSc Healthcare Management alumni)

09:30 - 10:00 Sign in and refreshments

Workshop 1: How to innovate and manage organisational change in Health and Social Care

10:00 - 12:30 Hosted by **Dr Simon Fletcher** and **Dr Catherine Marchand** from the **Centre for Health Services Studies**

This workshop will enable you to explore the dynamics of innovation and management of organisation change in Health and Social Care. Using Covid-19 as a context and the 'state of exception' which characterised this period, how were innovation and organisational change fast-tracked and what were the conditions for this? It will be of use to compare this to periods of stability, similarly investigating what contributed to stagnation and continuity of established organisational cultures, forms and norms. Specifically focusing on workforce, technology and population need, you will also have an opportunity to analyse policy development, hopefully identifying and making a distinction between innovative intervention and political rhetoric.

Reserve your seat in the MBA Suite: <https://bit.ly/42moMxL>

Register to join us online: <https://bit.ly/3VcLtCc>

12:30 - 14:00 Lunch break



Workshop 2: How to make decisions in crisis conditions (Healthcare case study)

14:00 - 16:00 Hosted by Professor Des Doran, KBS

This workshop will challenge you to review how you respond to making decisions in crisis conditions. Des conducted research into the impact that the pandemic had upon decision-making protocols in the NHS, with a view to determining whether there were improvements to decision-making and whether any improvements could benefit decision-making beyond the pandemic. This session will report on survey findings amongst key NHS decision-makers, sharing key insights with healthcare professionals and others outside the healthcare environment who had to adjust their own decision-making processes during the pandemic.

Reserve your seat in the MBA Suite: <https://bit.ly/3pcjLda>

Register to join us online: <https://bit.ly/3ADtL1w>

16:00 - 16:30 Plenary session with Debbie Kemp (MBA Director) and Dr Nondas Katsikas (MSc Healthcare Director) to pull together ideas and feedback from the day

Join us for a drink afterwards and enjoy some networking with your peers.



TUESDAY 4 JULY (MBA alumni)

09:30 - 10:00 Sign in and refreshments

Workshop 3: How to build a data infused organisation

10:00 - 12:30 Hosted by Martin Paice and Stuart McDonald (MBA alumni/Valcon)

In this workshop you get to hear from data experts on how it doesn't have to be expensive to build data capabilities in your organisation and gain valuable insights to support decision making. We will be discussing what is data (so everyone is on the same page!), what does a data infused organisation look like, why it isn't all about the data, and offer real-world examples from across well-known organisations. You will have time to reflect how this could be applied and positively impact on your organisation.

Reserve your seat in the MBA Suite: <https://bit.ly/3ntWSkS>

Register to join us online: <https://bit.ly/3AzKYIX>

12:30 - 14:00 Lunch break

Workshop 4: How to embrace AI into your organisation

14:00 - 16:00 Hosted by Thomas Hirschmann, KBS

Artificial intelligence (AI) is transforming the world of business at an unprecedented pace. From marketing and sales to product development and strategy, AI is enabling new levels of efficiency, innovation, and customer satisfaction. But AI also poses significant challenges and risks for businesses that are not prepared to adapt to the changing landscape. How can you harness the power of AI for your business while avoiding the pitfalls? By attending this workshop, you will gain a deeper understanding of the current state and future trends of AI, as well as practical insights and tips on how to embrace AI into your business. Don't miss this opportunity to learn how to thrive in the age of AI!

Reserve your seat in the MBA Suite: <https://bit.ly/3AUdbuj>

Register to join us online: <https://bit.ly/3VdQpXw>

16:00 - 16:30 Plenary session with Debbie Kemp (MBA Director) to pull together ideas and feedback from the day

Join us for a drink afterwards and enjoy some networking with your peers.

Today's events are kindly sponsored by [Valcon](#)

The logo for Valcon, featuring the word "valcon" in a bold, lowercase, sans-serif font. The "v" is significantly larger and more prominent than the other letters.

WEDNESDAY 5 JULY (MBA alumni)

09:30 - 10:00 Sign in and refreshments

Workshop 5: How to embed principles of sustainability in your organisation

10:00 - 12:30 hosted by **James Havey (MBA and Social Value Portal)** and the **ASPIRE team**

This workshop will analyse modern social and environmental issues that companies face including climate change, resource depletion and social inequality, to understand the solutions companies of any size can do to address them. Students will also explore sustainability compliance and accreditation frameworks, governance structures and policies that promote responsible business practices. By the end of this workshop, students will understand practical ways to embed sustainability into business strategy and operations, equipping them to create wider positive change in their careers.

Reserve your seat in the MBA Suite: <https://bit.ly/40ZoE6h>

Register to join us online: <https://bit.ly/3oPiF6S>

12:30 - 14:00 Lunch break

Workshop 6: How to lead and develop a high-performance team in times of organisational change and build personal resilience

14:00 - 16:00 Hosted by **Professor Chidi Ogbonnaya, KBS**

In today's competitive business landscape, organisations rely on high-performance work teams to remain viable and effectively achieve their goals. However, leading and developing such teams during times of change can be challenging, as they require unique skills and strategies. In this workshop, we will discuss effective people management practices, such as building trust, leading with compassion, and being other-centred. These practices can inspire and motivate team members while providing them with the resources and support they need to perform their jobs. We will also look at potential pitfalls, such as unrealistic expectations, poor communication, and a bottom-line mentality (ie. putting performance goals ahead of the morale and well-being of team members). The key takeaway is that leaders must foster a supportive workplace culture that enables their teams to thrive under uncertain and adverse conditions.

Reserve your seat in the MBA Suite: <https://bit.ly/3HBZ800>

Register to join us online: <https://bit.ly/3BR05P6>

16:00 - 16:30 Plenary session with **Debbie Kemp (MBA Director)** to pull together ideas and feedback from the day

Join us for a drink afterwards and enjoy some networking with your peers.

We look forward to seeing you there!





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kent.ac.uk/kbs

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