Making Relevance More Relevant

CEEMAN

Prague, 21 Sep 2018

Johan Roos, CAO & Professor
The Business of Business Schools
by Johan Roos, CAO, HULT International Business School

1. Management Industry
   - 16,783 Schools
   - $400 BN Industry

2. Theory
   - 2 Influential Reports
   - 20th Century
   - How does a factory work?
   - How do you get people to follow you?

3. Scandal & ROI?
   - 21st Century
   - What are we teaching leaders?

1950s
- Business & Societal Impact
- Drive Principles of Responsibility
- Global Prosperity
- Not just measured by wealth

1960s
- Full Swing
- Co-create Knowledge
- Industry
- Multinational & Early Stage

1980s
- First Swing
- Self Reflection Was Needed!
- How much ROA?
- Too much theory
- Too little practice

2018
- Impact & Relevance
- Full Swing Back
- The Cults Went to Good Business Schools
- All Theory No Human
Much good will and great efforts to push our field forward
Who wants change?

Who wants to change?

Who wants to lead the change?
Initiatives initiatives to make “relevance” more relevant
Balancing knowledge with skills
Developing a future mindset
Compressing and stretching
Output & Impact focused research
Yet, transforming business schools is a real challenge

| Does not want to change | Wants to change (President/Dean) | Agrees to change (Governance Board) | Can change (Execution skills) |

Who wants change?
Who wants to lead the change?
What we really need is a business reformation.

Charles Handy, Social Philosopher
Closing Address at the 9th Global Peter Drucker Forum 2017
johan.roos@hult.edu