



Christopher Meyer

Author and Advisor on the Future of Business

TOPIC: Business Strategy

SUBTOPICS: Global Policy and Economics; The Future; Technology/Media; Innovation; Life Science

BIG IDEAS:

Network-based Business Innovation

If most of the great ideas for innovation reside outside the four walls of your organization, how can your company best access and exploit them? The key is in using networks of individuals—both within and outside of your institution—to garner different perspectives on a problem, recombine these perspectives to generate new approaches, and then apply selective pressure to squeeze out the most inventive and useful ideas.

The Adaptive Enterprise

Ninety-nine percent of all species ever to have lived on earth are now extinct, and 99 percent of all companies that ever existed are now gone. Chris lays out how, in a world of increasing economic and structural volatility, organizations must become truly adaptive to survive, much less thrive. He shows how a new group of companies are putting this adaptive capability into their genes and proposes six practical business principles that can be implemented today.

BIOGRAPHY

Christopher Meyer is a founder of Monitor Talent. He writes and speaks about the trends shaping business and economic developments. His most recent book is *It's Alive: The Coming Convergence of Information, Biology, and Business*. He has also co-authored *Blur: The Speed of Change in the Connected Economy* and *Future Wealth* with Stan Davis, and contributed to publications such as *Harvard Business Review*, *Sloan Management Review*, *Fast Company*, *TIME*, *The Wall Street Journal*, *BusinessWeek*, and *Business 2.0*.

Chris' recent research and consulting have focused on the development of the Adaptive Enterprise, helping companies create the capacity to sense, respond, and adapt to changes in their business environments.

From 2004 to 2009 he was the Chief Executive of Monitor Networks, a Monitor Group company. Prior to joining Monitor Group, Chris was the Director of the Center for Business Innovation at Cap Gemini Ernst & Young, from 1995 until its closing in December 2002. The Center fostered the conversation of leading issues among the business community, developed public conferences, established new services and businesses, and shared what it learned with business practitioners. At the CBI, he founded and served on the Board of the Bios Group, a venture that invested in applications of complexity theory to business.

Before joining Cap Gemini Ernst & Young, he was a Vice President and Group Head at Mercer Management Consulting, where from 1984 to 1995 he founded and built the firm's practice in the information industries, comprising telecommunications, hardware, software, and information services and media.

Chris holds a B.A. in both Mathematics and Economics from Brandeis University and a M.B.A. (with Distinction) from The Harvard Business School. In addition, he held a University Predoctoral Fellowship in Economics at the University of Pennsylvania.

He serves on the Board of Icosystem, the Massachusetts Innovation & Technology Exchange, the Mass Nanotech Exchange, the Rhode Island Economic Development Corporation, and the advisory Boards of LaunchCyte and Corey McPherson Nash.