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How to foster innovation and an entrepreneurial mind-set in large organisations. 52% of the companies in the Fortune 500 have gone bankrupt, been acquired, or ceased to exist since 2000. The danger of disruption threatens every business in every sector and happens with increasing frequency and speed (McGrath & Desai, 2011). But whilst many people and organisations recognise the need to become more innovative and entrepreneurial, very few have a clear strategy for it.

This talk looks at the latest evidence-based insights into increasing innovation and developing an innovative, entrepreneurial mindset. The workshop will provide in-depth understanding of the theoretical underpinnings of innovation, disruptive talent and entrepreneurial culture, and their measurement and management. The focus will be on using these tools to help you foster innovation.

Future of assessment. HR Tech is the next big thing. However, among the thousands of shiny new objects it is not any easier for HR professionals to make informed decisions about the quality of these tools and whether these can actually improve their HR strategy and if so which ones and how. This talk reveals where the future of Assessment is going and likely to end up; it also gives the key components of an effective recruitment and assessment HR strategy. It is for professionals who are struggling to distinguish between the good, bad, and ugly.

The Talent Test. What determines entrepreneurial success? Most investors argue that the founding team is the most important predictor of whether a start-up will succeed or fail. Correctly evaluating the founding team's potential and psychological propensities, therefore, is investors most important task. Throughout a programmatic and extensive scientific research program, Dr Gorkan Ahmetoglu has developed a unique and proprietary methodology that does just that. In this talk Dr Gorkan shares insights from 12 years of research which reveals intriguing insights about what makes successful entrepreneurs and how to identify them before they become successful.

Understanding and Influencing Consumer Psychology and Behaviour. Technology is enabling us to reach consumers in ways that were previously unimaginable. Consumers' demands and behaviours are changing. However, what remains the same is the human brain: the way consumers think and feel at the point of purchase. This talk reveals how consumers actually process information, how to grab their attention, get them to remember your message, and how to use psychology to influence their behaviour.