

Taylor Vinters\*

THE ZEBRA PROJECT

[www.sli.do](http://www.sli.do)  
Event code: W168

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#thezebraproject





# WELCOME

We are operating in a unique and fascinating time. Business leaders are exploring the extent to which purpose and corporate values outplay profit as dominant business drivers. We are seeing a growing number of companies experiment with crowds and platforms, innovating with business structures and collaborating in open non-defensive ways, often augmented by technology. Business leaders are testing what will emerge as the dominant commercial hierarchies and corporate priorities.

At the human level, businesses are grappling with the increasing challenge of the roles and skills needed from the future workforce. These shifts are evolving in a context of creeping regulation, enhanced corporate governance, a heightened sense of business ethics and of course uncertainty on the global political stage driven by the rise in populism.

Taylor Vinters sits at the heart of the innovation community, working with start-ups and entrepreneurs through to some of the world's leading innovation businesses. When faced with these issues within our own business, the idea of collaborating and working together with like-minded leaders and thinkers to create responses to these challenges seemed incredibly appealing. And I know others feel the same way. This is why we have created The Zebra Project. **Matt Meyer, CEO, Taylor Vinters**

## AGENDA

- 13:30 Welcome – Matt Meyer, CEO, Taylor Vinters
- 13:40 Keynote – Matthew Taylor, CEO, RSA
- 14:00 Matthew Taylor and Matt Meyer in conversation
- 14:30 Q & A session and audience discussion
- 14:50 Coffee break
- 15:20 Panel session chaired by Matthew Taylor with:
  - Warren East, CEO, Rolls-Royce;
  - Alexandra Jones, Director of Strategy, BEIS;
  - Professor Tim Minshall, Head of IfM;
  - Ed Turner, Managing Partner, Taylor Vinters;
- 16:10 Q & A session and audience discussion
- 16:30 Closing remarks
- 16:45 Drinks, canapés and networking

## QUESTIONS

If at any point during the session you would like to ask a question to the speakers and panellists, please visit:

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These questions will go straight to the event chair who will pose them during the panel session.



# BIOGRAPHIES



## **Matthew Taylor, CEO, Royal Society for the Encouragement of Arts, Manufactures and Commerce**

Matthew Taylor has been Chief Executive of the RSA since November 2006. During this time the Society has substantially increased its output of research and innovation, has provided new routes to support charitable initiatives of its 28,000 Fellows – including crowd funding – and has developed a global profile as a platform for ideas. Matthew led the Taylor Review into how employment practices need to change in order to keep pace with modern business models.



## **Warren East, CEO, Rolls-Royce plc**

In July 2015 Warren East became Chief Executive of Rolls-Royce. He was appointed as Non-Executive Director of Rolls-Royce Holdings in 2014 and served as Chairman of the Rolls-Royce Science and Technology Committee. Prior to joining Rolls-Royce, Warren worked for ARM Holdings plc and was CEO from 2001-2013 taking it from start-up to near monopoly designer of smartphone chips.



## **Alexandra Jones, Director of Industrial Strategy, Department for Business, Energy and Industrial Strategy**

Prior to appointment at BEIS, Alexandra was at the helm of Centre for Cities for more than six years. During that time, the devolution agenda has been a major stream of work, along with the introduction of elected city-region mayors. In her current role she leads the work on the industrial strategy at BEIS.



## **Tim Minshall, Professor of Innovation, Head, Institute for Manufacturing, University of Cambridge**

Tim Minshall is the Head of both the Institute for Manufacturing and the IfM's Centre for Technology Management. He is the inaugural Dr John C. Taylor Professor of Innovation. Tim is also actively involved in outreach activities to raise awareness of engineering among primary and secondary schoolchildren.



## **Ed Turner, Managing Partner, Taylor Vinters**

Lawyer turned business leader committed to ensuring that Taylor Vinters fulfils its ambition to become the leading law firm for Innovation and Entrepreneurs. Ed's strength is developing and communicating a consistent and positive story as a context for strategic change. He is also accredited as a business coach.



## **Matt Meyer, CEO, Taylor Vinters**

Matt Meyer is CEO of Taylor Vinters providing strategic leadership to the business in the UK, US and South East Asia. In addition Matt is a trained business coach and acts as Chairman to a legal tech AI business and a UK marketing agency. As a leading contributor to the debate on the future of legal business globally, he works with General Counsel and Legal departments around the world looking to harness better and new outcomes through innovation and the deployment of technology in legal service delivery.

# THE ZEBRA

# PROJECT

The project will continue to evolve over 2018 and planned events include:

- The automation revolution: humans at the helm
- A new era of ethical governance
- AI: how are established organisations deploying it; who is making the decisions; what are the inhibitors; where is the opportunity?
- 21st century workplace – the people challenge
- The human cloud – virtual working and futureproofing organisational strategy
- When does customer customisation become corporate big brother?
- Building anti-fragility into cyber strategy
- The transforming global political landscape – what's the strategic impact?

For full information please visit: [www.thezebraproject.co](http://www.thezebraproject.co)

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