



Medinge Group Member Name
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Bio
Patrick Harris is considered a leader in unlocking creativity in organisations, fostering momentum, engendering brand essence and employing these activities to generate lasting strategic direction. His expertise has most recently been gained & exploited through his work as Director of Creativity for the Orange Group. Working for the executive board, Patrick designed and built the corporate strategic unit that underpinned the development of the company's group-wide strategy during the octane fuelled period of 1998-2003. Based in London, the internalised think tank comprised strategists and analysts from twelve nations with a wide variety of skills and backgrounds. Their output included long term projects relating to strategic brand development, meaningful customer understanding, organisational vision, engendering brand based culture, and future shaping topics such as socioeconomic shifts in education, health and the distribution of wealth. Patrick's principal contribution to the organisation was the ability to succinctly communicate complex strategies using behavioural guiding principles which not only describe strategic intent, but which also allow for personal interpretation of the impact felt by individuals and application of their appropriate responses.

Prior to his time in Orange, Patrick has enjoyed obtaining working experiences in sales and service of manufactured goods, building design and project management across the industries of commercial construction, technical infrastructure rollout and power plant maintenance. Patrick augmented his early career with a ten year span as an amateur competitive water skier.

Patrick was born in the USA, has a degree in management and an MBA (Dist). He is married with two children and lives in London.

Will travel for speaking engagement? Yes

Areas of specialization for expert sourcing

Strategy

Creativity

Innovation

Knowledge

Future

Speech topics/presentations

You, Me, Us & It

Creativity just for the sake of creativity is only worthwhile if you are an artist and then it is called a gift! But, creativity for a purpose, especially in these heady days of intense competition, shortened lead times, increased transparency and consumerism, is what the business schools might call competitive advantage and best use of employees. Patrick likes this topic....a lot!

Oliver's Travels

A view on the future from the perspective of Patrick's young son. What better way to view the future than to listen to the questions of someone who will live in it when it arrives and is trying his hardest to shape it now.

Engendering culture

"Help me create organisational culture" he said. Patrick replied *"The issue is, you've already got one"*. It is impossible to build a culture, but it is easy enough to encourage the one that most suits your organisation. And by the way, there is no such thing as 'buy-in', but there is hope – if you just seek momentum. Patrick's life on a plate in this speech.