

# E. D. A. Obeng

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## GRADUATE QUALIFICATIONS

University College, London 1977 - 1980

### **Chemical & Biochemical Engineering**

Winner of Goldsmid Prize for Academic Performance

Winner of Kitson Prize for Academic Performance

### **B.Sc. First Class (Double)**

University College London 1980 - 1984

### **Biochemical Engineering**

Winner of A J Underwood Exhibition for Research

Winner of University of London Post-graduate

Studentship for Research

### **Ph.D.**

(City University London) Cass Business School 1986 - 1988

International marketing

### **eM.B.A.**

## PATENTS/AWARDS

Shell International 2 Patents 1985/86

T-Fox Process for Sour Gas Treatment

The SulCap Process

Unilever Bestfoods (formerly Van Den Burgh and Jurgens)  
1988 Winner European Award

Design of lowest energy use vegetable oil refinery/margarine  
processing in Europe, Purfleet UK

Association for Project Management Sir Monty Finniston  
Award 2011

For outstanding contribution made to the profession of project  
management

Qualifications & Patents

Daily Telegraph Best 10 TED talks 2014

For the TED Global 2012 talk on Smart Failure for a fast-changing world'

VOCATIONAL QUALIFICATIONS

Civil Aviation Authority 1995

Private Pilot's Licence (Helicopter)

SOFTWARE DEVELOPMENT

QUBE <http://QUBE.cc> 2010

With David Lomas  
 Smalltalk-based Multi User Domain  
 QUBE Version 1 July 2010  
 QUBE Version 2 Oct 2012  
 QUBE Version 3 Nov 2014

Authorship

**All Change! 1995**

Top selling publication  
**Financial Times Pearson Publishing**

[English](#)  
 Italian  
 Swedish  
 Turkish  
 Spanish



**Putting Strategy to Work 1996**

**Financial Times Pearson Publishing**

English  
 Italian  
 Swedish  
 Indonesian



**Making Re-engineering Happen 1994**

With Stuart Crainer  
**Financial Times Pearson Publishing**

English  
 Italian  
 Spanish



**New Rules for the New World 1997**

**Wiley Publishing**

English  
 Chinese  
 German



**SoundBytes 1999**

**Pentacle Works**




English



Publications Books

<b><i>Perfect Projects 2002</i></b>		
London Business Press	English French	
<b><i>Never Re-organise Again 2001</i></b>		
London Business Press	English	
<b><i>Money Making Machine 2002</i></b>		
London Business Press	English French	
<b><i>The Complete Leader 2008</i></b>		
With Christophe Gillet London Business Press	English French	
<b><i>Who Killed The Sparq? 2013</i></b>		
London Business Press	English French	

## Contributions

<b><i>Gower Handbook of Training and Development 1999</i></b>		
Top citation for the Future of Management Development Gower Publishing	English	
<b><i>Financial Times Handbook of Management 1995</i></b>		
Re-engineering, The Role of Project Management in Implementing Strategy Financial Times	English French	
<b><i>Financial Times Handbook of Management 2001</i></b>		
New World Organisation, Harnessing technology thinking and action Financial Times Prentice Hall	English French	

## RESEARCHED \*

\* Nomination for Best Management Article 2004  
Management Today

### Inventing Tomorrow - Innovation Marketing Strategy

Innovation: It's a project Jim, but not as we know it + * <b>Are you paranoid enough?</b>	Project Management Today <b>Project Management Today</b>	May 2003 <b>Feb 2004</b>
The Ascent of Projects	Project Management Today	May 2005
If I knew then what I know now...	Project Management Today	Nov 2004
TQM in R&D	Project Management Today	Nov. 2004
Virtual Reality	Proceedings of SOCPO	26th March 1999
Managing a fast growing organisation	Proceedings of CFBT Conference	Mar 1999
New Rules for the New World	Proceedings of Cranfield/ AMED Frontiers conference	1998
Re-inventing SONY for the New World	Proceedings of IMPACT Conference	Jul 1998
Why Virtual isn't yet Reality	Proceedings of SEE Leading Edge Conference	Apr 1997
Managing creativity and innovation in the New World	Proceedings of Institute of Management Development Conference	May 1997
Systematic innovation	Innovation Quarterly EIRMA	Aug 2004
New World Order	Management Skills & Development	Oct 1998
Uusi talous vaatii uudet pelisaannot	Progress Magazine LIFIM	Mar 2002
Learning fast in a changeable new world	Business Executive Magazine	Spring 2001
Strategy and Project Based Management	Nordnet 1991 Trondheim Norway	1991
Why Virtual isn't reality Yet	Management Training Magazine	Jan 1997

### Delivering Tomorrow Change Programme & Project Management

Back to Basics - Back to the Future	Project Management Today	Mar 2002
project.communication@netspeed	Project Management Today	Sep 2001
Programme Management isn't just Big Project Management	Project Management Today	Apr 2002
Clearing the fog	Project Management Today	Jun 2002
Looking Forward and Backwards towards your Perfect Project!	Project Management Today	Oct 2002
Nobody's baby - How to be an effective project owner without doing any more work	Project Management Today	Mar 2003
The blueprint for transforming strategy into reality Part One	Project Management Today	Jun 2004
The blueprint for transforming strategy into reality Part Two		Jul 2004
Every Day's a Holiday...	Project Management Today	Oct 2003
Where next for Project Managers?	Project Management Today	Sep 2004
Rainy summer day conversations and something free - A conversation with Franck...	Project Management Today	Jul 2005
In the Fog, first focus and then move forward one-step-at-a-time	Project Management Today	

The Obeng space for understanding projects and experience between industries.	Proceedings of the Advanced Project Management Conference EPCI Stavnger	1999
It's the Law	Management Skills & Development	Apr 1999
The Laws of Change	Management Skills & Development	Mar 1998
Delivering Virtual Projects	Proceedings of IT Projects Conference	Oct 1997
7 deadly, sins quests and painting by numbers	Proceedings of IT & PM Conference 1995	Oct 1995
Implementing strategy through Projects	Directions - The Ashridge Journal	May 1993
Bridging the Anxiety Gap	Business Now No1	Jul 2003
Don't fight the Law	Training Technology and Human Resources Magazine	Jul 2003

**Delivering Today** IT management Knowledge management Process Management Service management Supply Chain

Why IT Projects are doomed	Project Management Today	Dec 2000
Re-engineering for profit	Proceedings of Finance Function 2000	Jan 2000
Process Integration of Batch Processes (with Linhoff B)	Proceedings of A.I.Ch.E. New York	Nov 1987
Process Integration of Batch Processes Understanding Process Integration (with Linhoff B)	Proceedings of I Chem E Symp ser 109	Mar 1988
On Pinch Technology based procedures for the design of batch processes (with Ashton G. J)	Proceedings of Finance Function 2000	Jan 2000
Rheological Aspects of Heat transfer to protein solutions (with Hoare M)	Proceedings of Third International Conference on Engineering and Food	Sep 1983
Heat transfer to Protein Solutions (with Hoare M)	Proceedings of National Heat Transfer Conference UK	Jul 1984

**Delivering Results** Commercial and business acumen Financial planning performance management

Collaboration? Sure! Yes, but what's in it for me?	Project Management Today	Sep 2002
Fast, Good or Cheap* - balancing project deliverables to achieve business benefits decisions, Decisions	Project Management Today	Feb 2003
Helping stakeholders to understand requirements	Project Management Today	Apr 2004
I know you've done what I asked for but what I I said wasn't what I meant!	Project Management Today	Jul 2003
Project and Programme Ownership:- Making sure you reap the benefits of your efforts	Project Management Today	

**People and Organisation** Leadership Virtual (Team) working Organisation design

Bridging the Anxiety Gap	Project Management Today	Apr 2001
Avoiding 'Dead Body Syndrome'	Project Management Today	May 2001
Consultants... Always ride them like a horse	Project Management Today	Jun 2001
Leaders! Who needs them?	Project Management Today	Jul. 2001
Together Everyone Achieves More	Project Management Today	Oct 2001

Is your project organisation a tangled web	Project Management Today	Nov 2001
What to do when Virtual is really all you have!	Project Management Today	Jul 2002
Broomsticks, Cauldrons and Spells - Towards Organizational Magic!	Project Management Today	
Voices in your head!	Project Management Today	Jan 2005
In a joint venture, don't fish with strawberries!	Project Management Today	Jan 2004
The Compleat* Stakeholder Manager	Project Management Today	Apr 2003
... 2, 4, 6, 8 how do you communicate!	Project Management Today	Jun 2005
When Shhhouting into a Vacuum is a Cacophony of Noise!	Project Management Today	Sep 2005
Beyond The Petronius Paradox		
Achieving Organisational Magic - Breathing life into the virtual organisation	Proceedings of the Management at the Cutting Edge Conference	
New Rules for New World Leaders	Proceedings of Leadership Development Conference	Feb 1998
	Leadership Trust	
Breathing life into the organisation	Proceedings of the Brathay Conference	27 Sep 1997
Energising Agents of change	Pioneers of Change	
New rules for New World Leaders	Proceedings of Management Skills and development conference	Jun 1997
Cybersphere Leadership	People Performance Magazine	Nov 2000
Beyond the Petronius Paradox: Achieving results through virtual teams	PMT	Jun 1995
The Importance of Leadership		
Better Led or Dead	Business Now No3	Aug 2003
	Professional Engineering Vol. 9 No 19	Oct 1996

### Management Training and Development

When a perfect five is ten years old	Project Manager Today	Mar 2005
Achieving the learning organisation through local learning	Proceedings of The Intranet and web-based training conference	Jun 1997

## JOURNALISTIC (selection)

### Success Stories/Case Studies

Local learning in a Global World	Financial Times	Mar 2005
Are you a New Worlder yet?	International Trade today	Feb 2001
Avoiding the fast-track pitfalls	Sunday Times	Mar 1990
Working Day	Global Custodian Magazine	Spring 2003
Ousi Talous nousee netti-firmojen tuhkasta	Finnish Daily News	Jan 2001
In a different Class	Industry Standard	Dec 2000
The Best is yet to come	2000 Management review	Dec 1999

# PERSONAL

Date of birth - 15th July 1959  
 Married to Susan



## Employment Milestones

- 1983 Shell International Senior Scientist
- 1985 March Senior Consultant
- 1987 Ashridge Business School, Assistant Director of Studies
- 1990 Ashridge Business School Executive Director




## Entrepreneurial Milestones

- 1994 Founded **Pentacle**  
The Virtual Business School
- Established the NewWorld™ Curriculum
- Clients have included 40 of FT 100 Media Contributions
- Presenter: Money Channel TV 'Your Business'
- Presenter: Open College Business Channel
- Writer: Column 'Project Mgr Today'



Personal Profile

# CONTRIBUTIONS TO ACADEMIC INSTITUTIONS

<ul style="list-style-type: none"> <li>• <b>Henley Management College</b></li> <li>• De Baak Netherlands</li> <li>• Duke Corporate Education</li> <li>• Durham University Business School</li> <li>• LIFIM Finnish Institute of Management Finland</li> <li>• London Business School UK</li> </ul>	<ul style="list-style-type: none"> <li>• Swedish School of Economics and Business Administration</li> <li>• University of Cambridge</li> <li>• University of Cape Town Business School South Africa</li> <li>• University of Warwick</li> <li>• University of Sheffield</li> </ul>	<ul style="list-style-type: none"> <li>• Buckinghamshire Business School</li> </ul> <p>Graduation address and award of The Alison Purdue Prize</p>  <p>Dean Nigel Cox, Rachel Madge (BA (Hons)), Dr. Eddie Obeng</p>
<ul style="list-style-type: none"> <li>• Leeds Metropolitan University</li> <li>• Staff Development Festival</li> </ul>	 <p>Dr. Eddie Obeng</p>	 <p>Professor Simon Lee Vice Chancellor</p>