

Welcome ...

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With 2024 coming to an end, [our Director, Jim Foster opens](#) this last newsletter of the year with a look back to the activities that the Centre carried out over the last few months and shares a few of the plans that we have in store for 2025.

The Creative Edge Workshop, Wednesday 5th February 2025, 5.00 pm, Bayes Business School

Amazon recently revealed that one of the questions most frequently asked to Alexa in 2024 was “What does AI mean?”. In order to try to answer this question, we are pleased to welcome Professor Neil Maiden of Bayes Business School’s Institute of Creativity and AI (ICAI) who will explain the fundamentals of AI and demonstrate current state-of-the-art consultancy tools, Business Sparks and Insights, developed by ICAI. During the session, there will also be an opportunity to get hands-on the technology. Find out more and sign up now [here](#).

This month we are also featuring, ‘[Tactics, Actions and Control: How to Write the Perfect Plan using SOSTAC® Plan methodology](#)’, the fourth article written for our Newsletter by Paul Smith, a renowned author of six marketing and digital marketing books, a [TEDx Talker](#) and international speaker. This final instalment in the series discusses the tactics (the details of strategy e.g. the marketing mix), actions (how do ensure excellent execution of the tactics) and control (how do we know we are getting there?) stages of the methodology. In case you missed them, you can also catch up with the [first](#) and [second](#) and [third](#) article in the series.

In addition, this month’s [In-Brief section](#) includes a series of articles focusing on a range of current topics including the state of the consulting sector, corporate venture building, and the concept of the UK as the biggest exporter of ‘Other business services’.

Finally, we would like to thank you, our readers, for continuing to support the work of the Centre in 2024, and we look forward to hearing from you and hopefully seeing you at one of our upcoming in-person events in 2025.

With best wishes for a wonderful festive break on behalf of the CMCE team.

The Newsletter Editor

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of Management Consultants*