

Welcome ...

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

Welcome to the first newsletter of 2025. We are delighted to start this year's series of events with an **in-person workshop at Bayes Business School on February 5th**. We will be joined by 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. Those attending will also have the opportunity to actively engage with the technology. Click [here](#) to read more and sign up for the event.

In the meantime, you can read [a recent publication by Professor Maiden](#) focusing on how human-centred AI technologies could be deployed to both automate and support creative thinking about business models.

CMCE Online Showcase: 'Effective client engagement', Tuesday 18th February, 5.00 pm

Later on in February, we will also host one of our usual online showcases dedicated to the topic of effective client management. Our speaker, Steve Paul, an executive and senior level coach and business mentor, webinar host, and public speaker, will share his experience of engaging and motivating clients, and will lead a discussion of how this can be helpful for management consultants. Click [here](#) to find out more about this event.

In this month's [In-Brief section](#) we feature a series of articles focusing on a range of current topics including trends and challenges of 2025, the evolution of the AI model industry and leadership-development programmes.

Finally, we share a [summary of the key insights from a recent discussion](#) organised by Harvard Business Review about '[Mindmasters](#)', a book by Sandra Matz, an Associate Professor of Business at Columbia Business School, on the data-driven science of predicting and changing human behaviour.

The Newsletter Editor

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