



218th Lecture Series 7.30pm - 16 October 2019



Iain MacRitchie

Realising potential despite the circumstances

ABSTRACT

Iain built his business career internationally on realising potential despite the most challenging of circumstances. He has now taken on his greatest challenge to ensure our most disadvantaged young people are defined by the talents and potential and never their circumstances. The lecture will explore the fascinating common themes and techniques that Iain has discovered work across private, public and third sectors. He will share his experiences, insight and bring to life what works and as importantly what doesn't. Whilst society continues to polarise in wealth and aspirations, the talk will explore highly effective ways to counteract the increasing separation. It will explore how social causes can also generate commercial benefits for business in the short term and significant economic gains in the long term. At the heart of transformational change is a simple model but one that is having profound impact on all participants.

BIOGRAPHY

Iain is an award winning entrepreneur and philanthropist who has led the transformation of 18 companies, generating £500m of shareholder value and been a trusted adviser to 100 others. He is now a full time volunteer dedicating 5 years in his Foundation to help scale the pioneering MCR Pathways programme to reach 5,000 of the country's most disadvantaged young people.

LINKS

<https://www.strath.ac.uk/businessfellows/networkmembers/iainmacritchie/>

**All lectures take place in Lecture Theatre K3.25, John Anderson Building,
University of Strathclyde, Rottenrow East, Glasgow G4 0NG.**

Non-members welcome

The John Anderson Building is in the pedestrianised area between Rottenrow and Rottenrow East. Free car parking is available behind the building. From High Street enter Rottenrow East at the Barony.
Refreshments will be served at 9.00pm.