

## BRIAN BACON

CEO and Chairman  
of the Oxford Leadership Academy



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“Brian Bacon is a world class speaker, but most of all he demonstrates by his own example a higher level of commitment and dedication to his work than what is commonly found. Over the years he has been a tremendous source of inspiration to McDonald’s throughout the world.”

**Mats Lederhausen,**  
President, McDonald’s  
Corporation Ventures,  
Chicago, USA

“Brian Bacon, the Strategic Focusing\* process and the OLDP Course provided our leaders with essential tools and techniques for focusing on the right things and the will power necessary to tackle the immense challenges this government faced with assuming office.”

**Ramón Muñoz,** Chief of Staff, Office of the President, Government of Mexico

**Brian Bacon is the CEO and Chairman of the Oxford Leadership Academy with offices in UK, Sweden, Hong Kong, USA and Australia and operations in 16 countries.**

**As a leading global business strategist he has been involved in more than 30 successful corporate turnarounds and is the creator of one of the world’s most successful leadership development programmes with over 100,000 alumni from 90 countries.**

Brian is a pioneer and thought leader on role of business in society; he is a former President of the World Business Academy in Washington; a visiting scholar at the International Institute of Labour Studies in Geneva and a member of the EU international think tank on Social-Cohesion.

He was a special advisor in government reform to President Fox in Mexico 2000-06 and was awarded the President’s Innova Award in 2007. He has been an advisor to the Swedish Government for over a decade and was the leading consultant in the modernisation of the Swedish Ministry of Foreign Affairs; he is a special advisor to NATO and the Folke Bernadotte Academy, a Swedish government agency dedicated to improving the quality and effectiveness of international conflict and peacemaking operations.

Brian has been an advisor in innovation and organisational reform to the Government of Austria, Ireland, Holland, Canada, Brazil, Chile, Mexico, Thailand and Sweden. He is presently advising the United Nations Department of Political Affairs in Strategic Focusing for the prevention of violent conflict in international affairs.

He is a celebrated speaker on the international circuit on the subjects of leadership, strategic focusing and the role of values in organisational transformation.

He is a Member of the Global Leadership Council of Michel Nobel Harriet Fulbright Institute of Business Technology Management in USA; a Member of the Advisory Board of European Management Institute, London; a member of the British Institute of Directors; a Fellow of the Australian Institute of Management and a member of the International Advisory Board of the Club of Budapest. Brian is an Australian citizen, now resident in Oxford, UK.