

Manager The British Journal of Administrative Management

The official magazine of the Institute of Administrative Management

Reaching an audience of over 15,000 Administrative Managers, Student Managers and Administrators, Manager reports on the latest techniques and developments in the field of Administrative Management. This includes legal and technical updates essential to the ongoing practice of Administrative Management. All members of the Institute receive manager free as part of their membership package.

CONTACT

FOR ALL ENQUIRIES
PLEASE CONTACT
RICHARD JANE ON
020 7091 9620
richard.jane@instam.org



THE MANAGEMENT ARMOURY



A conversation with Peter Senge

As climate and sustainability issues continue to impact on us all, they are also becoming an increasingly important part of the corporate agenda, and therefore a major factor to consider in the successful management of organisations. Peter Senge, one of the world's most influential business thinkers, talks to manager about his concerns

Peter W. Senge, Ph.D., has lectured extensively throughout the world, translating the abstract ideas of systems theory into tools for better understanding of economic and organisational change. His areas of special interest focus on decentralising the role of leadership in organisations so as to enhance the capacity of all people to work productively toward common goals. Dr Senge's work articulates a constructive position of human values in the workplace, namely that vision, purpose and systems thinking are essential if organisations are to realise their potential. He has worked with leaders in business, education, healthcare and government.

The Wall Street Journal ranked Dr Senge as among 2009's 50 most influential business thinkers.

The Journal of Business Strategy named him as one of the 24 people who had the greatest influence on business strategy over the last 100 years. Financial Times named him as one of the world's top management gurus. Business Week rated him as one of The Top 100 Management Gurus.

He is a Senior Lecturer at the Massachusetts Institute of Technology (MIT). He is also Founding Chair of the Society for Organizational Learning, a global community of corporations, researchers and consultants dedicated to the "interdependent development of people and their institutions".

Dr Senge received a B.S. in engineering from Stanford University, an M.S. in social systems modeling, and Ph.D. in management from MIT. He lives with his wife and their two children in the USA.

Imagine a world in which the excess energy from one business would be used to heat another; a world in which environmentally sound products and processes would be more cost effective than wasteful ones; a world in which the globe's major corporations are forming partnerships with environmental and social justice NGOs to ensure better stewardship of the earth and better livelihoods in the developing world. In actual fact, that world is already emerging.

Our situation could not be more urgent. We need to cut carbon dioxide emissions globally by 80% in 20 years. We need to reduce our consumption of water and energy drastically. We need to stop pretending that the problems belong to someone else, in an interconnected world, it doesn't matter whose end of the boat has a hole. There are no good guys and bad guys; we are all responsible for our core sustainability issues – food, water, energy, waste and toxicity. And every one of us has to be part of the solution.

A revolution is underway in today's major businesses. As Peter Senge and his co-authors reveal in their recently-published work, *The Necessary Revolution*, companies around the world are boldly leading the change from dead-end "business as usual" tactics to the transformative strategies that are essential for creating a flourishing, sustainable world.

There is a long way to go, but the era of denial has ended. Today's most innovative leaders are recognizing that, for the sake of our companies and our world, we must implement revolutionary – not just incremental – changes in the way we live and work. Those transformative strategies from innovative companies around the world include:

- Coca-Cola's commitment to "water neutrality," using no more water than it replaces, and its unprecedented collaboration with the World Wildlife Fund to conserve clean water around the world.
- Sony Europe's producer responsibility system that takes back electronic equipment at the end of its lifetime.
- Ford's new paint system, which reduces its CO2 production emissions by 15%.
- Nike's commitment to 100% recyclability of all products by 2020.
- Costco, WWF, Starbucks, Sainsbury, Oxfam, Unilever, The Rainforest Alliance and thirty other leading food companies and NGOs working together through The Global Food Lab to bring sustainable agriculture into the mainstream.
- BP's rapidly growing alternative energy business.
- Sweden's "Bio-Region," the world's first industrial region in which all energy needs will be met without fossil fuels.

By working collaboratively across boundaries, managers in these organisations are exploring and putting into place unprecedented solutions that move beyond just being "less bad" to creating pathways that will enable us to flourish in an increasingly interdependent world. Initiatives from innovative organisations from every sector, from the EU's End of Vehicle Lifetime directive to Nike's new green products and Coca-Cola's transformative collaboration with the World Wildlife Fund are proving that by working together, business, government, and non-profit organisations are starting to bring about real, sustainable change. Our sustainability crises call for a new way of thinking.

1. Seeing systems. In a world of growing interdependence, it's more important than ever to learn how to expand the boundaries of normal management attention and concern in order to see the larger systems in which business operates.

2. Collaborating across boundaries. The systems intelligence needed to deal with the challenges we face as the Industrial Age comes to an end is collective and must be built through working together at many levels: within and beyond organisations, in teams and networks that span industries, communities, sectors and global supply chains.

3. Creating beyond reactive problem solving. Don't just make what you don't want go away. Bring something you care about into reality.

Established in 1915, the Institute of Administrative Management is the only professional body for both practising and aspiring Administrative Managers. 21st Century Managers need to ensure continuous professional development and a systematic approach to life-long learning to ensure career advancement. The IAM supports managers (and aspiring managers) at all levels. Our aim is to improve both personal and organisational performance through a systematic approach to Professional Development.



Manager

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Target Market Directors, Executives, Administrative Managers and Professional Students at all levels

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Forward Features List 2009

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Spring 2009 (Publication date: 24th April)

What the future may hold #1 – The latest technology and how it will affect the manager's role

Editorial Deadline: 19th March Advertisement Copy Deadline: 19th March

Summer 2009 (Publication date: w/c 27th July)

What the future may hold #2 – A review of evolving management techniques

Editorial Deadline: 13th June Advertisement Copy Deadline: 25th June

Autumn 2009 (Publication date: w/c 26th Oct)

A Question of Creativity – Why managers need to have creative instincts

Editorial Deadline: 2nd September Advertisement Copy Deadline: 17th September

Rates

All prices include full colour and exclude VAT.

Position	Rate
Inside Front Cover	£1425
Inside Back Cover	£1350
Back Cover	£1500
Full Page	£1250
Half Page	£750
Quarter Page	£425
Inserts	£65 per 1000

Mechanical Data

Size in mm (w x h)

Inside Front Cover	Trim: 210 x 297	Type: 190 x 275	Bleed: 216 x 303
Inside Back Cover	Trim: 210 x 297	Type: 190 x 275	Bleed: 216 x 303
Back Cover	Trim: 210 x 297	Type: 190 x 275	Bleed: 216 x 303
Full Page	Trim: 210 x 297	Type: 190 x 275	Bleed: 216 x 303
Half Page	Horizontal: 185 x 130	Vertical: 90 x 265	
Quarter Page	Horizontal: 185 x 63	Vertical: 90 x 130	
Inserts	Single sheet A4 10gms		

Technical Requirements

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