



Centre for Workforce Futures

SEMINAR SERIES

How to build a time machine for public affairs executives

Dr Craig S. Fleisher

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2:00–3:30 PM

LOCATION: 120 Lend Lease Room, 1 Management Drive, Macquarie University NSW 2109

ABSTRACT

Temporal factors such as time and timing are so self-evident in corporate public affairs (and most other business advisory fields and functions) that they are rarely mentioned, and even less frequently researched. Time is an independent variable — a scaffold that underpins a calendar of communication events, legislative and regulatory processes, or issue lifecycles. However, time is a more complex and essential variable to contemplate than public affairs (and most other) executives give it credit for. This paper explores 16 unique ways to think about time, applying those dimensions to the Amazon HQ2 (second headquarters) selection process to illustrate how public affairs executives could use them to illuminate aspects of strategy and behaviour they might otherwise not consider. Strategically, understanding interconnected dimensions of *time* improves clarity in the choice-making process, allowing executives to exploit ideal *timing* as they execute their strategies.

ABOUT THE SPEAKER

Dr Craig S. Fleisher is a scholar, advisor and author who has written or edited internationally renowned books in public affairs, business insights and intelligence analysis. A Business School dean in both Canada and the U.S., he was awarded two endowed research chairs positions while a Professor of Business (Strategy and Environment) at the Odette School of Business, University of Windsor, Ontario Canada.

Craig's research addresses the phenomena in the areas of business and intelligence analysis, corporate public affairs (government relations and lobbying), and performance management and measurement. He has produced 15 books and has over 180 peer-reviewed articles. The former Editor-in-Chief of the *Journal of Competitive Intelligence and Management* (Ingenta) and Deputy Editor of the *Journal of Public Affairs*, he also serves as an Editorial Board member of *Interest Groups & Advocacy* (Palgrave Macmillan) and *South African Journal of Information Management* (AOSIS). Since 2011, Craig has served as the Chief Learning Officer of Aurora WDC, a leading professional services firms in Madison, Wisconsin, USA.

Dr Fleisher is the Unit Convenor for *Advise*, a unit within the capstone for the Global MBA.

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