



promoting sustainable excellence

www.spinlondon.co.uk

“Thoughts take more time and space in our lives than actions.”

**Corporate Social Responsibility ~
From Doing Good to Being Socially Brilliant**

In 2010, some of the catch phrases for leading edge business conversations were 'Who cares wins', 'Doing good is good for business' and 'Leaving things a bit better than we found them.' What's next for businesses that are at the leading edge of this endeavour?

**17th Feb' 2011 | 5.30PM - 8.30PM
Accenture, 30 Fenchurch Street, London, EC3M 3BD**

Join us for an inspiring evening of panel discussions where you get to hear CSR practitioners share their experiences of designing and implementing CSR activities in the UK and India and also their visions for the future. Walk away with some profound and simple ideas and thoughts on how you can engage in a socially responsible way in your businesses and organisations.



Camilla Drejer
UKI Corporate
Citizenship Lead,
Accenture



Mark Wakefield
Corporate
Citizenship and
Corporate Affairs
Manager, IBM UK



Jeremy Glover
Partners,
Stephenson
Harwood



Manisha Dahad
Founder of the
Centre for Social
Brilliance



Malcolm Lane
Director Corporate
Affairs, Tata
Consultancy Services

Upcoming Programs

17th Feb 2011 | 5.30PM – 8.30PM

**[“Corporate Social Responsibility –
From Doing Good to Being Socially Brilliant”](#)**

Mar – “Agility”

Apr - "Resilience Imperative- How Resilient is my Organization?"

For details please visit the website:

<http://spinlondon.co.uk/events/>

Associates Programs (UNICOM)

ENTERPRISE ARCHITECTURE FORUM 2011

24 February 2011, London

WWW.UNICOM.CO.UK/EAFORUM

We have twenty **complimentary places** to offer at the above forum (tickets are usually priced at £99) – free tickets are on a first come-first-served basis. [Click here to download information.](#)

Sharing My Experience

By Atul Ganatra

R&D IS Project Manager @ Syngenta



SPINLondon, since its inception, have been organizing events enabling knowledge sharing and stirring thoughts whilst creating tremendous network opportunities.

I've in the past attended many SPINLondon events and benefitted well with wisdom from others. Two things that I have liked the most about these events are:

1. Variety of topics i.e. anything useful from the core interests of software engineering and process improvements to professional ethics and customer viewpoints
2. Constancy – monthly opportunities to allow regular interaction, with diversity in event formats to sustain and enhance participants' interest

I would like to share my experience of attending Mike George's session of "Emotional Intelligence at Work" on 22nd September, 2010. With his wealth of knowledge on exploration of one's inner side and his wisdom shared through a number of books that he has authored, Mike made seemingly complex psychology related topic look fairly simple. Emotional intelligence (EI) is one of the most important ideas to hit the business world in recent years. It is based on the notion that the ability of managers to understand their own emotions, and those of the people they work with, is the key to better business performance. Research tracking over 160 high performing individuals in a variety of industries and job levels revealed that emotional intelligence was two times more important in contributing to excellence than intellect and expertise alone.

The best part for me was the simulation of a very common workplace affair with a superior-subordinate role-play, wherein Mike displayed utmost self-control in a restrained subordinate role; to positively influence his annoyed boss' behavior in his own favor.

Jan Event: 20th January 2011

“Software Industry Performance - Improving its Measurement”

Presenter: Charles Symons

“Using Metrics to express stakeholder value”

Presenter: Lindsay Brodie

spinlondon would like to take this opportunity to thank the presenters, Charles and Lindsay, for presenting in the Jan’11 event and also would like to thank all the attendees who took time to attend this event.



“SPIN London provides a fantastic community and resource for those interested in software and systems process improvement. It enables members to network with like-minded professionals, to be able to keep up to date with the latest developments and best practice in this space and seek pragmatic advice and guidance in both business and technical issues.”

Alec McCutcheon, Director, UNICOM Seminars Ltd

The attendance for spinlondon events has been growing steadily. Some of our sponsors / attendees are from the following organizations:-Accenture, BAE Systems, Barclays, BCS, BT, Detica, Dept. of Health, DNV, Experimentus, Fujitsu, GSK, HSBC, IBM, ICT Ltd, IFS Defense, Infosys, John Lewis Direct, Microsoft, Middlesex University, Glaxo Smith Kline, Magicom, MBDA Systems, LBS, LSE, Lloyds, Nokia, UNICOM, UKIBC, Stephen Harwood, SEI/CMU, SMS Exemplar, TCS, Transport for London, Tech Mahindra, Trinity Management, Vodafone....just to name a few and the list continues to grow.



spinlondon are looking for your support

Please let us know if you are interested to volunteer:

- any stories or case studies that you would like to share or present to the spinlondon audience
- any facilities to host spinlondon events
- any ideas to share

please reach out to us info@spinlondon.co.uk



Message from the Operations Manager

The more we contribute the more we get out of this forum. spinlondon is proud to provide an open and independent forum for the promotion of systems and software process improvement. As always your ideas and suggestions for further strengthening the community are welcome. We look forward to seeing you involved in continuing to build further on this momentum.

On behalf of management team at spinlondon, once again thanks to all of you for your continued participation in this forum.

Kavita Gulati

If you would like to know more about Spinlondon, please contact us:

Tel: +44 (0) 79 12345 207; Email: info@spinlondon.co.uk; Website: www.spinlondon.co.uk

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