

GGI LEADERSHIP FORUM
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EISENBERG, AUSTRIA



Biography – John Caswell

Over the years, and like everyone, I've experienced a lot of things about business. Many of the observations I've made are that countless practices designed to help business solve challenges have been mediocre. A large proportion of them offer surprisingly low value and furthermore many of them were just plain wrong – full of risk and expense.

In almost every business I worked with I witnessed misunderstanding and confusion around how stuff got done. I experienced real frustration and inefficiency in how companies thought about the future of their operations. From strategy to tactics – from transformation to change – there was an awful lot that needed to be thought through differently.

I decided that my experiences could serve business better. I learned that logical frameworks could help people think with higher quality. I recognised that visuals could dramatically improve the engagement and understanding of teams and I saw that by being totally impartial business could avoid unintentionally creating yet more problems. I started Group Partners to overcome all of these frustrations.

I'm an avid collector of what life teaches us.