




# Ambition

ISSUE 27  
JULY –  
SEPTEMBER 2013

## Diversity and the MBA



-  An MBA for the bottom billion
-  Business in the conflict zone
-  Rural and remote geographies



### Conference for Deans and Directors

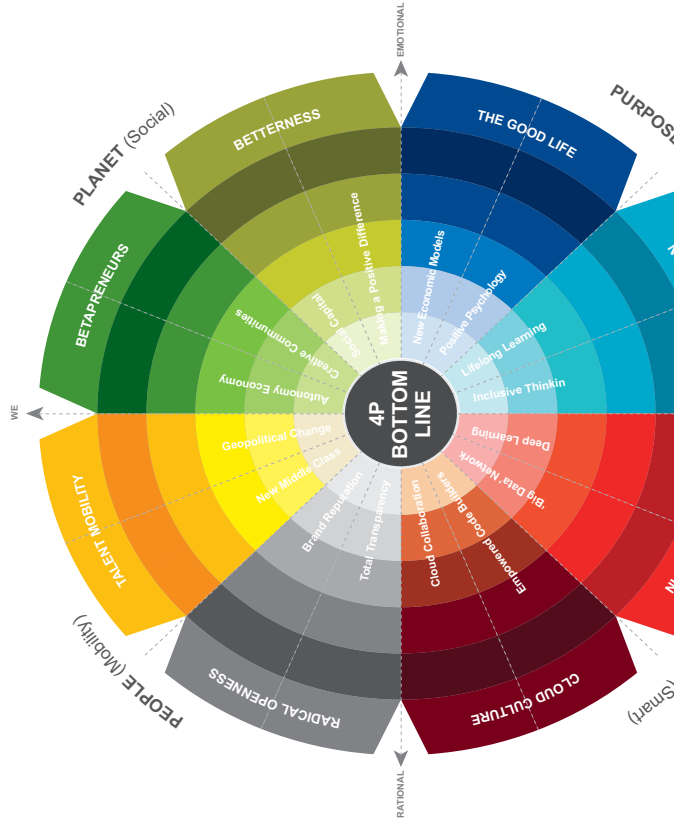
business models are never anonymous - they differentiate themselves by reaching out in a both a global and local context to fulfil the real needs of people."

Currently, Anne-Lise's company, Kjaer Global, works to prepare companies and organisations by using quantitative and qualitative data, along with value-based research, to identify key societal trends. This works for both large and small corporations. Kjaer refers to her Trend Atlas (see below), which outlines the key trends she believes will determine SMEs' foreseeable future. One trend is the evolution of the 'Global Brain', which

she describes as "cumulative intelligence gathered by individuals, organisations and governments, all connected to the internet." The second trend Kjaer predicts is 'Access over Ownership', which offers scope to redesign products and services across all industries and sectors. The third trend she predicts is 'Deep Storytelling', which highlights the benefits SMEs can gain by being transparent and telling customers the story of what sets them apart from the competition in a compelling way.

Kjaer suggests that SMEs need to adjust their strategies to meet their future customers' needs, but there is an additional requirement that must be met: "Caring is now integral to any business plan", suggesting that SMEs need to promote that they deliver initiatives which are beneficial for both the organisation and the consumer.

Kjaer believes that whilst consumers may continue to question business practice across industries, SMEs have real opportunities to prosper. ▲



# iOS7 and the death of the skeuomorph

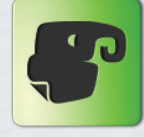
Apple is releasing a new operating system for its iDevices this Autumn: iOS7. Under the direction of Senior Vice President of Design, Sir Jonathan Ive, the OS has seen a dramatic makeover. The new design is cleaner, flatter and more matte. The most noticeable change is the absence of skeuomorphs – details that imitate real life, but serve no practical function. For example the faux wooden bookcase in iBooks, or the green felt background in Game Center. As Apple is an industry-leader, could this change signal the death of the skeuomorph once and for all?

*"Simplicity is not the absence of clutter, that's a consequence of simplicity. Simplicity is somehow essentially describing the purpose and place of an object and product. The absence of clutter is just a clutter-free product. That's not simple."*  
Sir Jonathan Ive



## Instapaper

The internet can be a distracting place – so much to read, so little time. This is where Instapaper comes in handy. Adding the bookmarklet to your browser allows you to save news articles, blog posts and other long web pages that you come across while browsing the net with just a click, to read later when you have more time. You can use Instapaper on any computer, plus quite a few smart phones and tablets, and you can even save articles to read offline for times when you have no internet access: [www.instapaper.com](http://www.instapaper.com)



## Evernote

The tagline for Evernote is "remember everything", but the beauty of the app is that it does all the remembering for you. Evernote enables you to make notes and sort them in a way



## You say tomato, I say pomodoro...

The Pomodoro Technique is a system for productivity developed by Francesco Cirillo. Inspired by the tomato shaped kitchen timer, Cirillo had the idea of breaking periods down