

# PLENARY SPEAKER



**Dr Robert Kay – Incept Labs**  
*Thursday, 08 September 2016*

**Bio:** Dr Robert Kay is a Co-founder and Executive Director of Incept Labs, and an Adjunct Professor at Macquarie University. With a career that has continuously moved between industry and academia, he was formerly the Head of Strategic Innovation at Westpac Banking Corporation; a Senior Lecturer in Information Systems and Organisational Development at UTS, and a Research Analyst for Bovis Lend Lease. Over the last couple of years Robert has been commissioned to undertake multiple studies of senior leaders from Australia's top organisations.

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**Title:** Decision Making for Growth

**Abstract:** Why is it so difficult for decision-making groups to pursue growth opportunities and innovate? This presentation takes the audience on a journey through sociology, psychology and neuroscience to explain why groups struggle to pursue new opportunities and how they can overcome these challenges.