

2017-18 | ORAL ROBERTS UNIVERSITY

PRESIDENT'S

PERFORMING ARTS AND LECTURE SERIES

presents

DR. TED LONDON

PROFESSOR, ROSS SCHOOL OF BUSINESS | SENIOR RESEARCH FELLOW,
WILLIAM DAVIDSON INSTITUTE | UNIVERSITY OF MICHIGAN



BUILDING BUSINESSES WITH IMPACT A ROADMAP FOR EMPOWERING LEADERS

Master of Ceremonies:

Dr. Kevin Schneider

Executive Director, ORU Office of Global Service

The 4.5 billion poorest people on this planet, often referred to as the base of the pyramid (BoP), lack affordable access to goods and services that could dramatically improve the quality of their lives. Despite decades of effort and billions of dollars in aid, we have found that we cannot donate our way out of poverty. Such efforts also need business, in an expanded role.

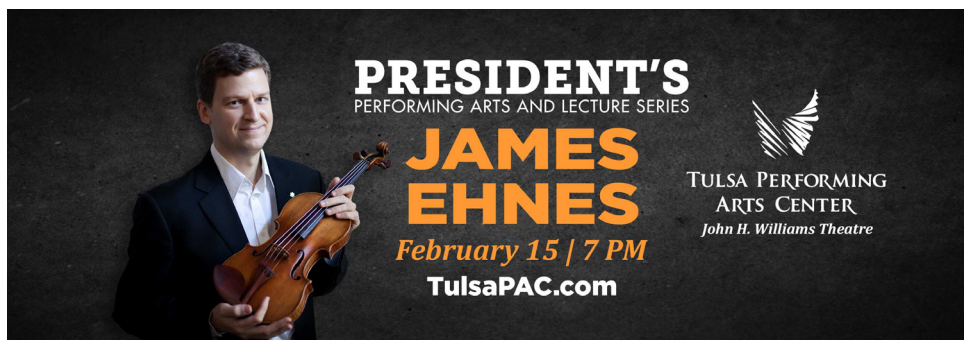
Results from the field demonstrate that business can deliver value and impact to the BoP and do so profitably. Yet realizing the full promise of creating sustainable and scalable businesses that truly alleviate poverty remains elusive. In particular, enterprise leaders have lacked a holistic roadmap that guides their journey to sustainability at scale.

This talk focuses on better understanding the opportunities and challenges of building successful businesses that benefit some of world's poorest citizens. It includes discussing the Sustainability at Scale toolkit, designed to empower enterprise leaders with actionable strategies, frameworks, and processes to help them navigate the complexities of an unfamiliar and impoverished market.

Dr. London is recognized internationally for his work at the intersection of business strategy and poverty alleviation. He has published extensively, serves on several advisory boards, and has also advised dozens of leadership teams in Africa, Asia, and Latin America. In 2016, he received the Aspen Institute's *Faculty Pioneer Award*, which recognized his long-standing contributions to and impact on the development of inclusive business and how it is taught in the classroom.

His latest book, *The Base of the Pyramid Promise: Building Businesses with Impact and Scale*, translates over 25 years of research and field-based experience into actionable strategies, frameworks, and tools for developing sustainable, scalable enterprises in BoP markets.

Buy Your Tickets Now for the Final 2017–18 Series Event!



As the final 2017–18 President's Performing Arts Event,
the ORU Music Department is pleased to present
internationally acclaimed violinist

MR. JAMES EHNES

February 15, at 7:00 p.m.

John H. Williams Theatre of the Tulsa Performing Arts Center.

Tickets are on sale now at **MyTicketOffice.com**.

Mr. Ehnes has established himself as one of the foremost violinists of his generation. Gifted with a rare combination of stunning virtuosity, serene lyricism and an unfaltering musicality, Ehnes is a favorite guest of many of the world's most respected conductors, including Ashkenazy, Alsop, Sir Andrew Davis, Denève, Dutoit, Elder, Ivan Fischer, Gardner, Paavo Järvi, Nosedá, Robertson and Runnicles.

Ehnes began violin studies at the age of four, became a protégé of the noted Canadian violinist Francis Chaplin when he was nine, made his orchestral debut with Orchestre Symphonique de Montréal at age 13, and graduated from The Juilliard School in 1997, winning the Peter Mennin Prize for Outstanding Achievement and Leadership in Music. He is a Fellow of the Royal Society of Canada and in 2010 was appointed a Member of the Order of Canada. He plays the "Marsick" Stradivarius of 1715.

Tickets range from \$35 to \$100 (the latter including VIP Meet-and-Greet photo opportunity with Mr. Ehnes) and are available at MyTicketOffice.com.