

Prof. Dr. Gordon Adler

Faculty Member Lorange Institute of Business Zurich



Teaching and Research:
Management Communication, Corporate Communication

Education

- | | |
|------|-------------------------------------------------------------------------------------------------------------------------|
| 2006 | Doctor of Business Administration
University of South Australia
Strategic & Corporate Communication |
| 1981 | Master of Fine Arts (MFA) Boston University |
| 1976 | Bachelor of Arts (BA) Harvard University
History & Science / English and American Literature |

Academic Positions

- | | |
|-----------------|--------------------------------------------------------------------------------------------------|
| 2010 to present | Faculty Member Lorange Institute of Business, Zurich |
| 2007 to present | Guest Lecturer Graduate Institute of Geneva, IMD, Life Science Zürich Graduate School. |
| 1995 to 2007 | Guest Lecturer IMD, HEC Paris, GLION Institute of Higher Education. |
| 1992 to 1995 | Professor HRM and Management Communication University of Massachusetts (USA/Switzerland). |
| 1984 to 1989 | Director International School Bern (Switzerland) |
| 1982 to 1984 | Assistant Director , International School Bern |
| 1980 to 1982 | Honorary Teaching Fellow Boston University |

1977 to 1979	Director Killington Mountain Ski Racing Academy
1974 to 1976	Teaching Fellow Harvard University

Professional Positions

2006 to present	Founder & Managing Director, Adler Way
2002 to 2007	Director Communications & PR IMD
2002 to 2006	Communications Consultant
2002 to 2004	Director, Special Projects IMD
1995 to 2002	Senior Writer IMD
1993 to 1995	Freelance Editor Harvard Business Review

Various

1977 to 1979	Professional Ski Racer
1984 to 1990	Teacher: Business English
1978	Red Cross Flood Relief Project Manager

Honors and Awards

1991	US Dept. of State: International School Director of the Year
1974 to 1976	US National Alpine Ski Team
1976	Rhodes Scholarship Finalist
1976	Rockefeller Traveling Grant Recipient
1975	Breadloaf Writer's Conference: Young Writer's Fellowship

Books

2011	Adler, G, <i>FT Briefing: Management Communication</i> . FT Pearson, London
2011	Adler, G,, Amann, W., <i>Case Writing for Executive Programs: Survival Guide</i> , IAP, Charlotte, NC, USA.
2003	Adler, G, V. Schmidt and Els Van Weering. (2003) <i>Winning At Service: Lessons from Service Leaders</i> . Chichester, UK: Wiley & Sons.

- 2002 Adler, G., Guido Corbetta and Denise Kenyon-Rouvinez (2002). *Sharing Wisdom, Building Values: Letters From Family Business Owners to Their Successors*. Marietta, GA: Family Enterprise Publishers.
- 2002 Adler, G. (2002) *How Pepe Lost His Hat: Putting in Place a Process Orientation at Holcim*. Holderbank, Switzerland: Holcim Consulting.

Book Chapters & Cases

- 2008 “The Chief Communications Officer -- Leading Strategic Communications,” in Gordon Adler and Preston Bottger (Eds.), *Leading in the Top Team: The CXO Challenge*, Cambridge, UK: Cambridge University Press.
- 2005 “Storytelling for High-Impact Learning.” In Tracey Keys and Paul Strebelt (Eds.), *Mastering Executive Education: How to Combine Content with Context and Emotion*. Harlow, UK: FT Prentice Hall.
- 1997 (July/August 1997). When Your Star Performer Can’t Manage (Case Study). *Harvard Business Review*. Vol. 75, Iss. 4. Boston
- 1996 (March/April 1996). When A New Manager Stumbles, Who’s at Fault? (Case Study) *Harvard Business Review*. Vol. 74, Iss. 2. Boston.
- 1995 (July 1995). The Case of the Floundering Expatriate. (Case Study) *Harvard Business Review*. Vol. 73, Iss. 4. Boston, MA.

Other Publications

- 2005 “IMD Style Guide.” Guide to IMD case style conventions. (1997, 1999, 2001, 2005)
- 2002 “How to write an article for HBR.” Guide and workbook for IMD faculty. (1999; 2002)
- 2000 “How to write a management book.” IMD faculty guide to writing management books and getting them published for executives. (2000)
- 2000 “How to write an electrifying case.” A collection of toolkits for new IMD faculty, research fellows and research associates. (2000) Papers & Presentations
- 2007 to present Presentations on a wide range of communications topics at: Credit Suisse; Glion; Google; Holcim; International Graduate Institute (Geneva); ETH Zurich; University of St. Gallen; SGMI Management Institut.
- 2009 “The Myths of Management Communication: Avoid Them!” Google Seminar Series, Zurich, Switzerland.

- 2008 “Web 2.0: What It Means for Swiss Bank Communication.” Credit Suisse Business School Podcast, Zurich.
- 2008 “Corporate Communication: An Insider’s View.” Glion Graduate School, Bulle, Switzerland. September
- 2008 “The Ten Most Common Management Communication Errors and How to Avoid Them.” Microsoft Turkey Management Round Table, Istanbul, Turkey.
- 2008 “Content-Based, Minimalistic Business School Marketing.” Credit Suisse Business School Annual Management Meeting.
- 2008 “Web 2.0: Opportunities & Threats.” IMD Alumni; Suisse Romande. Presentation to Chief Executives of large, international companies based in Switzerland.
- 2008 “The Future of Communication,” Credit Suisse Web Cast.
- 2007 Academy of Management, Annual Conference. “Managerial Storytelling in Large, International Companies: An Exploratory Study.”
- 2006 “Corporate Communicators Beware: The Dangers of Web 2.0.” IMD Webcast.
- 2006 “Writing for the Mass Media.” Workshop for members of IMD R&D department and EPLF associates.
- 2003 to 2005 “How to get published in HBR.” Workshop for IMD faculty.
- 2003 to 2005 “How to get Published in an Anglo-Saxon Academic Journal.” Presentation for Research Faculty, HEC Paris.
- 2005 “How to Write a Case for Managers.” Workshop for faculty, Ecolé Hoteliere Lausanne.
- 2005 “Minimalistic Marketing: Reduce to the Max.” Presentation to IMD Alumni Club Presidents.
- 2001 to 2006 “How to Write the Case of Your Biggest Leadership Challenge.” Workshop for Daimler-Chrysler Senior Managers. Twice a year.
- 2000 to 2003 “Writing the Case of Your Biggest Management Challenge.” Workshop for participants in IMD’s Mastering Technology program.
- 1999 to 2005 “How to write a selling CV.” Workshop for IMD MBA class.
- 1996 “How to write a management case study.” Workshop for members of Holcim Ltd. Consulting unit.

1999 - 2005 “How to write an IMD case study.” Workshop for IMD faculty, research fellows and research associates. Annual.

Memberships & Other

2000 to present Manuscript Reviewer for: Cambridge University Press, Wiley & Sons, FT Prentice Hall

2000 to present Member, Academy of Management

2000 to present Member, Academy of International Business

1989 to 1993 European Council of International Schools, Board Member

1990 to 1993 European Council of International Schools, Accreditation Committee

1988 to 1993 Cofounder and Board Member, Swiss Group of International Schools

1990 to 1993 Chair, Swiss Group of International School Conference Committee

1992 ECIS Accreditation Team Chair: International School of Lisbon

1991 ECIS Accreditation Team Chair: Frankfurt International School

1989 ECIS Accreditation Team Member: International School of Vienna