

A portrait of Professor Sir Lawrence Freedman, an older man with a receding hairline, wearing a dark suit, white shirt, and dark tie. He is looking slightly to the left of the camera with a serious expression. The background is a blue wall with a faint, stylized map of the world and the word 'HOUSE' partially visible.

UNU CONVERSATION SERIES

Professor Sir Lawrence Freedman
Professor of War Studies, King's College London

The Problem with Strategy

Tuesday, 16 September 2014, 6:30–7:30 PM

Reception & buffet after the event.

United Nations University Headquarters, Tokyo

Governments are regularly tasked with formulating definitive strategies on everything from healthcare and defense to foreign relations and economics. But the process of devising strategy can suffer from planners' fixed focus on a target endpoint, instead of recognizing that the process is a dynamic series of stages requiring flexible action.

Professor Freedman will join UNU Rector David M. Malone to examine the demands on governments to have national strategies that provide a clear sense of direction. The discussion will consider the bureaucratic and diplomatic challenges involved in forging such strategies and the risks involved in making clear statements of intent.

The conversation will draw from Professor Freedman's acclaimed recent book, *Strategy: A History*, and examine how politicized environments can encourage the notion that strategy should be a plan leading to a clear aim, rather than a process of dealing with pressing problems, which requires adaptability and improvisation.

The UNU Conversation Series aims to foster audience participation: you are encouraged to engage with the speakers during the conversation and at the reception that will follow, where all audience members are invited to enjoy the food and drinks that will be served while exchanging ideas and making new contacts.

Please note that this event will be in English only; Japanese interpretation will not be provided. Advance registration (by 15 September) is required.

Please register online: unu.edu