

# Lisa Humphries

PORTFOLIO



# Copywriter, editor, proofreader

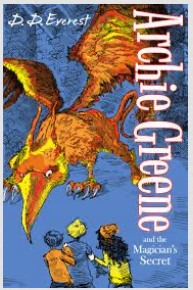
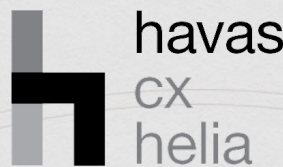
Offering writing services, content  
curation and editorial support

From a 25-year career in the travel industry in the UK, Hong Kong and Australia, I became a freelance copywriter and editor in 2018.

I have since built up a global portfolio of clients and a wide-ranging body of work, from editing business books to creating optimized web page copy, and from researching case studies to curating an 89-page coffee-table book on leadership.

I have also turned academic research papers into magazine articles, written marketing materials for car manufacturers, pet care retailers, business schools and trainlines; updated the website of a children's author and compiled the biographies of some of the world's top management thinkers.

# Clients



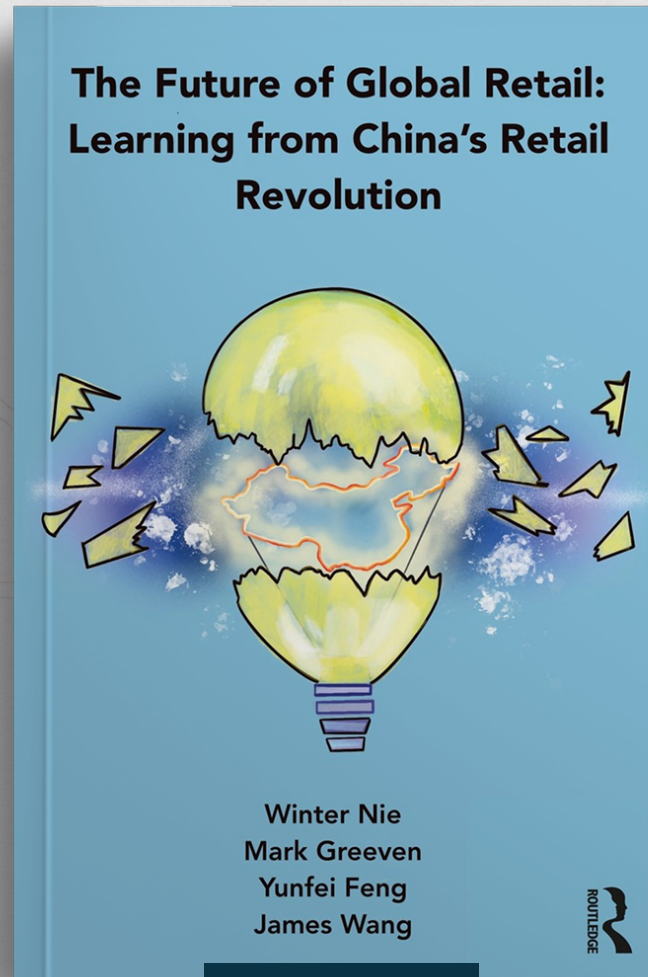
# Sample work



# Editing

– a dive into China’s retail revolution, including stories of the tech giants and the phenomenon of livestream selling

**Published 2021**



Click me!



## THE BRIEF

Editing a full manuscript written by four authors from different backgrounds; finding a common voice, identifying key messages and creating seamless flow.

### CLIENT:

IMD BUSINESS SCHOOL,  
SWITZERLAND

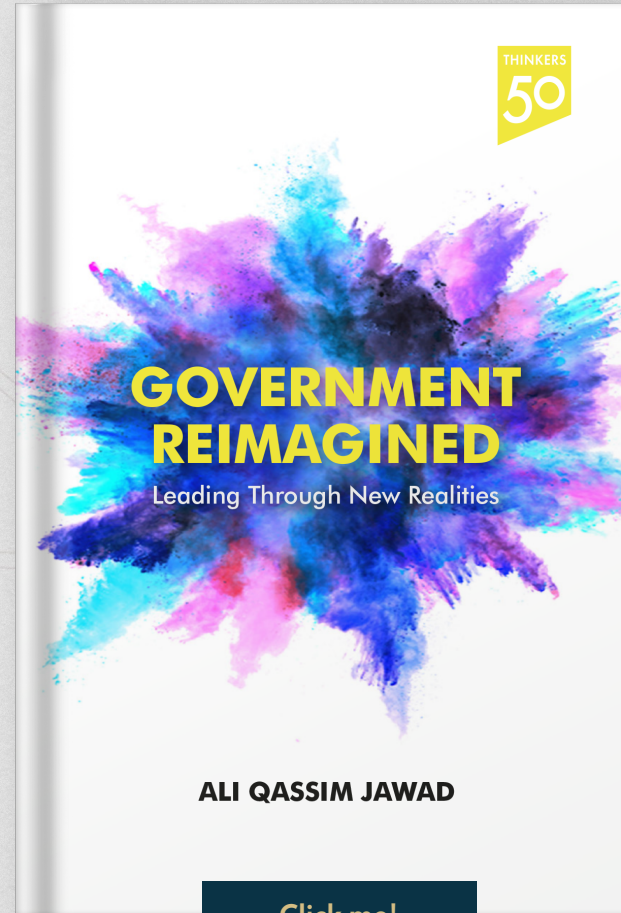


# Editing and research

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– including chapters contributed by former presidents, prime ministers and ministers from around the world

**Published 2020**



Click me!



## THE BRIEF

Researching case studies; editing contributor chapters; editing author chapters to define clear messages; proofreading full manuscript.

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### CLIENT:

THINKERS50



# Proofreading

– a treasure trove of stats and facts, compiled to advance the argument for sustainability

Published 2019



Click me!



## THE BRIEF

Proofreading full manuscript: 70 pages of text and graphics based around the 17 Sustainable Development Goals (SDGs) of the UN.

## CLIENT:

THINKERS50



# Content curation

– a quality, coffee-table-style book presenting the key elements of a bespoke, 6-month course in leadership ...

## CLIENT:

SUNTOP MEDIA, UK  
CPC, ABU DHABI

**suntopmedia**



## LEADERSHIP ESSENTIALS PROGRAM 2019-2020

UNIT 3

### BLUE OCEAN SHIFT

MESO

Blue oceans represent new growth, new opportunities, and a market space unhindered by competition. When you reach a blue ocean you have left your competitors behind. You have created a new product, new service, or a new model that has made the competition irrelevant. You stand apart from the pack.

If you thought only entrepreneurs could achieve these goals, you couldn't be more wrong.

Professor Renée Mauborgne addresses the challenges of translating blue ocean aspirations into action for business, governments, and non-profits everywhere.

*“Professor Renée Mauborgne addresses the challenges of translating blue ocean aspirations into action for business, governments, and nonprofits everywhere.”*



Renée Mauborgne is the Distinguished Fellow and a Professor of Strategy at INSEAD and is also Co-Director of the INSEAD Blue Ocean Strategy Institute.

Mauborgne was awarded the #1 spot on the Thinkers50 2019 list of global thought leaders, alongside her co-author W. Chan Kim, and has ranked in the top five for ten consecutive years. Their 2017 book, *Blue Ocean Shift*, is a New York Times and #1 Wall Street Journal bestseller and their 2009 international bestseller *Blue Ocean Strategy* has sold over four million copies in a record-breaking 46 languages. *Blue Ocean Strategy* is recognized as one of the most iconic and impactful strategy books ever written.

Mauborgne served on President Barack Obama's Board of Advisors on Historically Black Colleges and Universities for the President's two terms and is a Fellow of the World Economic Forum. She is the recipient of numerous prestigious awards such as the Nobel Colloquium Prize for Leadership on Business and Economic Thinking, the Carl S. Shane Award for Excellence, the Leadership Hall of Fame by Fiat Company, the Eldridge Haynes Prize awarded by the Academy of International Business, and the World's 50 Best Business School Professors by *Fortune* magazine.

**Renée Mauborgne**  
The INSEAD Distinguished Fellow of Strategy and International Management  
Co-Director of the INSEAD Blue Ocean Strategy Institute

Leadership Essentials Program 2019-2020 | 23

## MAKE IT STICK

A hidden benefit of the design thinking process is the creation of content that will help you to persuade others to consider new directions and implement powerful, different solutions that you have designed.

Storytelling is an effective tool for communicating problems and convincing others of the efficacy of your solution. Stories are also the foundation of design thinking: it all starts at the observation stage with recognizing a good story.

Figure 32: The foundation of design thinking



Those stories then lead to insights and the best way to get from abstract insights to concrete action is with a compelling narrative.

It is difficult to solve a non-specific problem, but you can easily build solutions for a story.

To make your story stick, it needs to be simple, unexpected, concrete, credible, and emotional.

Figure 33: From idea to buy-in



Figure 34: Good stories sell ideas



*“A hidden benefit of the design thinking process is the creation of content that will help you to persuade others to consider new directions and implement powerful, different solutions that you have designed.”*



... explaining the ideas of some of the leading management thinkers of the world, using course materials and reference documents

*“Mega cities transcend political divides to optimize land, labor, and capital for infrastructure and global supply chains. They compete over connectivity rather than borders.”*

**CLIENT:**

SUNTOP MEDIA, UK  
CPC, ABU DHABI



**LEADING ORGANIZATIONAL CULTURE**

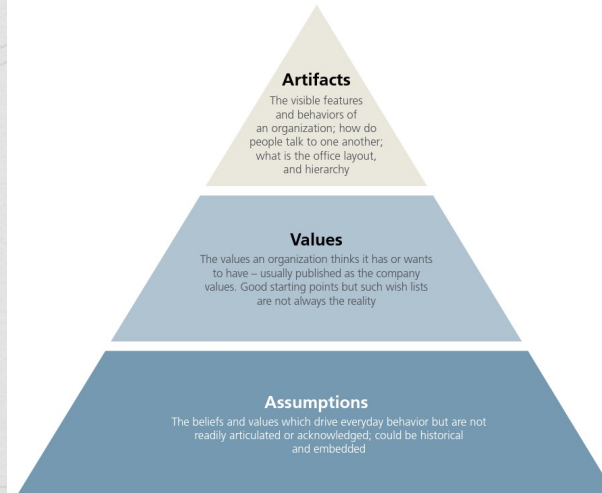
Effective management requires not just micro (people and team) skills but also macro skills – in particular the ability to lead organizational culture.

Shaping a culture to support a strategy is perhaps the most important thing a leader will do. How do we diagnose and understand culture?

Spot the difference:

Organizations have cultures	Organizations are cultures
-----------------------------	----------------------------

Figure 65: Schein model of organization culture



To examine and understand an organization's culture is to look at the essence of what that organization is.

Organizational culture consists of three main components: artifacts, espoused values, and assumptions. These are arranged hierarchically, meaning that usually we have to start with artifacts and dig our way down to assumptions.

*“Shaping a culture to support a strategy is perhaps the most important thing a leader will do.”*

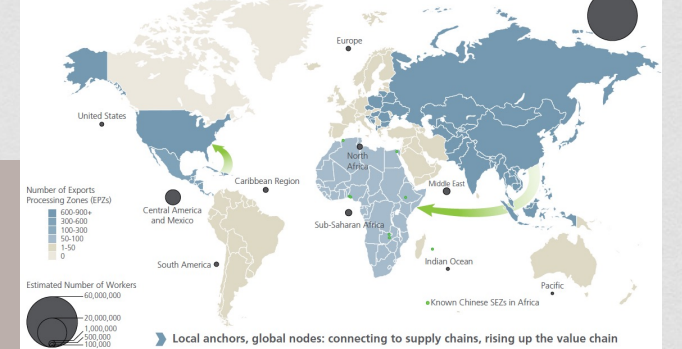
*“Competitive connectivity is the new currency of power: Who rules the supply chain, rules the world.”*

**SPECIAL ECONOMIC ZONES AND MEGA CITIES**

There are around 3,500 Special Economic Zones (SEZs) in the world today, spread across 130 countries. The estimated total of SEZ global exports is \$200 billion. SEZs count for approximately 22% of China's GDP and 60% of its exports. In the UAE, over 20,000 firms participate in the SEZs. 50% of Central America's exports are from SEZs.

China has invested \$5 billion in SEZ construction in Africa. India has 143 SEZs, of which a quarter are in the IT sector. Over 100,000 manufacturing jobs have been created in the Dominican Republic, with the USA being its main export market. Asia has more than 85% of all Export Processing Zone (EPZ) workers worldwide.

Figure 41: Pop-up cities: SEZs



Mega cities transcend political divides to optimize land, labor, and capital for infrastructure and global supply chains. They compete over connectivity rather than borders. 21<sup>st</sup> century conflict is not about nations and their frontiers; it's a tug-of-war over pipelines and internet cables, advanced technologies, and market access.

Political geography is handing power over to functional geography to create a new geopolitical marketplace. Infrastructure and economic connections supersede traditional geopolitical coordinates. Nations and borders are being transcended by infrastructure and supply chains.

**KEY TAKEAWAYS**

*Competitive connectivity is the new currency of power:*

- *Mega cities and special economic zones, which compete over connectivity rather than borders, are on the rise*
- *The center of global trade is shifting from west to east; Asia is catching up with Europe in share of total world trade*
- *Who rules the supply chain, rules the world*

# Copy controller

Thinkers50 is the world's most reliable resource for identifying, ranking and sharing the leading management ideas of our age ...



## Thinkers50 2021 Yearbook – 96 pages

Celebrating 20 years in 2021, Thinkers50 produced a yearbook showcasing their events and initiatives. My brief was to oversee the copy.

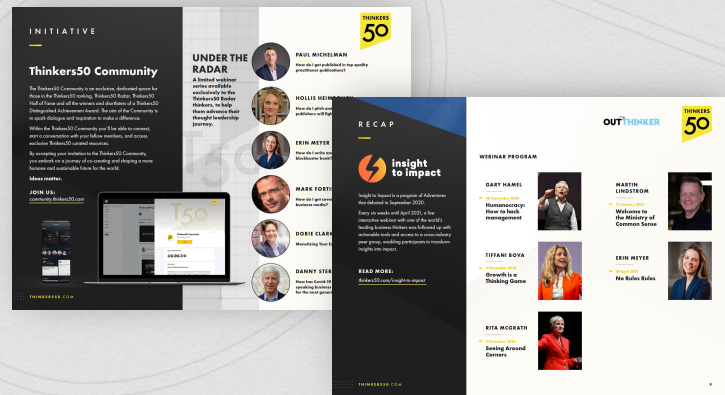


Click the cards!

## Thinkers50 2022 – 30 x Radar Cards

Every January, Thinkers50 publishes its list of 30 management thinkers to watch in the coming year and together we create “top trumps” cards for each one.

CLIENT:  
THINKERS50



# ... Thinkers50 biennial gala event is known as “the Oscars of management thinking”

CLIENT:  
THINKERS50



## Website copy

Showcasing the world’s top ranked management thinkers, describing their big ideas, how these ideas have practical impact and outlining their main body of work, their achievements and awards – 50+ pages.

Click me!



**THINKERS50 RANKED THINKER**  
**RITA MCGRATH**  
Globally recognized expert on strategy, innovation, and entrepreneurship; champion of harnessing disruptive influences for competitive advantage.

**01. RANKED THINKER**

Ranked #2 in 2021.

Previous positions:

#5 (2019), #10 (2017), #9 (2015), #6 (2013), and #19 (2011).

**02. AWARD WINNER**


Winner of the Thinkers50 2013 Strategy Award for *The End of Competitive Advantage*.

**03. SHORTLISTED**

Shortlisted for the Thinkers50 2021, 2019, 2015, and 2011 Strategy Awards and the 2011 Book Award.

**IDEAS**

Edmondson’s work on psychological safety has been groundbreaking. Her blueprint on creating a fear-free culture is essential, she argues, for organizations to be able to thrive in today’s knowledge economy in which new ideas and critical thought are essential to success. She has also explored the concept of teaming in dynamic work environments, and demonstrated how cross-organizational teaming can impact the building of smart cities.



**BIO**


Pink has hosted a National Geographic Television series about social science, studied the comic industry in Tokyo, and served from 1995 to 1997 as chief speechwriter for US Vice President Al Gore. He has been a contributing editor at *Fast Company* and *Wired*, as well as a business columnist for *The Sunday Telegraph*.

**CONTENT**

When: *The Scientific Secrets of Perfect Timing* (Riverhead, 2018); *To Sell is Human* (Riverhead, 2013); *Drive: The Surprising Truth About What Motivates Us* (Riverhead, 2011); *The Adventures of Johnny Bunko* (Riverhead, 2008); *A Whole New Mind* (Riverhead, 2006); *Free Agent Nation* (Grand Central Publishing, 2002).

**IDEAS**

Osterwalder and Pigneur created the Business Model Canvas, an innovative strategy management and entrepreneurial tool. By visualising all the building blocks of starting a business, the canvas is used to describe, design, challenge, and pivot a business model. They followed up with the Value Proposition Canvas, a tool that helps to position a product or service around customer values and needs.



### The Oscars of Management Thinking

Every two years – in November – we publish the new Thinkers50 ranking of management thinkers and present our Distinguished Achievement Awards – described by the *Financial Times* as ‘the Oscars of management thinking’.

**RANKING & AWARDS**  
The ranking and award winners are unveiled at a day-long celebration of management thinking in London. Attendees travel from throughout the world to be there.

**RADAR**  
Every January, we showcase the 30 members of the Thinkers50 Radar Class. These are 30 thinkers we believe are likely to have an impact in the coming year and beyond.

**HALL OF FAME**  
In September, we induct new members into the Thinkers50 Hall of Fame in partnership with the Hider Group. The Hall of Fame celebrates thinkers who have had a significant and sustained impact on management thinking.

**REIMAGINE THE FUTURE**  
In the spring of 2020, as the Covid-19 pandemic engulfed the world, Thinkers50 partnered with growth strategy firm, Cambridge, to present *Reimagine the Future*. This 24-hour global event brought together the world’s leading management thinkers to inspire businesses, at the same time raising over \$100,000 towards charities fighting the pandemic.

### The Distinguished Achievement Awards

In 2022 there are awards for the following categories:

- STRATEGY  
In partnership with Brightline
- LEADERSHIP
- INNOVATION  
In partnership with Fujitsu
- IDEAS INTO PRACTICE
- FUTURE THINKER
- DIGITAL THINKING
- TALENT  
In partnership with LinkedIn
- RADAR AWARD  
In partnership with 100 Coaches
- COACHING AND MENTORING
- BREAKTHROUGH IDEA  
(dedicated to the legacy of GE Prehoidal)
- LIFETIME ACHIEVEMENT  
Previous winners include: Brinkerhoff Moss Kanter, Tom Peters, Michael Porter, Henry Mintzberg, Rajiva Bansal and Charles Handy.
- AGILITY  
A new award for 2022 to identify the thinker or organisation that has done more to further understanding and best practice in the field of organisational agility.

The Thinkers50 Distinguished Achievement Awards are presented every two years of the Thinkers50 gala event in London, where the new Thinkers50 ranking is also announced. Nominations for the awards may be submitted through Thinkers50.com from Monday 01 March 2022. The shortlist of eight people for each award will be announced in August 2021.

Brochure copy  
Curating and shaping the copy for Thinkers50 partnership brochure – 10 pages.

# Web pages, blogs and marketing materials

– for multi-award-winning travel provider, APH

## CLIENT:

Airport Parking & Hotels



Airport Parking & Hotels



The screenshot shows the APH website header with the logo, navigation menu, and several award logos. The main content area features a large image of an airplane flying over clouds, with the headline "Stress free travel starts from home". Below the image, there are three columns of text describing the AirPortr service, its benefits for families, and the availability of home or hotel delivery services.

### Stress free travel starts from home

Check-in your bags from home and avoid the luggage struggle. Travel to the airport unburdened by heavy suitcases and by-pass the queues for luggage drop. Welcome to a whole new way to travel.

APH has partnered with trusted bag-drop experts AirPortr to transport your luggage from doorstep to destination. Simply book a collection slot online and the friendly AirPortr driver will seal your bags in front of you and deliver them securely to your flight.

Perfect for families with young children or anyone with lots to carry, the AirPortr service allows you to begin your trip free of luggage worries: no heavy lifting required.

Working together with partner airlines, AirPortr is government-approved, safe and secure: all luggage is sealed and monitored 24/7 and customer support is available seven days a week. Your bags fly with you on the same flight and will be available for collection from the luggage carousel at your destination.

Flying into Heathrow, Gatwick or Manchester? Then home or hotel delivery service is also available. Book a collection slot online, hand your bags over after passing through Customs, and they will be delivered to your home, business or hotel, leaving you hands-free to go off sightseeing, shopping or attend a meeting.



The banner features a white background with a blue border. It has a headline "Save 10% on Luton Airport parking bookings made through this page" followed by four orange checkmark icons and their corresponding benefits. Below this is a sub-headline "Stay on this page to receive your Luton Airport parking discount" and a paragraph of text. At the bottom right, there is a dark blue button with the text "Click me!" and a hand cursor icon.

### Save 10% on Luton Airport parking bookings made through this page

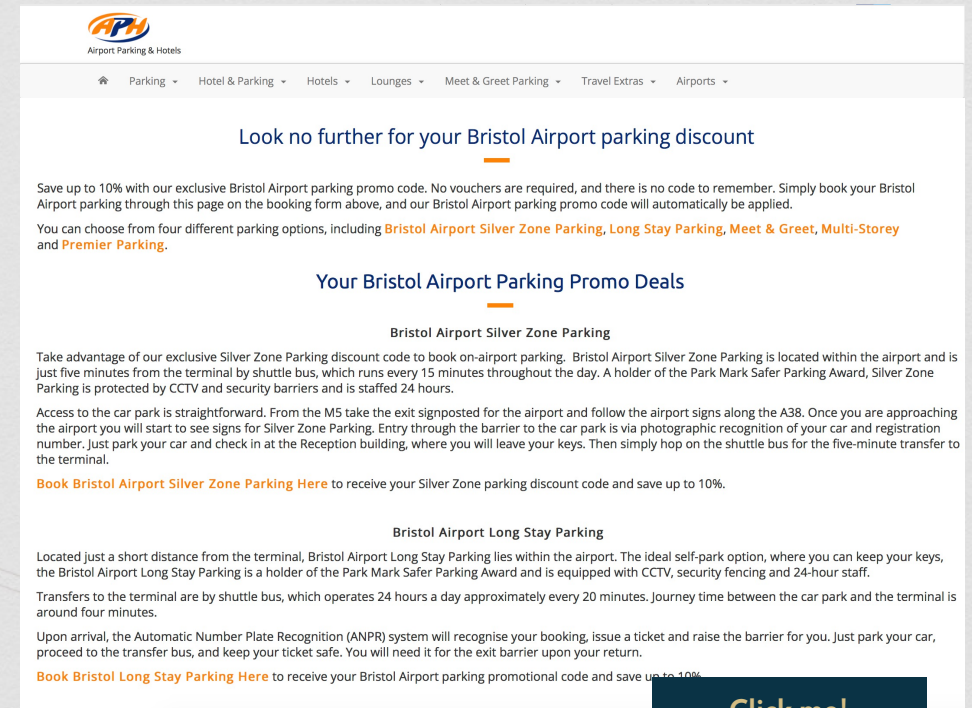
- Secure Parking & Instant Discounts
- Compare Meet & Greet and Park & Ride
- 24-hour Operation & CCTV Security
- Best Airport Parking Company 2010 - 2020

### Stay on this page to receive your Luton Airport parking discount

Book your Luton Airport parking online and save up to 10%, with an APH exclusive Luton Airport parking discount code. No need to print any vouchers and no need to note down any code. Simply browse the parking options below and book via the links, or via the booking form above; your Luton Airport parking discount code will automatically be applied to your booking.

Choose from a wide range of parking options to suit all budgets and requirements. These include: **Airport Parking, Premier Park & Ride, Swift Park & Ride** and four Meet and Greet options: **Premier Meet & Greet and Swift Airport Parking Meet & Greet.**

**Click me!**



The banner features a white background with a blue border. It has a headline "Look no further for your Bristol Airport parking discount" followed by a paragraph of text. Below this is a sub-headline "Your Bristol Airport Parking Promo Deals" and two sections of text describing parking options. At the bottom right, there is a dark blue button with the text "Click me!" and a hand cursor icon.

### Look no further for your Bristol Airport parking discount

Save up to 10% with our exclusive Bristol Airport parking promo code. No vouchers are required, and there is no code to remember. Simply book your Bristol Airport parking through this page on the booking form above, and our Bristol Airport parking promo code will automatically be applied.

You can choose from four different parking options, including **Bristol Airport Silver Zone Parking, Long Stay Parking, Meet & Greet, Multi-Storey and Premier Parking.**

### Your Bristol Airport Parking Promo Deals

#### Bristol Airport Silver Zone Parking

Take advantage of our exclusive Silver Zone Parking discount code to book on-airport parking. Bristol Airport Silver Zone Parking is located within the airport and is just five minutes from the terminal by shuttle bus, which runs every 15 minutes throughout the day. A holder of the Park Mark Safer Parking Award, Silver Zone Parking is protected by CCTV and security barriers and is staffed 24 hours.

Access to the car park is straightforward. From the M5 take the exit signposted for the airport and follow the airport signs along the A38. Once you are approaching the airport you will start to see signs for Silver Zone Parking. Entry through the barrier to the car park is via photographic recognition of your car and registration number. Just park your car and check in at the Reception building, where you will leave your keys. Then simply hop on the shuttle bus for the five-minute transfer to the terminal.

**Book Bristol Airport Silver Zone Parking Here** to receive your Silver Zone parking discount code and save up to 10%.

#### Bristol Airport Long Stay Parking

Located just a short distance from the terminal, Bristol Airport Long Stay Parking lies within the airport. The ideal self-park option, where you can keep your keys, the Bristol Airport Long Stay Parking is a holder of the Park Mark Safer Parking Award and is equipped with CCTV, security fencing and 24-hour staff.

Transfers to the terminal are by shuttle bus, which operates 24 hours a day approximately every 20 minutes. Journey time between the car park and the terminal is around four minutes.

Upon arrival, the Automatic Number Plate Recognition (ANPR) system will recognise your booking, issue a ticket and raise the barrier for you. Just park your car, proceed to the transfer bus, and keep your ticket safe. You will need it for the exit barrier upon your return.

**Book Bristol Long Stay Parking Here** to receive your Bristol Airport parking promotional code and save up to 10%.

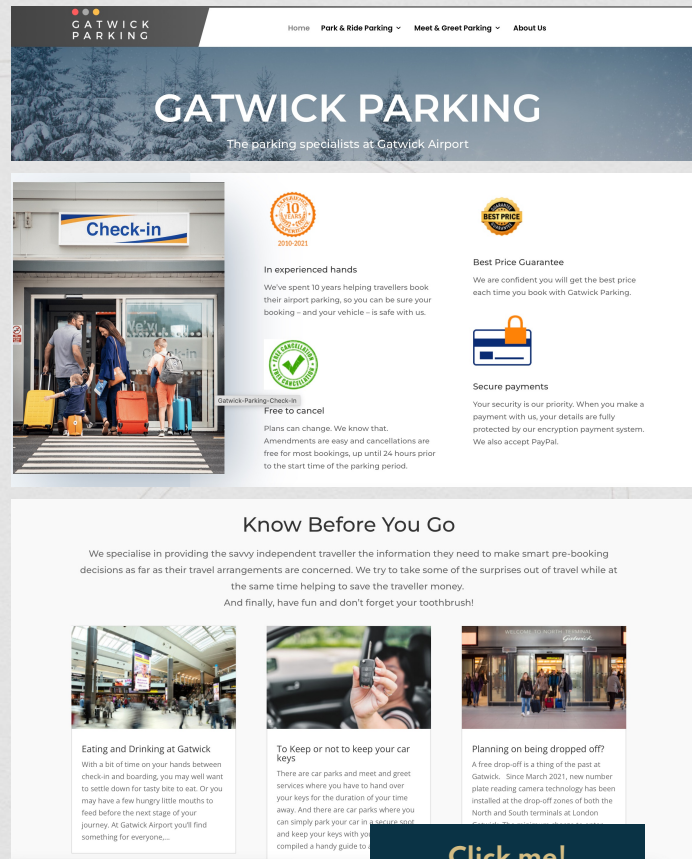
**Click me!**

# Website copy

- my clients range from airport parking businesses to an author of children's fiction - shortlisted for the national book awards

## CLIENT:

Gatwick Parking



## CLIENT:

D.D. Everest



# Academic articles

– turning research papers into magazine articles

CLIENT:

Warwick Business School

A screenshot of a news article on the Warwick Business School website. The article is titled "Where next for AI? Three routes we are researching" and is dated 01 July 2019. The author is Arne Strauss. The article discusses AI investment and online shopping trends. A "CORE insights: Future of Work" sidebar is visible on the right. A "Click me!" button with a hand cursor is overlaid at the bottom right of the screenshot.

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NEWS WHERE NEXT FOR AI? THREE ROUTES WE ARE RESEARCHING

## Where next for AI? Three routes we are researching

01 July 2019

Reid Hoffman, co-founder of LinkedIn and prominent venture capitalist said: "My ideal investing is stuff that looks a little crazy now and in three years is obvious or five years is obvious."

Venture capital investment in AI start-ups in the US surged to a record \$9.3 billion in 2018, up 72 per cent from 2017, according to a PricewaterhouseCoopers report.

Here we take a look at three areas of research that demonstrate the diversity and depth of impact from the development of AI technology.

**Smart shopping to boost profits**

**By Arne Strauss**

Shopping online is a fast-growing trend. In November 2018, the percentage of online retail sales in the UK reached 21.5 per cent according to Statista. In the grocery sector, the rise of online sales is particularly significant, with transactions more than doubling between 2010 and 2016, and total value rising to a forecasted £196.9 billion in 2021.

At a time when walk-in supermarket sales are expected to drop by 4.1 per cent, online grocery shopping, conversely, is expected to grow by 3.2 per cent. This indicates British food shoppers enjoy having their groceries delivered. And if we look at global trends, the UK appears to be ahead of the game, taking a 7.5 per cent share of online grocery sales worldwide.

Somewhat staggeringly, the UK is on course to become the second largest online grocery market after China by 2020. Clearly, the UK businesses peddling their produce online should be raking in some decent returns.

However, profit margins show the opposite. In 2018 Ocado, an online-only supermarket,

**CORE insights:**  
Future of Work

Click me!

Click me!



## Understanding beauty and increasing wellbeing

**By Chanuki Seresinhe**

Some of the findings of this research are not surprising; natural features such as coasts and mountains are indeed associated with greater 'scenicness', and in urban areas these are usurped by smaller-scale natural features, such as gardens and trees.

However, for the first time, we have been able to demonstrate that buildings also play a role in how we judge outdoor beauty, notably characterful buildings and bridge-like structures. More interesting is what was *not* considered particularly scenic, for example flat areas of grass, such as sports fields, and no-horizon views that might be claustrophobic.

The good news is that by applying an innovative approach to data analytics and using the latest computer vision technology, we can produce quantitative insights on outdoor beauty that can guide us in day-to-day decision-making, and deliver benefits to our wellbeing, both at work and at play.

## Speeding up the courts

**By Joe Nandhakumar**

In 2019 the UK Government awarded grants totalling more than £6.4 million to AI research projects in the legal sector.

Covering a range of fields, these projects include the acquisition of confidential data, developing voice-detecting software that can interpret emotion and linguistics, and investigating machine-supported "second opinions", which could be employed during emotional negotiations. Projects covering consumer-related legal advice, land rights and property conveyancing were also beneficiaries of the funding.

One of the larger grants has allowed us to work in partnership with litigation analytics start-up [Solomonic](#). The awarding of the grant is a reflection of how litigation analytics is now seen as critical to the evolution of the litigation sector.



# Thank you

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## Lisa Humphries

Writing services, editorial support, content curation.

Experienced in offline and online: books, brochures and blogs; websites, edms and social.

**CONTACT:**



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