

## Dr. Sonia Fernández-Vidal's Abstract

Dr. Fernández-Vidal's speech will be centred on the innovation which needs to emerge in each organization – innovation being the key to adjusting ourselves to the constant change we experience and the recession in which we find ourselves.

The food for thought which Dr. Fernández-Vidal will give us, is that **organizations should behave like research laboratories**, flexible to the changes which we have to face and questioning their own beliefs and business models. She will also speak about the "power of the present moment" and how it can be used in favour of organizations. In brief, her talk will make reference to what firms can learn from the world of science and research.