



**32<sup>nd</sup>** Annual **INCOSE**  
international symposium

hybrid event

Detroit MI USA  
June 25 - 30, 2022

**KEYNOTE  
SPEAKER**



## Laura Doughty

Director Peakfield Consultancy Ltd  
and currently Head of Culture and Engagement,  
Project Delivery Directorate, Sellafield Ltd

### **The Power of connection: The power of influencing and how to do it**

**Biography.** Laura has over 25 years' experience in designing, building and leading multi-agency teams to achieve results from strategy, inception and planning through to delivery and operations. Her delivery track record reflects her approach which is centred on stakeholder engagement and the ability to foster robust relationships with multiple parties.

Laura is currently supporting Sellafield Ltd, Europe's largest nuclear site, to foster the culture and stakeholder environment needed to support a 20-year industry partnership that will deliver £7 billion (GBP) of major projects. Previously she assisted High Speed 2 Ltd with the unprecedented stakeholder programme associated with a £40+ billion (GBP) new railway. She led the business change strategy and architecture for the Digital Railway, an industry-wide initiative to transform and modernise Great Britain's railway. As part of the London 2012 Olympic and Paralympic Games, Laura led multi-agency teams that saw operators, government, security and organisers come together and work in new ways to perform as 'one team transport'. She also established and led a pan-Government office for a \$107 billion (AUD) sustainable urban growth infrastructure programme for Queensland, including advising Cabinet Ministers and Construction CEOs.

Laura is also an Executive Coach and Mental Health First Aid Instructor. She has undertaken reviews and provided advice, facilitation and stakeholder engagement support to a wide range of organisations, including HM Treasury on the £375 billion (GBP) 2013 UK National Infrastructure Plan.

**Abstract.** It can be frustrating, even demoralising, to develop technically excellent and highly useful ideas to then have them disregarded without due consideration – sometimes without any consideration. In her talk, Laura will explain why what you develop is only part of the solution. Knowing who you need and how to connect them to your ideas is key to achieving them. She will go on to share tips and techniques for how to achieve this in a range of situations with a range of personalities. Spoiler alert, the key to influencing starts with you doing the listening. Knowing who to listen to, how to engage them and what to do with what they tell you can help you create better solutions and foster the commitment to ensure their delivery.