



General Sir Michael Rose CBE

Commander UN Protection Force Bosnia 1994-95

'If you wish for peace, prepare for war.'

Sir Michael Rose commanded the UN Protection Force in Bosnia at a time when the international community was deeply divided about peace for that country. He has since written and lectured extensively around the world on strategic issues including counter insurgency warfare, peace-keeping and leadership.

TOPICS:

- Leadership and the Management of Change
- Global Security
- Motivation
- Achieving Goals

IN DETAIL:

Sir Michael was educated at St Edmund Hall, Oxford (of which he is now an honorary fellow), and the Sorbonne. Subsequently, he saw service with the Coldstream Guards in Germany, Aden, and Northern Ireland. He subsequently commanded the Special Air Service Regiment with whom he served in the Middle and Far East and the Falkland Islands. He became Director Special Forces in 1988. He was appointed Adjutant General and a member of the Army Board in 1995. He has recently retired as a director of Control Risks Group, the London- based security consultancy. His book '*Washington's War*' has been widely acclaimed by reviewers on both sides of the Atlantic.

LANGUAGES:

He presents in English.

WHAT HE OFFERS YOU:

General Rose explains how strategic and leadership lessons learned, not only in Bosnia but during 35 years of soldiering, can be applied to the commercial world. He believes that although military force has a central position to play in ensuring peace, it can only succeed if it is applied on a sound moral basis, within a relevant political framework and where people are properly motivated. This opens the way to a more mature and realistic attitude towards global security in today's fragmenting world.

HOW HE PRESENTS:

In his enlightening presentations Sir Michael reveals his personal experiences and the practical challenges which faced him in Bosnia.