



Renata Petrevska Nechkoska <> PDIA Community of Practice Alumni

WORK TITLE AND EXPERTISE:

Assistant Professor @ University St. Kliment Ohridski North Macedonia, **PostDoc** @ Ghent University Belgium, Double PhD degree in Business Economics (UGENT BE) & in Management (UKLO MK), European Commission Brussels **evaluator** for disruptive innovation projects, **Head of Research Team** in the Western Balkans Alumni Association (WBAA) - enabled by European Commission and Directorate General for Education, Youth, Sport and Culture, **Ghent University Ambassador** for Western Balkans. **Former banker** of 10 years, predominantly in international financial institution

ProCredit Bank - with HQ in Frankfurt Germany, mostly on middle management positions - head of HR, branch manager, project coordinator. Complementary to being a teacher, mentor, researcher, scientist, advisor, consultant, lifelong learner, I gladly invest myself into being a volunteer, hopefully good friend, partner, ... mother.

Building functional 'bridges' is my passion in life. To name a few between: business & academia; the disciplines of management & management information systems & complexity; developed & developing countries; research methodology Design Science & Action Design Research & realist evaluation; students & businesses & institutions; strategy & tactics & operations for complex problems in unpredictable environments; facilitating teams to achieve collective and individual purpose(s).

THE FIRST CONTACT WITH PDIA ONLINE CLASS

Addressing air quality worsening in North Macedonia in winter, 2017 - by assembling a team of my undergraduate and postgraduate students (Mihaela, Martin, Damjan) to acquire the knowledge of PDIA in an unbelievable free Harvard CID-advisor guided course. After that experience it was almost inevitable not to try and facilitate PDIA implementation in greater challenges, combine it with tactical management, incorporating it in change management classes, ... and working towards expanding the capability in yourself and others.

WHAT HAS PDIA CHANGED IN MY APPROACH TO WORK/LIFE AND COMPLEX PROBLEMS?

It amalgamates scientific & practical guidance on **how to reason and carry out your strategy** in **your context** with **your stakeholders**, in order **to build, follow and boost your development curve** using **global & local knowhow** towards **your true North**. The PDIA principles, generic steps and tools, combined with the personal guidance, assessment and reflections from the CID advisors have created the necessary conditions to build our individual and team capabilities. PDIA helps you think big&small, avoid Copy-Paste (isomorphic mimicry) and be able to convey Copy-Paste Special ;)

WHAT ARE THE BIGGEST OBSTACLES I FACED IN IMPLEMENTING PDIA & OVERCOMING THEM

In our first PDIA implementation, we were successful in many things **except in gaining authority!** We involved citizens, institutions, projects, presented on conferences - but haven't been able to reach the most needed authority - politicians in the municipalities and ministries. That lesson learned helped in the next, WBAA research team endeavour, with much better chosen entry point and authority profiles.

WHAT KEEPS ME INSPIRED

By **co-creating universal value** we can **co-evolve** together on this beautiful planet in this precious life! Guiding & supporting each other with utmost professionalism, great competence, passion & good intentions inspire & multiply ... as our PDIA advisors say in one of their video addresses - one step at a time, but with the right quality.

CONTACT

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