

Roy Madron

A Brief Biography

After training at the Bristol Old Vic Theatre School, I worked as an actor, writer, presenter and reporter in the theatre and television. In the 1970s, I began consulting using non-broadcast video for the design and facilitation of innovative processes of communication and participation for local government, the public services and business.

From 1979 – 1984, as a Research Fellow in the Participation Research Unit of the Manchester Business School, I studied the use of participative strategies in the introduction of complex new computer systems. The main conclusion of the study was that the key actors in successful participation processes in any field and on any scale were '*Liberating Leaders*', operating through what Paulo Freire would call '*dialogue*' rather than '*monologue*'.

In the mid-1980s I set up and ran a consultancy in leadership and the design of systems change strategies for clients in the public services and local government. At the same time, my then-wife and I established **Susi Madron's Cycling for Softies**. The company won the BBC Enterprise of the Year Award in 1985 and is still operating successfully.

In 2002/2003, I co-wrote with John Jopling "**Gaian Democracies: Redefining Globalisation & People-Power**" as Briefing Number 9, for the Schumacher Society UK. I am currently completing "**Can Latin America Save the World?**"



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