



## Yves Morieux

**Senior Partner and Managing Director of the BCG Institute for Organization, Creator of Smart Simplicity**

Yves Morieux thinks deeply about what makes organizations work effectively. A senior partner in BCG's Washington D.C. office and director of the BCG Institute for Organization, Morieux considers how overarching changes in structure can improve motivation for all who work there, he calls his approach "Smart Simplicity".

## Yves's biography

### Who is Yves Morieux?

Yves Morieux is the director of The Boston Consulting Group's Institute for Organization. He is an expert in corporate [transformation](#) and leads the firm's development of approaches to help organizations create the structural and behavioral groundwork for competitive change. Yves was a BCG Fellow from 2008 through 2017.

Yves has pioneered new ways of organizational thinking through the development of Smart Simplicity, an approach designed in cooperation with BCG clients in different regions and industries. The basis of Smart Simplicity is creating an environment in which employees can work with one another to develop creative solutions to complex challenges. This concept includes six "smart rules" to better manage the new business complexity while avoiding organizational complicatedness. During his tenure as a Fellow, Yves's research focused on new business complexities and their organizational implications.

With Peter Tollman, Yves coauthored the book *Six Simple Rules: How to Manage Complexity without Getting Complicated*, which is based on this principle of Smart Simplicity and examines how companies can embrace the new business complexity to thrive in today's marketplace. In 2013, he presented a [TED talk](#)—part of a series of talks curated by TED and BCG—about following "Smart Rules" in order to create competitive advantage and improve productivity.

Since joining BCG in 1995, Yves' client work has focused on advising senior executives of prominent corporations and public-sector organizations worldwide on their strategies and organizational transformations.

Prior to joining BCG, Yves was a director in private research and consulting practice that specialized in applying state-of-the-art findings in the social sciences to organizations and markets.

## **Yves's talks**

- **Smart Simplicity**
- **Postmerger integration and organization design**
- **Mobilization and motivation throughout large-scale change programs**
- **Management of human capital and enhancing organizational capabilities**
- **Corporate strategy**
- **Integrated talent systems**

Speakers Associates Ltd | +44 (0)1628 636600 | [info@speakersassociates.com](mailto:info@speakersassociates.com) | [www.speakersassociates.com](http://www.speakersassociates.com)