

November 20-21, 2019

David H. Koch Theater at
Lincoln Center, NYC

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SUPER MINDS

EMPOWERING PEOPLE.
LEADING TECHNOLOGY.
GROWING COMPANIES.

**World
Business
Forum**



JANET YELLEN
ECONOMY

JIM COLLINS
LEADERSHIP

SIMON SINEK
MANAGEMENT

RANDI ZUCKERBERG
DIGITAL TRANSFORMATION

GARY HAMEL
STRATEGY

MARCUS BUCKINGHAM
PERFORMANCE

ZOE CHANCE
MARKETING

HAL GREGERSEN
INNOVATION

IAN WILLIAMSON
PEOPLE

KORY KOGON
PRODUCTIVITY

WOB

BOGOTÁ • LIMA • LONDON • MADRID • MÉXICO • MILANO • **NEW YORK** • SYDNEY

What is the World Business Forum?

Organized and curated by WOBI each year in cities across the globe, World Business Forum is a two-day event that brings together thousands of senior-level decision makers from across all industries to learn from and be inspired by some of the world's most renowned figures from business.

Offering a unique blend of ideas and inspiration, World Business Forum focuses on the issues most relevant to today's businesspeople, stimulating new thinking and motivating action.



A unique experience of
learning, inspiration, and networking.



**LUNCHEES &
COFFEE BREAKS**

KEYNOTES



BOOK SIGNINGS



PRIVATE EVENTS

**NETWORKING
& EXPO**



More than
1,500
participants



Representing
more than **400**
companies



Coming from
over **40**
different countries

We are faced with a series of dynamic
new business challenges.

The time is now. It is the moment to act.

People and technology working together

- To create relevant and differentiated competitive advantages.
- To focus our marketing strategies on a more profound understanding of people's habits and behaviors.
- To implement more efficient and profitable operational processes.
- To drive an innovation culture that allows us to respond more effectively to ever-changing markets.

A unique moment to make
transformation happen.

Welcome to the era where people and
technology converge.

Welcome to the era of

**SUPER
MINDS**



ECONOMY

Former Chair of the Board of Governors of the Federal Reserve System

Janet Yellen

Janet Yellen, is an American economist and the first female chair of the Board of Governors of the U.S Federal Reserve System (2014 - 2018). During her tenure, under both the Obama and Trump Administrations, Dr. Yellen helped sustain a period of economic prosperity in the U.S. - the third-longest economic expansion in the country's history. Assuming her position during the recovery of the economy from the financial crisis, she oversaw a period of strong job growth and the start of monetary policy normalization.

Perspectives on the Future of the Global Economy

- ▶ The new political and economic challenges facing the world, and the radical solutions needed to resolve them
- ▶ Risks and opportunities in the context of a shifting economic and political context
- ▶ Analyzing the current state of financial markets and what is in store in the future
- ▶ Staying competitive and forging growth - an insider's look at where US economic policy is headed



LEADERSHIP

Bestselling author and teacher of leadership

Jim Collins

Driven by relentless curiosity and passion for his work, for more than a quarter of a century Collins has been researching what makes great companies tick. He has authored or co-authored six books that have sold in total more than ten million copies worldwide, including classics such as *Good to Great* and *Built to Last*.

Achieving Greatness in Turbulent Times

- ▶ The values and characteristics that distinguish the companies that have thrived through chaos
- ▶ Analyzing risk and risk-takers: Knowing how and when to place the next big bet
- ▶ What happens when things go wrong: On failing fast and moving forward
- ▶ The power of self-determination: Why the most successful leaders accept full responsibility for their own fate



MANAGEMENT

Organizational consultant and founder of Start With Why

Simon Sinek

Described as “a visionary thinker with a rare intellect,” Sinek teaches leaders and organizations how to inspire people. With a bold goal to help build a world in which the vast majority of people wake up every single day feeling inspired, feeling safe at work, and feeling fulfilled at the end of the day, he is leading a movement to inspire people to do the things that inspire them.

Leading with an Infinite Mindset

- ▶ Unravelling the link between biology, anthropology and great leadership
- ▶ Why great leadership transcends authority: Understanding the behaviors, values and characteristics of true leaders
- ▶ The Infinite Game: players come and go, rules are changeable, and there is no defined endpoint
- ▶ Understanding the rules to stay ahead and outlast any competitor



DIGITAL TRANSFORMATION

Founder and CEO of Zuckerberg Media

Randi Zuckerberg

Randi Zuckerberg is an entrepreneur, investor, author and tech media authority. From 2005 to 2011 she was Director of Marketing at Facebook where she helped create Facebook LIVE which is now used by more than two billion people worldwide. She is currently CEO of Zuckerberg Media, a boutique marketing firm and production company with the mission to make the future of tech more diverse and inclusive.

Putting Digital Technology to Work for You

- ▶ The impact of digital on your online and offline life
- ▶ Using digital tools to empower your networks
- ▶ Aligning your social strategy with your business strategy
- ▶ How to leverage the upside of our digital world while mitigating the downside



STRATEGY

One of the most influential figures in modern management

Gary Hamel

Gary Hamel is one of the world's most influential and iconoclastic business thinkers who has led transformational efforts in some of the world's most notable companies helping to create billions of dollars in shareholder value. Hamel has been on the faculty of the London Business School for more than 30 years and is the director of the Management Innovation eXchange.

Humanocracy: Rethinking the Principles of Management

- ▶ Moving beyond competitive advantage to evolutionary advantage: How to change as fast as change itself
- ▶ Becoming a truly adaptable company capable of capturing more than your share of tomorrow's opportunities
- ▶ Revealing steps to retool your organization's innovation strategy
- ▶ Presenting a blueprint for creating organizations that are fully human and free from the shackles of bureaucracy



PERFORMANCE

Renowned expert on talent and strengths based leadership

Marcus Buckingham

Marcus Buckingham is a global researcher and thought leader focused on unlocking strengths, increasing performance and pioneering the future of how people work. His hugely influential books - including *First, Break All the Rules*, *Now, Discover Your Strengths*, and *The One Thing You Need to Know* - offer important insights into maximising strengths and understanding the crucial differences between leadership and management. His upcoming book, *Nine Lies about Work: A Freethinking Leader's Guide to the Real World*, details how faulty assumptions and wrong thinking is running through our organisational lives.

Leading a New World of Work

- ▶ Revealing the lies about work that are at the heart of dysfunction and frustration in the workplace
- ▶ Understanding the characteristics of freethinking leaders - and what it takes to become one
- ▶ The importance of seeking out emergent patterns and putting your faith in evidence, not philosophy
- ▶ The essential truths that lie at the heart of high performing organizations



MARKETING

Persuasion Expert and Professor
at the Yale School of Management

Zoe Chance

Zoe Chance examines persuasion and decision-making through the lens of behavioral economics. Her work is focused on helping good people and businesses do good in the world. A professor at the Yale School of Management, her MBA elective, How to Make Behavior Addictive, is one of the most in demand courses at the school. Chance is currently writing a book on influence and persuasion, scheduled for release in 2020.

Mastering Influence and Persuasion

- ▶ Crash course on behavioral economics: the real drivers of people's decisions and behavior are not what you would expect
- ▶ How to connect more authentically, communicate persuasively, employ principles of motivation, and better understand how people make decisions
- ▶ Expand from the intrapersonal to the interpersonal - from influencing the self to influencing consumers and society
- ▶ Discover and develop your own style of influence, and use this to influence behavior by shaping the contexts and environments in which decisions are made



INNOVATION

Executive Director of the MIT
Leadership Center

Hal Gregersen

Global Innovator, Hal Gregersen is Executive Director of the MIT Leadership Center and Senior Lecturer at the MIT Sloan School of Management. Gregerson works with a diverse set of companies to help them master the challenges of innovation and change, from Chanel to IBM to the World Economic Forum. He also authored *The Innovator's DNA: Mastering the Five Skills of Disruptive Innovators*, which assesses how top tier leaders leverage innovation skills to create valuable new products, services, processes, and businesses.

Beyond Creativity: Unlocking Innovation

- ▶ The Innovator's DNA: Mastering the five skills of disruptive innovators
- ▶ Building a sustainably creative company: Putting people, processes, & philosophies to work
- ▶ Catalytic questioning: Daily disciplines to surface the right questions
- ▶ Avoid the leaders dilemma: Why bosses are being told what they want to hear instead of what they need to hear



PEOPLE

Professor of Leadership at the
Victoria Business School

Ian Williamson

Professor Ian O. Williamson is a globally recognized expert in the area of human resource management. Pro-Vice Chancellor and Dean of the Business School at Victoria University, Wellington, his research focuses on how the development of effective “talent pipelines” can enhance organizational and community outcomes.

Leading Your Organization Through the Complexities of Change

- ▶ The dramatic shift in the competitive landscape of the last ten years - and the management challenges they present
- ▶ Why the greatest threats to firm performance are not commercial issues but social issues
- ▶ The key leadership behaviors individuals should adopt in order to manage change and disruption
- ▶ How leaders can help their organisations and communities adapt, survive and thrive.



PRODUCTIVITY

Leader of Organizational
Development at FranklinCovey

Kory Kogon

As the Global Practice Leader for Organizational Development at FranklinCovey, Kogon focuses on creating cultures of great confidence, developing great leaders and extraordinary productivity in people, teams and organizations. Kory has more than 25 years of experience in business, during which she has incorporated a unique perspective with a holistic view of organizational development.

Building a Culture of Extraordinary Productivity

- ▶ Buried Alive: The State of 21st Century Productivity
- ▶ Learning the organizational processes that provide consistency in filtering the important from the less or not important and create a culture of productivity
- ▶ Turning planning and technology into a productivity engine
- ▶ The “brains” and “body” to get the right things done: the “5 energy drivers” that ensure sustainable mental and physical energy

Special offer

Valid through December 21st, 2018

1
VIP
\$ 3,390
Full Price \$ 4,490

1
ORCHESTRA
\$ 2,190
Full Price \$ 3,990

1
RING
\$ 1,990
Full Price \$ 3,790

5
VIP
\$ 14,920
Full Price \$ 22,450

5
ORCHESTRA
\$ 9,640
Full Price \$ 19,950

5
RING
\$ 8,760
Full Price \$ 18,950

10
VIP
\$ 27,120
Full Price \$ 44,900

10
ORCHESTRA
\$ 17,520
Full Price \$ 39,900

10
RING
\$ 15,920
Full Price \$ 37,900

INCLUDES

NON VIP VIP

	✓ STANDARD	✓ PREMIUM
Welcome kit	✓	✓
Access to the event	✓	✓
Attendee Certificate	✓	✓
Coffee Break	✓	✓
Lunch with speaker		✓
Dedicated registration		✓
Deluxe Catering		✓
VIP Lounge		✓
VIP Premium Bag		✓



Contact us for more information on special pricing and opportunities:

☎ +1 212 317 9110

✉ info.us@wobi.com



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For partnership opportunities: ✉ sponsors.us@wobi.com

EXCLUSIVE OFFER

Valid through December 21st, 2018

NOVEMBER 20 - 21, 2019

David H. Koch Theater at Lincoln Center, NYC

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- | | | |
|---|---|--|
| <input type="checkbox"/> VIP: \$3,390 | <input type="checkbox"/> ORCHESTRA: \$2,190 | <input type="checkbox"/> RING: \$1,990 |
| <input type="checkbox"/> 5 VIP: \$14,920 | <input type="checkbox"/> 5 ORCHESTRA: \$9,640 | <input type="checkbox"/> 5 RING: \$8,760 |
| <input type="checkbox"/> 10 VIP: \$27,120 | <input type="checkbox"/> 10 ORCHESTRA: \$17,520 | <input type="checkbox"/> 10 RING: \$15,920 |

Promotional price applicable only if the payment is processed before December 21st, 2018 or until the tickets assigned to this promotion run out

Personal Information

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POSITION: _____ I.D.: _____
PHONE: _____ E-MAIL: _____
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Date: _____
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By completing and sending this form, I recognize to have the full and sufficient legal capacity to execute and agree on the sale here contained. I express my free and full consent to assume the obligations here established, which mainly consist on paying in favor of HSM Americas Inc. (the "Company") the total price of the purchased tickets for the event here detailed; under the terms and conditions described in this document and in accordance with Company's Cancellation Policies detailed in the following link: wobi.com/wbf-nyc. I declare that this document represents the entire agreement between me and HSM Americas Inc. regarding the agreed purchase. By completing and sending this document, I accept having read and agreed on the Company's Privacy Policy contained in the following link: wobi.com/wbf-nyc/privacy-policy/

Cancellation policy: Up to 3 months before the event with a penalty of 20%. There are no cancellations three months prior to the event date.

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