

**BE**

World  
Business  
Forum



**BETA**

17-18 November 2016 | Lincoln Center, NYC

**ALAN MULALLY**

*Leadership*

**ANDRE AGASSI**

*Performance*

**AMY CUDDY**

*People*

**MARTIN LINDSTROM**

*Marketing*

**VIJAY GOVINDARAJAN**

*Innovation*

**CHRIS MCCHESENEY**

*Execution*

**MALALA YOUSAFZAI**

*Education*

**DAYMOND JOHN**

*Entrepreneurship*

**ERIC RIES**

*Strategy*

**DAMBISA MOYO**

*Economy*

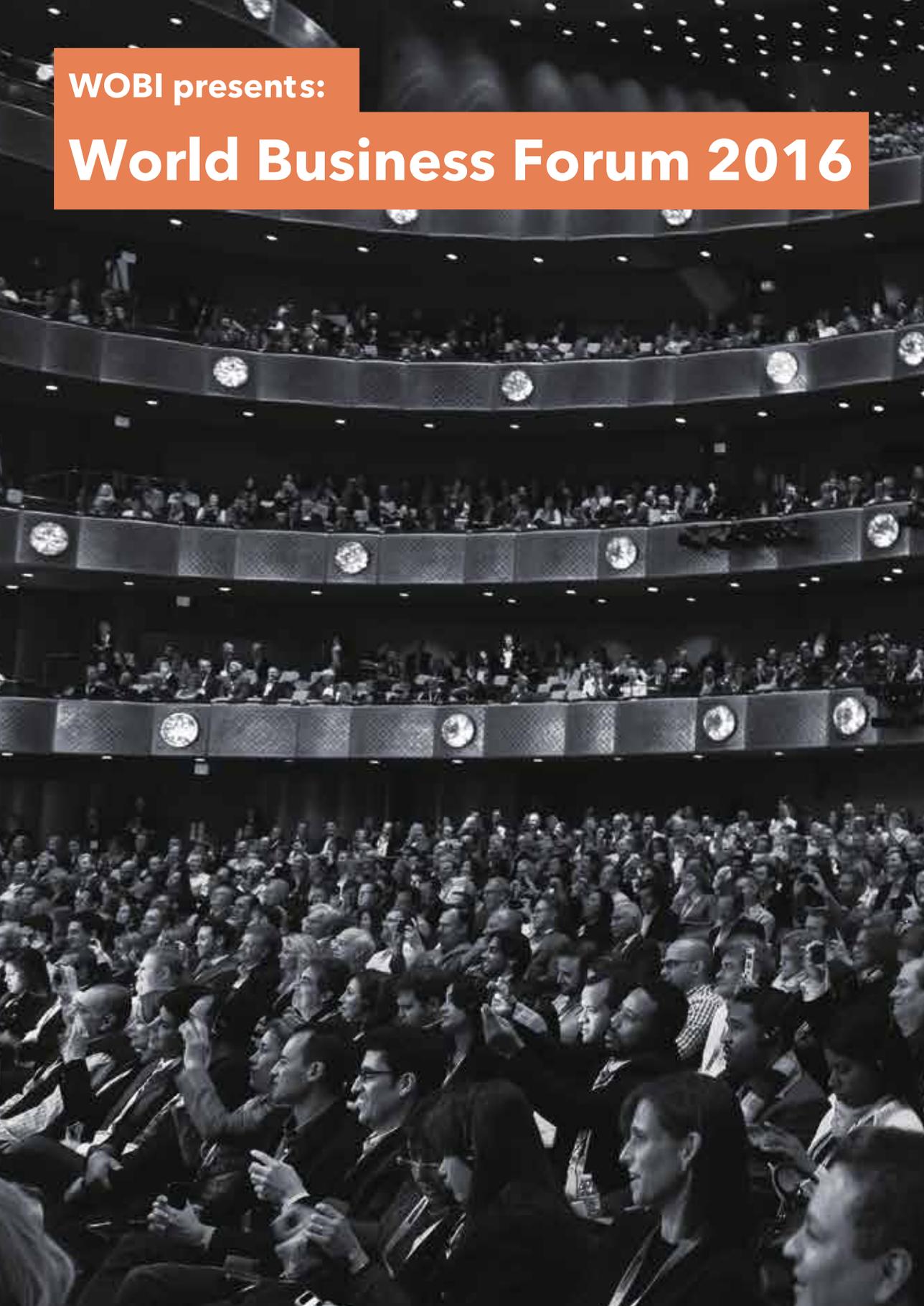
**ERIK WAHL**

*Creativity*

**WOBI**  
World of Business Ideas

WOBI presents:

# World Business Forum 2016





Organized and curated by WOBI each year in cities across the Americas, Europe and Asia, the World Business Forum is a two-day event that brings together thousands of leaders united by their passion for business.

The World Business Forum focuses on the issues most relevant to today's business people, stimulating new thinking and inspiring action. It is a place of enriching interaction between peers that offers a unique experience designed to leave all those in attendance better prepared to face their own personal and professional challenges.

The theme for this year is **BE BETA**, and our program will be examining how to thrive in a world where change is accelerating and competitive advantages are increasingly transient.

# L•NG-TERM COMPETITIVE ADV▲NTAGE IS DE▲D

In a world where new technologies multiply at pace, those who anticipate change and adapt easily will prosper.

Both organizations and individuals will be forced to **constantly reinvent themselves, experiment and learn, identify new opportunities, explore and advance quickly.**

In this world, the entrepreneur, the experimenter, **the risk taker will be triumphant.**

YOU  
Y•UR BUSINESS  
THE ENTIRE W•RLD  
ALL ARE IN A STATE OF  
PERMANENT BET▲

# WOBI presents World Business Forum 2016 - BE BETA

**Companies** defined by their progressive cultures and dynamic strategies.

**Individuals** who demonstrate a willingness to risk, fail and risk again.

**Thought leaders** who offer insights into what it takes to succeed in a beta world.

**BE AGILE**  
**BE FLEXIBLE**  
**BE NETWORKED**  
**BE CONNECTED**  
**BE EXPERIMENTAL**  
**BE PERSONAL**  
**BE HUMAN**  
**BE CURIOUS**  
**BE BRAVE**

**BE**  
**BETA**

# In 2016, World Business Forum will be exploring the idea of business in **BETA**.

What are you doing to create your next million dollar business?

How can you spot and adapt to emerging threats and disruptions?

Will you anticipate the next big wave? And are you ready to ride it?



**MALALA YOUSAFZAI**



**ALAN MULALLY**



**DAYMOND JOHN**



**ANDRE AGASSI**



**AMY CUDDY**



**ERIC RIES**



**MARTIN LINDSTROM**



**DAMBISA MOYO**



**VIJAY GOVINDARAJAN**



**ERIK WAHL**



**CHRIS MCCHESENEY**



A portrait of Alan Mulally, a middle-aged man with short grey hair, smiling broadly. He is wearing a dark suit jacket over a light-colored collared shirt. The background is blurred.

# Alan Mulally

## Leadership

**“ When people feel accountable and included, it is more fun. It is just more rewarding to do things in a supportive environment. ”**

### Former CEO of Ford Motor Company

One of the most respected business leaders of our age, Alan Mulally served as president and chief executive officer of Ford Motor Company from 2006 to 2014. In the process, he led the company on a transformational journey from the brink of bankruptcy to its current position as one of the world's leading automakers. He guided the Ford team in working together on a compelling vision, comprehensive strategy and relentless implementation of the “One Ford” plan to drive sustained profitable growth.

## Cultural Transformation

- Developing and communicating an inspiring vision that will unite and focus your people
- How to ensure accountability and collaboration: Creating a safe environment for honest dialogue
- Rethinking external relationships with suppliers and customers: From win/lose to win/win
- Paving the path for outstanding execution: Relentless implementation based on facts and data

A portrait of Malala Yousafzai, a young woman wearing a grey headscarf, looking thoughtfully to the side with her hands clasped under her chin.

# Malala Yousafzai

**Videoconference**

**Education**

**“One child, one teacher, one book, and one pen, can change the world.”**

**Education activist and  
Nobel Peace Prize winner**

Born and raised in the Swat Valley in Pakistan, Malala has been campaigning for the rights of girls to receive an education since she was 10 years old. In October 2012, this passion for education led to the then 15-year-old Malala being shot by the Taliban while traveling home from school. After being flown to the UK for treatment, she made a miraculous recovery from the attack, and has since continued her fight for the right of everyone to receive an education. Her bravery and dedication to her cause has seen her honored throughout the world, including as the youngest recipient of the Nobel Peace Prize in 2014.

## **Winning the Fight for Global Education Equality**

- How to inspire others to pursue their dreams and reach their full potential: Becoming a role model that others want to follow
- Staying true to your beliefs even during the darkest hours
- The importance of equipping children around the globe with 21st century skills
- Amplify, advocate and invest: The work of the Malala Fund

A black and white portrait of Andre Agassi, a bald man with a serious expression, wearing a dark suit jacket over a light-colored shirt. The background is a soft, out-of-focus grey.

# Andre Agassi

## Performance

### Tennis champion and philanthropist

Widely considered one of the greatest tennis players of all time, Agassi earned 60 men's singles titles, including eight Grand Slams, over a 20-year career that was characterized by a talent, drive and passion that transcended the game. Since retiring from tennis in 2006, Agassi has increased his focus on the Andre Agassi Foundation for Education, which has raised over \$180 million for education reform since he founded it back in 1994.

“ What makes something special is not just what you have to gain, but what you feel there is to lose. ”

## Reflections on Success and Finding Your Purpose

- Talent is just the start: What it takes to become the best in the world and sustain success over the long term
- Getting your team right: Identifying the skills and characteristics you need in those around you
- How to bounce back from the inevitable setbacks, failures and criticisms
- Setting goals and staying true to yourself: On authenticity and the importance of giving back



# Daymond John

## Entrepreneurship

### Fashion pioneer and star of *Shark Tank*

As founder, president and chief executive officer of FUBU - "For Us, By Us" - Daymond John is an entrepreneur whose creative vision helped revolutionize the sportswear industry, generating revenues of over \$6 billion in the process. Today, Daymond is the co-star of ABC's *Shark Tank* and has been appointed a Global Ambassador of Entrepreneurship by President Obama. He is the author of two best-selling books, *Display of Power* and *The Brand Within*, with a third book, *The Power of Broke*, just released in 2016.

“If you’re not making a lot of mistakes, you’re not making a lot of moves.”

## On Building a Successful Business

- Lessons learned from success and failure on the path from rags to riches
- The power of your personal brand and why it is more important than ever
- Staying laser-focused on your goals and finding the innovative solutions required to make a meaningful mark
- Understanding and working through the different stages of product evolution

A black and white portrait of Amy Cuddy, a woman with shoulder-length hair, wearing a dark top and earrings, looking slightly to the right.

# Amy Cuddy

## Social psychologist and Harvard Business School professor

Amy Cuddy is a Harvard Business School professor and global authority on how people judge and influence each other and themselves. Her groundbreaking research has led her to be named a “Young Global Leader” by the World Economic Forum and one of the “50 Women Who Are Changing the World” by *Business Insider*. In her recently published book, *Presence*, she analyzes how we can be our strongest selves in life’s most challenging situations.

## People

“ Don’t fake it ‘til you make it; fake it ‘til you become it. ”

## Achieving Peak Performance When the Stakes Are Highest

- Why the moments that require us to be genuine and commanding can instead cause us to feel phony and powerless
- What it means to build our personal power, keep it strong in moments of uncertainty and steer clear of arrogance
- Techniques for tweaking our body language, behavior, and mindset in our day-to-day lives
- How bringing our boldest, most authentic selves to challenging situations inspires others to do the same

A portrait of Eric Ries, a man with glasses and a beard, wearing a plaid shirt and a dark jacket. The background is dark and slightly blurred.

# Eric Ries

## Strategy

### Pioneer of the Lean StartUp Movement

Entrepreneur and *New York Times* bestselling author of *The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses*, Eric Ries is best recognized for pioneering the Lean Startup movement, one of the most important business strategy innovations in recent years that is changing the way companies are built and new products are launched.

“ Entrepreneur start-ups are experiments. So just like in a science lab, the more experiments you run, the more likely you are to create something great. ”

## Fostering a Culture of Entrepreneurship

- Creating order from chaos: How to keep up with the accelerating pace of change
- Encouraging and systematizing an entrepreneurial environment to support continuous innovation and sustainable growth in any organization
- A principled approach to new product development and growing a business with maximum acceleration
- Building a more agile organization using “validated learning” and rapid scientific experimentation



# Martin Lindstrom

## Brand futurist and consumer psychology pioneer

Martin Lindstrom is one of the world's premier (and toughest) brand building experts, advising Fortune 100 brands from the Coca-Cola Company to Nestle to Red Bull on how to build future-proof brands. The best-selling author of six groundbreaking books on branding, Martin has developed an unorthodox way of doing what every company says it wants to do: understand its consumers' deepest desires and turn them into breakthrough products, brands or retail experiences. His latest book, *Small Data - The Tiny Clues That Uncover Huge Trends*, was published in February 2016 and went straight to the top of the bestsellers lists.

## Marketing

**“ Brands that create an emotional connection to consumers are much stronger than those that don't - it's as simple (and complicated) as that. ”**

## Uncovering Your Consumers' Hidden Desires

- In a world obsessed with big data, why the small data revolution is the next big thing
- Cracking the code of human desire: Using human observation to reveal consumers' needs and impulses
- Correlation vs causation: The importance of knowing the difference when trying to understand why consumers behave as they do
- Why we need to get up close and personal: A humanistic approach to marketing

A black and white portrait of Dambisa Moyo, a woman with long dark hair, smiling slightly. The background is a blurred bookshelf.

# Dambisa Moyo

## Economy

### Global economist

Dambisa Moyo is a world-renowned expert on macroeconomics and international affairs. Her work examines the interplay of international business and the global economy while highlighting key opportunities for investment by capitalizing on her rare ability to translate trends in markets, politics, regulatory matters and economics into their likely impact on global business. Named by *TIME Magazine* as one of the “100 Most Influential People in the World,” Moyo is the author of the bestselling books *Dead Aid*, *Winner Take All*, and *How the West Was Lost*.

**“It is incumbent on public policy to manage and anticipate the technological transformations that could markedly improve the prospects and path of human progress.”**

## Growth and the Global Economy

- Global shifts in economics, politics and business: What’s it going to take to be successful?
- Mounting debt, challenging demographics and stagnating productivity: Keys to restoring growth in industrialized economies
- The outlook for developing economies: The impact of a slowdown after a period of unprecedented growth
- Technological advances and the rapidly-growing social and public policy challenges they present for every country and every sector



# Vijay Govindarajan

## Innovation

“Strategy is really about how you create your future while managing the present.”

### Professor of Innovation and Strategy at the Tuck School of Business

Widely regarded as one of the world's leading experts on strategy and innovation, Vijay Govindarajan is the Coxe Distinguished Professor at the Tuck School of Business. He was the first Professor in Residence and Chief Innovation Consultant at General Electric, and has worked with CEOs and top management teams in more than 25% of the Fortune 500 firms to discuss, challenge, and escalate their thinking about strategy and innovation. In 2016, he published his new book, *The Three Box Solution: A Strategy for Leading Innovation*.

## A New Strategy for Leading Innovation

- Identifying market discontinuities that could transform your industry
- Leveraging current core competencies and discovering the competencies we must build to generate growth
- Developing the organizational DNA that will allow us to anticipate and respond to changes on a continual basis
- The keys to executing on breakthrough strategies



# Erik Wahl

## Creativity

### Internationally-recognized graffiti artist

Erik Wahl is an artist, entrepreneur and bestselling author of *Unthink: Rediscover Your Creative Genius* and *Unchain the Elephant: Reframe Your Thinking to Unleash Your Potential*. Pulling from his history as both a businessman and an artist, Wahl's work is focused on unlocking the creative genius within all of us. He has shared his powerful message with leading companies including AT&T, Disney, London School of Business, Microsoft, FedEx, Exxon Mobil, Ernst & Young, and XPrize, among many others, while his artwork has raised millions of dollars for charities.

“ As the landscape for business continues to change, Leaders need to foster a steady stream of disruptive strategies and unexpected solutions to stay ahead of the game. ”

## The Art of Vision

- Uncovering new ways to make your organization more creative, innovative and profitable
- Helping your employees understand the need to become better storytellers within and for your company
- Embracing change: Leveraging chaos to capitalize on opportunities
- How to sustain excellence in a changing economy: On working smarter, not harder



# Chris McChesney

## Execution

**#1 Wall Street Journal  
Best Best-Selling  
Author—The 4 Disciplines  
of Execution**

Chris McChesney is the global practice leader of execution for FranklinCovey and one of the primary developers of “The 4 Disciplines of Execution®”. For more than a decade, he has led FranklinCovey’s design and development of these disciplines, impacting hundreds of organizations internationally. Through this period of significant growth and expansion, Chris has maintained a single focus—to help organizations achieve results through improved execution.

**“The number one driver of morale and engagement is: does the team feel like they’re winning?”**

## Creating a Culture of Execution

- The challenge of executing on strategy and driving behavior change
- What it takes to overcome the principal challenges to effective execution
- Revealing the four disciplines of execution
- How to go about installing the four disciplines in your team



More than **2,000** attendees

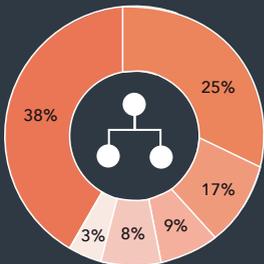


Representing more than **400** companies



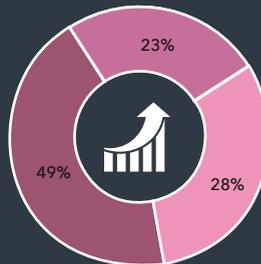
More than **60%** C-suite and senior executives

## ATTENDEE OCCUPATION



- TOP MANAGEMENT & BOARD DIRECTORS
- MARKETING & SALES
- HR & ADMINISTRATION
- RESEARCH & DEVELOPMENT
- PRODUCTION & OPERATIONS
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- DIRECTOR
- OTHER INFLUENCERS

# EXPERIENCE

## WORLD BUSINESS FORUM

### STIMULATING CONFERENCES



### INCREDIBLE NETWORKING



### STUNNING VENUE



### BOOK SIGNINGS



### PRIVATE EVENTS





**A big part of leadership is being authentic to who you are, thinking about what you really believe in and behaving accordingly.**

**Alan Mulally**





WORK SESSION

# CHRIS MCCHESNEY

The world's leading authority on **strategy execution**

Join us **Wednesday, November 16,**  
**from 1:00pm p.m. to 6:00 p.m.** for a  
highly engaging work session with  
**Chris McChesney**

## In this session we will discuss:

**1 The Execution Challenge:**  
Three critical challenges to executing  
a strategy.

**2 4 Disciplines Overview:**  
The 4 Disciplines of Execution.

**3 Discipline 1 Application:**  
Laying the foundation for a successful  
execution.

**4 Lessons Learned:**  
Examples of remarkable results  
accomplished through the 4  
Disciplines of Execution.

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Our mission is to create transformational experiences dedicated to building better people, better business, and a better world.

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