

**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

**ZOË CHANCE**  
MARKETING

**HAL GREGERSEN**  
INNOVATION

**IAN WILLIAMSON**  
PEOPLE

**KORY KOGON**  
PRODUCTIVITY

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

**WOB**

# **World Business Forum**

The world's most important  
gathering of senior executives.

It's about business.  
It's about inspiration.



Dear Colleague,

Each year the World Business Forum provides a unique opportunity for senior executives from across the United States and beyond to learn from and be inspired by some of the world's most brilliant and influential business minds.

For anyone in a strategic leadership position in their organization, the forum offers an invaluable opportunity to get updated on key business and management trends, and to do so in the company of more than 2,000 other senior leaders.

Our 2019 program features fantastic speakers such as Janet Yellen, Jim Collins, Simon Sinek and Gary Hamel. Since announcing this year's event we have had incredible interest from organizations looking to secure the participation of their senior leadership teams. We would be delighted to have you and your colleagues join us too.

I look forward to welcoming you to the David H. Koch Theater at Lincoln Center in November.

Yours faithfully,  
Christopher Stanley,

A handwritten signature in white ink, appearing to read 'Chris Stanley', with a stylized flourish at the end.

General Manager, WOBI USA

# The #WBFNYC Experience



**10** world class  
business thought leaders



Over **2,000**  
Senior Executives



Representing more  
than **500** companies



From more than  
**40** countries



With more than **90%**  
of delegates having their  
expectations met or exceeded

Don't miss the opportunity to be part of this unique gathering in 2019



- ▶ **CHALLENGE** YOUR CURRENT BUSINESS AND LEADERSHIP PRACTICES
- ▶ **DEVELOP** PRACTICAL IDEAS TO GROW YOUR ORGANIZATION
- ▶ **LEARN** FROM AN UNPARALLELED ROSTER OF WORLD CLASS BUSINESS THOUGHT LEADERS
- ▶ **BENEFIT** FROM PEER-TO-PEER NETWORKING WITH SENIOR EXECUTIVES

WHY NOT TAKE THIS OPPORTUNITY TO INVITE  
YOUR COLLEAGUES TO JOIN YOU IN LIVING THIS  
**UNIQUE EXPERIENCE?**



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**

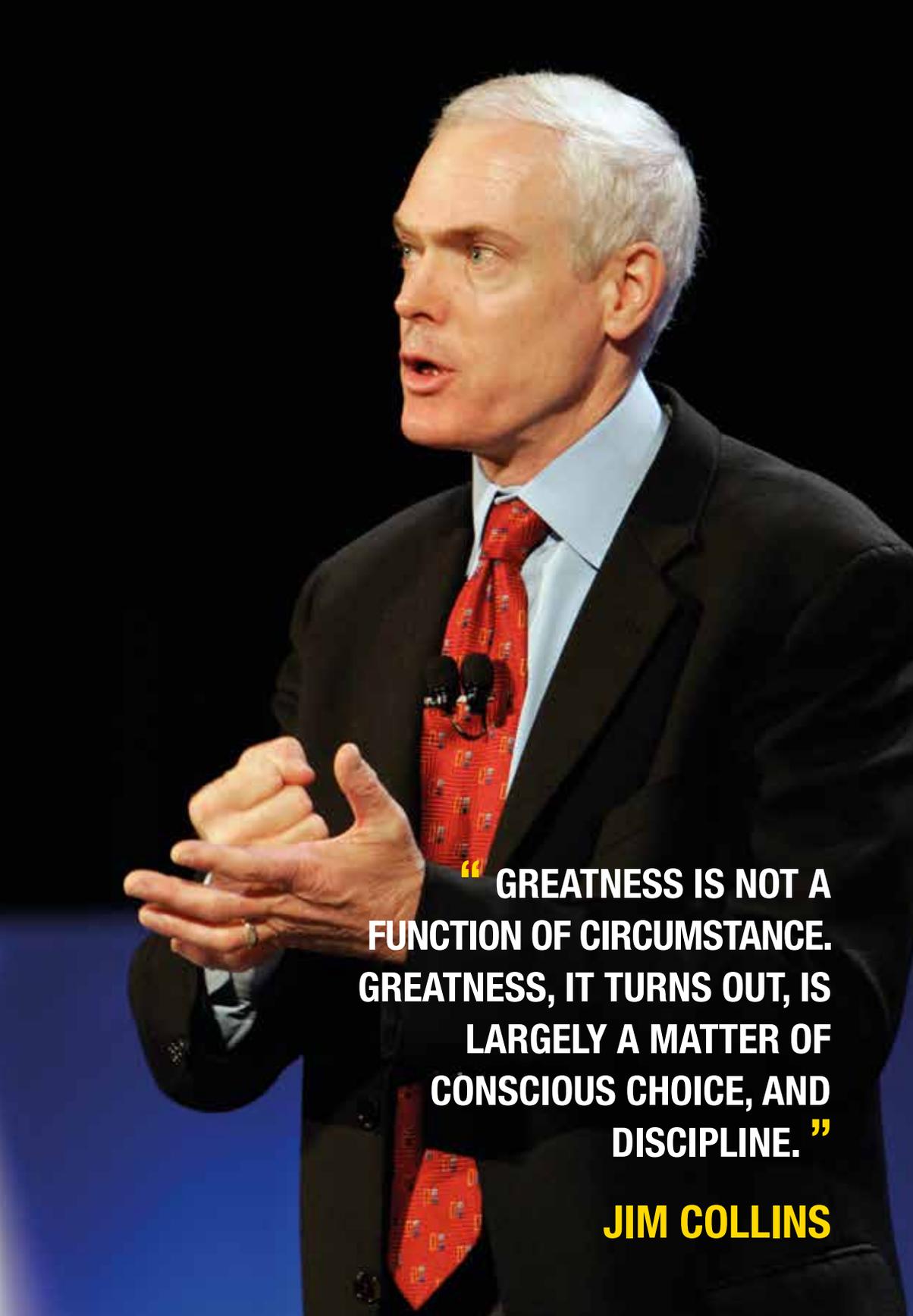
- To create relevant and differentiated competitive advantages.
- To focus our marketing strategies on a more profound understanding of people's habits and behaviors.
- To implement more efficient and profitable operational processes.
- To drive an innovation culture that allows us to respond more effectively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



**“ GREATNESS IS NOT A  
FUNCTION OF CIRCUMSTANCE.  
GREATNESS, IT TURNS OUT, IS  
LARGELY A MATTER OF  
CONSCIOUS CHOICE, AND  
DISCIPLINE. ”**

**JIM COLLINS**



## 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



## MANAGEMENT

Leading authority on organizational performance

# Simon Sinek

Described as "a visionary thinker with a rare intellect," Sinek teaches leaders and organizations how to inspire people. His bold goal is 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 the author of multiple best selling books including *Start With Why* and *Leaders Eat Last*. His latest book, *The Infinite Game*, will be published in 2019.

### Leading with an Infinite Mindset

- ▶ Unraveling 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 mindset to stay ahead and outlast any competitor



## 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*.

### How to Lead in a Disruptive World

- ▶ The behaviors and characteristics necessary to lead effectively in a fast changing world
- ▶ What it takes to build long-term sustained performance into the DNA of an organization
- ▶ The keys to achieving a culture of discipline with an ethic of entrepreneurship
- ▶ How we can increase our Return on Luck, making the most of our good luck and bad
- ▶ Recognizing and stopping the five stages of corporate decline



## 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



## 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



## 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 maximizing strengths and understanding the crucial differences between leadership and management. His new 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 organizational 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

## Zoë Chance

Zoë 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

Dean of 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 organizations 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

# AGENDA

## November 20th, 2019

9:00 AM  
-  
10:30 AM

### JIM COLLINS

Achieving Greatness in Turbulent Times

10:30 AM Coffee Break

11:15 AM  
-  
12:15 PM

### HAL GREGERSEN

Beyond Creativity: Unlock Innovation

12:15 PM Lunch

1:45 PM  
-  
2:45 PM

### KORY KOGON

Building a Culture of Extraordinary Productivity

2:45 PM  
-  
3:45 PM

### IAN WILLIAMSON

Leading Your Organization Through the Complexities of Change

3:45 PM Coffee Break

4:15 PM  
-  
5:30 PM

### SIMON SINEK

Leading with an Infinite Mindset

## November 21st, 2019

9:00 AM  
-  
10:30 AM

### GARY HAMEL

Humanocracy: Rethinking the Principles of Management

10:30 AM Coffee Break

11:15 AM  
-  
12:15 PM

### ZOË CHANCE

Mastering Influence and Persuasion

12:15 PM Lunch

1:45 PM  
-  
3:00 PM

### MARCUS BUCKINGHAM

Leading a New World of Work

3:00 PM  
-  
4:00 PM

### JANET YELLEN

Perspectives on the Future of the Global Economy

4:00 PM Coffee Break

4:30 PM  
-  
5:30 PM

### RANDI ZUCKERBERG

Putting Digital Technology to Work for You

# Special Offer

Valid through August 2nd, 2019

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VIP  
**\$ 1,990**  
Full Price \$ 4,490

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**1**  
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**\$ 11,290**  
Full Price \$ 22,450

**SOLD OUT**

**5**  
ORCHESTRA  
**\$ 12,290**  
Full Price \$ 19,950

**5**  
RING  
**\$ 10,990**  
Full Price \$ 18,950

**10**  
VIP  
**\$ 22,390**  
Full Price \$ 44,900

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ORCHESTRA  
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Full Price \$ 39,900

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RING  
**\$ 19,990**  
Full Price \$ 37,900

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NON VIP    VIP

INCLUDES	NON VIP	VIP
Welcome Kit	✓ STANDARD	✓ PREMIUM
Access to the Event	✓	✓
Attendee Certificate	✓	✓
Coffee Break	✓	✓
Lunch with Speaker		✓
Dedicated Registration		✓
Deluxe Catering		✓
VIP Lounge		✓
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# EXCLUSIVE OFFER

Valid through August 2nd, 2019

NOVEMBER 20 - 21, 2019

David H. Koch Theater at Lincoln Center, NYC

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