

# WOBI Management Week 2021

June 28 - July 1

Learn from the greatest minds in business and get ideas and inspiration to meet your most pressing leadership challenges.



**Indra Nooyi**  
Business Transformation



**Francis Ford Coppola**  
Creativity



**Arianna Huffington**  
Performance



**Daniel Goleman**  
Emotional Intelligence



**Parag Khanna**  
Global Economy



**Amy Webb**  
Digital Transformation



**Martin Lindstrom**  
Marketing



**Francesca Gino**  
Talent



**Ian Williamson**  
Strategy



**Juan Enríquez**  
Innovation



**Weijian Shan**  
China & Global Business



**Felipe Gómez**  
Personal Leadership

# Presenting Management Week 2021

WOBI is excited to present the first ever Management Week. Taking place over 4 days, this unique digital event offers the opportunity to learn from an unparalleled lineup of world class business thought leaders. Our program of content has been carefully curated to provide valuable perspectives and insights from experts around the world, as we explore solutions to some of the unprecedented challenges facing business leaders today.

**Join us** as we address the latest trends and ideas in today's most relevant **management topics.**



12 world class speakers



Realtime Q&A



Access to the 4-day digital event



Certificate signed by WOBI



Executive summary with highlights



Access to the event recordings for 30 days

# Agenda

## Management Week 2021

### Start Time

### Day 1

MONDAY  
JUNE 28<sup>th</sup>

### Day 2

TUESDAY  
JUNE 29<sup>th</sup>

### Day 3

WEDNESDAY  
JUNE 30<sup>th</sup>

### Day 4

THURSDAY  
JULY 1<sup>st</sup>

<p><b>CDMX, BOGOTÁ, LIMA</b> 8:30 AM - 9:30 AM</p> <p><b>NEW YORK</b> 09:30 AM - 10:30 AM</p> <p><b>BERLIN-MADRID-ROME</b> 3:30 PM - 4:30 PM</p>	<p><b>PARAG KHANNA</b> Global Economy</p>	<p><b>IAN WILLIAMSON</b> Strategy</p>	<p><b>JUAN ENRÍQUEZ</b> Innovation</p>	<p><b>DANIEL GOLEMAN</b> Emotional Intelligence</p>
	BREAK	BREAK	BREAK	BREAK
<p><b>CDMX, BOGOTÁ, LIMA</b> 9:45 AM - 10:45 AM</p> <p><b>NEW YORK</b> 10:45 AM - 11:45 AM</p> <p><b>BERLIN-MADRID-ROME</b> 4:45 PM - 5:45 PM</p>	<p><b>AMY WEBB</b> Digital Transformation</p>	<p><b>INDRA NOOYI</b> Business Transformation</p>	<p><b>FRANCESCA GINO</b> Talent</p>	<p><b>MARTIN LINDSTROM</b> Marketing</p>
	BREAK	BREAK	BREAK	BREAK
<p><b>CDMX, BOGOTÁ, LIMA</b> 11:00 AM - 12:00 PM</p> <p><b>NEW YORK</b> 12:00 PM - 1:00 PM</p> <p><b>BERLIN-MADRID-ROME</b> 6:00 PM - 7:00 PM</p>	<p><b>WEIJIAN SHAN</b> China &amp; Global Business</p>	<p><b>FELIPE GÓMEZ</b> Personal Leadership</p>	<p><b>ARIANNA HUFFINGTON</b> Performance</p>	<p><b>FRANCIS FORD COPPOLA</b> Creativity</p>

# Speakers & Topics

## Management Week 2021



**Indra Nooyi**  
Business Transformation

### Leading Through Times of Change

- Actionable takeaways on how to foster large-scale cultural change
- On challenging the status-quo and creating room for new ideas even when it seems to threaten a business' foundations
- Performance With Purpose: What it means to “do well by doing good”
- Building a diverse, inclusive workplace where every voice is heard and person is welcome

### Transformational leader and former CEO of *PepsiCo*

**Indra Nooyi** is the former Chairman and CEO of PepsiCo (2006-2019); a Fortune 50 company with operations in over 180 countries. In this role, she was the chief architect of Performance with Purpose, PepsiCo's pledge to do what's right for the business by being responsive to the needs of the world around us. Currently, **Mrs. Nooyi** is a member of the board of Amazon and sits on the Audit Committee. She is a member of the International Advisory Council of Temasek, an independent director of the International Cricket Council and is a member of the American Academy of Arts & Sciences. She is also a Dean's Advisory Council member at MIT's School of Engineering and a member of the MIT Corporation. Additionally, she is the Class of 1951 Chair for the Study of Leadership at West Point where she helps enhance the ability of both the Department of Behavioral Sciences and Leadership and the U.S. Military Academy to fulfill the mission of developing leaders of character.

# Speakers & Topics

## Management Week 2021



## Francis Ford Coppola

Creativity

### Leading Creativity: Lessons from a Master Director

- The skills and characteristics needed to consistently and effectively push creative boundaries
- How to deal with doubt and uncertainty when faced with obstacles and failures along the way
- Producing award-winning performances: How to identify and get the best out of your talent
- The evolution of storytelling: How to develop powerful stories that capture people's imaginations

One of the greatest directors and filmmakers of all time

Highly regarded as one of the greatest filmmakers of all time, **Francis Ford Coppola's** most notable films include *The Godfather*, *Apocalypse Now* and *Peggy Sue Got Married*. **Coppola's** success as a filmmaker and director has won him various nominations and awards including BAFTA and the Academy Awards. His work however expands outside Hollywood, having ventures in the wine and hospitality industry. **Coppola** is the creator of lifestyle brand *Francis Ford Coppola Presents*, which includes films, videos, resorts, cafes and a winery located throughout California, including Guatemala and Belize.

# Speakers & Topics

## Management Week 2021



## Arianna Huffington

Performance

### Redefining Success in a Fast-Moving World

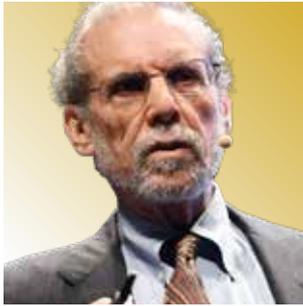
- Beyond money and power: Introducing a third metric in measuring success
- Reducing stress and boosting productivity in today's fast-paced, connected world
- Hybrid Culture: Managing organizations in the age of "Work from Home"
- The keys to integrating corporate, consumer and employee wellbeing

Founder of The Huffington Post, Founder and CEO of Thrive Global

Founder of one of the world's most successful news sites, **Arianna Huffington** has shaped national conversation around economics, politics, the media and public policy. As an entrepreneur, **Arianna** has provided an informed perspective on the current state of the business landscape and the impact of financial policies on the future of the economy. Named by *Time Magazine's* list of the world's 100 most influential people, **Arianna** is the author of several books including *Thrive: The Third Metric to Redefining Success and Creating a Life of Well-Being*, *Wisdom*, and *Wonder and The Sleep Revolution: Transforming Your Life, One Night At A Time*.

# Speakers & Topics

## Management Week 2021



### Daniel Goleman

Emotional Intelligence

#### Building an Emotionally Intelligent Workplace

- How emotional intelligence boosts organizational performance and key metrics of human capital
- Building EI in your organization through recruitment and onboarding
- The EI lens for high potentials
- Developing greater EI in leaders via coaching
- Going to scale with EI training

Renowned psychologist and leading authority on emotional intelligence

The world's indisputable authority on emotional intelligence, Daniel Goleman's contributions to the field of psychology have had a transformational impact on the world of business and beyond. He has been named by the Wall Street Journal and the Financial Times as one of their most influential business thinkers. Among his numerous bestselling books including Emotional Intelligence and Focus, Goleman is the recipient of many journalistic awards for his writing, including two nominations for the Pulitzer Prize, and a Career Achievement award for journalism from the American Psychological Association numerous bestselling books including Emotional Intelligence and Focus.

# Speakers & Topics

## Management Week 2021



## Parag Khanna

Global Economy

### The Global Economy in a Post-Pandemic World

- How geopolitical and market competition will play out in the post-pandemic scenario
- Analyzing the major drivers of the next world order, including global capital flows, supply chains, and accelerating growth sectors
- Implications of the shifting balance of power between the Americas, Europe and Asia.
- Asia's rising weight in the global system and opportunities for both east and west

### World-renowned authority on globalization

Widely cited global intellectual and author, **Parag Khanna** has advised various government leaders and corporate executives on global trends, systemic risks and technological disruptions. **Khanna** is the founder of FutureMap, an advisory firm that integrates rigorous data analysis, sophisticated scenarios, and cutting-edge mapping to generate foresight for confident decision-making. His best-selling books include *Technocracy* and *The Future Is Asian*. Khanna's latest book, *Move: The Forces Uprooting Us and Shaping Humanity's Destiny* is set to release later this year.

# Speakers & Topics

## Management Week 2021



### Amy Webb

Digital Transformation

#### Emerging Tech Trends: Preparing You and Your Business for the Next Disruption

- What's next in the world of constant disruption? Discover a forecasting methodology and how any organization can identify risk and opportunity before disruption hits
- Top tech trends you need to know from within and adjacent to your industry and how they fit into a more holistic vision of the future
- How leaders can harness a futurist's strategic tools for the benefit of their organizations
- What AI really is, why it matters, and how it's already a part of our everyday lives

World-renowned authority on strategic foresight for business

As one of the world's most sought-after futurists, **Amy Webb** advises CEOs of the world's most-admired companies, three-star admirals and generals, and the senior leadership of central banks and intergovernmental organizations. Founder of the Future Today Institute, a leading foresight and strategy firm that helps leaders and their organizations prepare for complex futures, **Amy** pioneered a data-driven, technology-led foresight methodology that is now used within hundreds of organizations. A professor of strategic foresight at New York University's Stern School of Business, Forbes has called **Amy** "one of the five women changing the world."

# Speakers & Topics

## Management Week 2021



## Martin Lindstrom

Marketing

### Rethinking Customers & Rethinking Business

- Why so many companies are losing touch with their customers and what to do about it
- The end of B2B and B2C. Why the future is H2H - human to human
- Putting marketing at the heart of your organization. Why culture, purpose, R&D and other functions need to be led by marketing
- How the COVID pandemic will leave a lasting mark on customer behavior - and what brands need to do as a result

Internationally acclaimed expert in brand transformation

**Martin Lindstrom** is one of the world's premier brand building experts, advising Fortune 100 companies on how to build future-proof brands. He has carved out a niche as a global expert and pioneer in the fields of consumer psychology, brand marketing, and neuro-scientific research. He is a bestselling author of numerous publications including *Small Data – The Tiny Clues That Uncover Huge Trends* and *Buyology: Truth and Lies About Why We Buy*. His most recent book is *The Ministry of Common Sense*.

# Speakers & Topics

## Management Week 2021



## Francesca Gino

Talent

### Cultivating Rebel Talent

- How literate are you and your organization in the new language of wealth generation?
- Why the language of genomics is key to future competitive advantage
- How to ensure your organization is positioned to leverage the innovation potential of exponential advances in technology
- What the century of biotech will mean to the global economy

Behavioral scientist and award-winning Harvard Business School professor

Award-winning researcher and professor of business administration at Harvard Business School, **Francesca Gino's** profound research focuses on why people make the decisions they do at work, and how leaders and employees have more productive, creative and fulfilling lives. **Gino** advises firms and not-for-profit organizations in the area of negotiation, decision-making, and organizational behavior. Her book *Rebel Talent: Why it Pays to Break the Rules at Work and In Life* was featured on Forbes' list of top 10 creative leadership books and INC.'s 10 most inspiring books.

# Speakers & Topics

## Management Week 2021



## Ian Williamson

Strategy

### From Surviving to Thriving: The Strategic Role of Talent Management

- The dramatic shift of the competitive landscape of the last ten years - and the strategy challenges they present
- How to best prepare organizations for a future environment that will be very different than their past environment
- Why developing a robust and strategically aligned talent pipeline will be key to this transition
- Making talent management decisions that enhance your organization's ability to transition from surviving to thriving in face of disruption

Dean of School of Business, University of California, Irvine

Globally recognized researcher in business development and a passionate educator, **Ian Williamson's** research examines how human and social capital influence both operational and financial outcomes, talent management and the role of human resource practices in driving innovation and the impact of social issues on firm outcomes. **Williamson** has worked with executives in over 20 countries across six continents and his research has been published in leading academic journals. **Williamson** was recently appointed dean at the University of California, Irvine.

# Speakers & Topics

## Management Week 2021



### Juan Enríquez

Innovation

#### Innovation, Ethics and the Future of Business

- The acceleration of technology and its impact on our perceptions and business practices
- The rapid evolution of ethics in society and its effect on organizations.
- Transitional Ethics: How our ethical perspectives shape the way we do business today
- Understanding the foundations of future competitive advantage and the new language of wealth generation

Leading authority on life sciences and future technology

**Juan Enríquez** is one of those unique individuals who lives in the future and works on the cutting edge of discovery. He was the Founding Director of the Harvard Business School Life Sciences Project, is an active investor in early-stage private companies in the life sciences sector, and is one of the world's leading authorities on the uses and benefits of genomic research.

# Speakers & Topics

## Management Week 2021



## Weijian Shan

China & Global Business

### The Evolution of the Chinese Market and its Impact on Global Business

- The implications of China's shift from the factory of the world to the market of the world
- Keys to understanding and accessing the Chinese market
- The impact of geopolitical changes on global supply chains between East and West
- China's shifting relationship with the US, Europe and Latin America
- Investment opportunities in China and the broader Asia region

Private equity pioneer; President and CEO of the investment firm PAG

Economist and CEO of leading Asia-focused equity firm, PAG, **Weijian Shan** has led a number of landmark transactions that have returned billions of dollars in profit to his firms' investors. Recognized for leading the stabilization of two of Asia's largest banks during the 1997 Asian Financial Crisis, **Shan** was the former managing director and chief representative for JP Morgan across Asia. His professional experience in the US and Asia, including his global perspectives on trends has led Shan to write two books, *Out of the Gobi: My Story of China* and *America and Money Games: The Inside Story of How American Dealmakers Saved Korea's Most Iconic Bank*.

# Speakers & Topics

## Management Week 2021



## Felipe Gómez

Personal Leadership

### The Power of Virtuosity

- What it means to be a “virtuoso” and why it’s an important quality for organizations in today's world
- Identifying the keys to be a virtuoso in everything we set out to do
- The mindsets and behaviors that leaders and organizations should adopt to thrive in the #NewNorma
- The importance of perfecting our methods, being more aware of the attitudes we assume and doing everything we do with love and passion

Expert in entrepreneurship, innovation and virtuosity

With more than 25 years of entrepreneurial and senior management experience, **Felipe Gómez** has developed a powerful set of proven tools that helps leaders, teams and organizations to reach extraordinary performance. Leveraging his passion for music and with a grand piano on stage, **Gómez** will inspire his audience and provide tools to consistently aim for operational excellence, create meaningful connections and build effective cultures of innovation. **Gómez** is the author of the best-selling book, *Attitude-E: The Method for Being Entrepreneurial and Fulfilling your Dreams*.

# Pricing & Promotions

## Management Week 2021



### Benefits

- Access to the 4-day event
- Certificate signed by WOBI
- Executive Summary of event highlights
- Access to event recordings for 30 days
- Extra materials from speakers

**3 TICKETS**

USD  
**2,847**

**5 TICKETS**

USD  
**4,745**

**10 TICKETS**

USD  
**9,490**

**25 TICKETS**

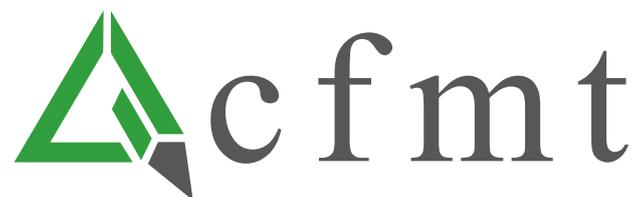
USD  
**23,725**

For more information regarding packs of tickets or sponsorships:

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