

2&3

November 2022

Javits Center

World
Business
Forum



The AGE of the IDEAS



Lloyd Blankfein
Strategy

Pat Lencioni
High Performance Teams

Carly Fiorina
Leadership

Chris Gardner
Self-Management

Paul Romer
Growth

Dave Ulrich
Talent Management

Charlene Li
Business Transformation

Laura Huang
Diversity & Inclusion

Magnus Scheving
Creativity

Aamir Malik
Innovation

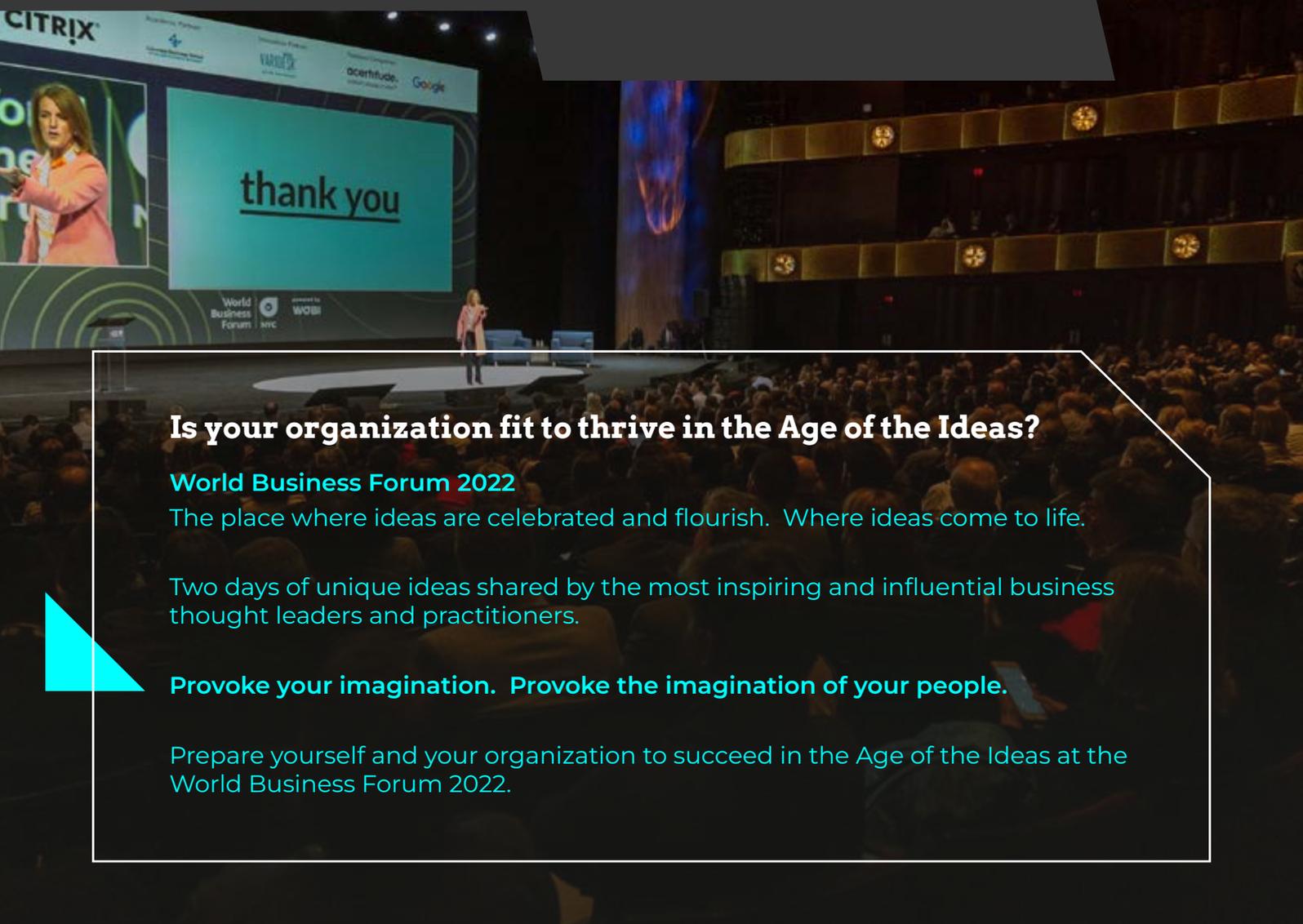
For more than 30 years we have been witnesses to a revolution – a period of exponential change and innovation. Whether we call it the digital age, the technological age or the information age, today we take for granted the need to embrace technology as a core part of our business processes and operations.

Now we are entering a new age

The AGE of the IDEAS

IDEAS elevate us. They allow us to envision a better future. And inspire us to go out and create that future. They are the source of innovation - the source of future competitive advantage.

IDEAS don't emerge from an algorithm. They aren't produced by a machine. They are uniquely human.



Is your organization fit to thrive in the Age of the Ideas?

World Business Forum 2022

The place where ideas are celebrated and flourish. Where ideas come to life.

Two days of unique ideas shared by the most inspiring and influential business thought leaders and practitioners.

Provoke your imagination. Provoke the imagination of your people.

Prepare yourself and your organization to succeed in the Age of the Ideas at the World Business Forum 2022.



Lloyd Blankfein

STRATEGY

CHAIRMAN & CEO THE GOLDMAN SACHS GROUP, INC (2006-2018)

Iconic global business leader and philanthropist, **Lloyd Blankfein** is a highly distinguished authority on global markets, finance and leadership. As Chairman and CEO of The Goldman Sachs Group from 2006 to September 2018, **Blankfein** led one of the largest and most respected investment banks in the world through the challenges of the financial crisis before repositioning the firm for success in the post-crisis world. He continues to serve as a member of the Goldman Sachs Management Committee and Board of Directors.

Joining Goldman Sachs in 1982 after working as an attorney, **Blankfein** was named partner in 1988 and became co-head of the Fixed Income, Currency and Commodities Division as of its formation in 1997. Prior to assuming the role of Chairman and Chief Executive Officer, he served as the firm's president and Chief Operating Officer. **Blankfein** was twice named one of the most influential people in the world by *Time* magazine and won the *Financial Times Person of the Year* award in 2009.

THE STRATEGIC CHALLENGES OF BUSINESS TRANSFORMATION

- ▶ Leading business transformation in a disruptive, fast-changing and highly competitive environment
- ▶ Insights into risk and decision making: Knowing when to move forward and when to draw back
- ▶ Facing the leadership and organizational challenges presented by moments of change and crisis: Lessons from the Great Recession
- ▶ Analyzing the current state of the global economy: Reflections on potential headwinds and opportunities



Pat Lencioni

HIGH PERFORMANCE TEAMS

PIONEERING EXPERT ON
LEADERSHIP AND ORGANIZATIONAL
PERFORMANCE

Patrick Lencioni is founder and president of The Table Group, a firm dedicated to providing organizations with ideas, products and services that improve teamwork, clarity and employee engagement.

Lencioni's passion for organizations and the people who work in them is reflected in his writing, speaking and executive consulting. He is the author of thirteen best-selling books with over eight million copies sold. After more than twenty years in print, his classic book, *The Five Dysfunctions of a Team*, remains a fixture on national best-seller lists. His most recent book, *The Six Types of Working Genius: A Better Way to Understand Your Gifts, Your Frustrations and Your Team*, was released in September 2022. He is also the host of the popular business podcast, *At The Table with Patrick Lencioni*.

LEADING HEALTHY TEAMS AND ORGANIZATIONS

- Understanding organizational health: The disciplines an organization must live out to become healthy
- Identifying the ideal team player: Three indispensable virtues that make some people better team players than others.
- Reaching individual and combined potential by tapping into geniuses at the office and in our meetings.



Carly Fiorina

LEADERSHIP

CHAIRMAN AND CEO, HEWLETT-PACKARD COMPANY (1999-2005) AND BEST-SELLING AUTHOR

A passionate, articulate advocate for problem-solving, innovation, and effective leadership **Carly Fiorina** was the first woman ever to lead a Fortune 50 company when she was recruited to lead Hewlett Packard (HP) in 1999. Under her leadership, revenue grew, innovation tripled, growth quadrupled, and HP became the 11th largest company in the U.S.

Her breadth of experience spans from marketing to manufacturing; from sales to strategic planning; from HR to R&D; from finance to engineering to supply chain and logistics. She has led teams and organizations in the private, public and social sectors.

Today she is the founder and Chairman of Carly Fiorina Enterprises, and of Unlocking Potential, a non-profit organization that invests in human potential by supporting local leaders who are solving problems in their communities and places of work.

LEADING ORGANIZATIONAL TRANSFORMATION

- ▶ How to increase the problem-solving and leadership capacity of organizations
- ▶ What it takes to help others reach their highest leadership potential
- ▶ A blueprint for navigating uncertainty, managing change, and building a high-performance culture
- ▶ What it takes to drive transformational change



Chris Gardner

SELF-MANAGEMENT

AUTHOR OF CRITICALLY ACCLAIMED
“PURSUIT OF HAPPYNESS”

Chris Gardner is an entrepreneur, author, philanthropist, and single parent whose work has been recognized by many esteemed organizations around the world. He is the author of two bestselling books – *The Pursuit of Happyness* and *Start Where You Are: Life Lessons in Getting from Where You Are to Where You Want to Be*. **Gardner** was an executive producer on the iconic and critically acclaimed film adaptation of *The Pursuit of Happyness* starring Will Smith. Through his positivity, courage, tenacity, discipline and common sense, **Gardner's** story is one of overcoming setbacks and hardship to become a top earner on Wall Street before founding his own brokerage.

LEADING ORGANIZATIONAL TRANSFORMATION

- ▶ From living on the street to working on Wall Street: On surmounting obstacles and beating the odds
- ▶ Transforming the impossible into the possible: What self-empowerment means and how to achieve it
- ▶ The keys to breaking cycles and opening up new opportunities
- ▶ Philosophies on navigating tumultuous times and creating a fulfilling, successful life



Paul Romer

GROWTH

NOBEL LAUREATE ECONOMIST AND
FORMER CHIEF ECONOMIST OF THE
WORLD BANK

Paul Romer, economist and policy entrepreneur, is a co-recipient of the 2018 Nobel Prize in Economics Sciences and University Professor in Economics at NYU. He has spent his career at the intersection of economics, innovation, technology, and urbanization, working to speed up human progress.

Pioneer of the endogenous growth theory, **Romer** is a self-proclaimed policy entrepreneur, who advises business and government leaders in sectors across the world on ways to leverage technology and innovation to drive long-term growth. He previously served as the Chief Economist at the World Bank where he worked to advance the multilateral institution's critical research function.

HOW LEADERS CAN FUEL GROWTH IN A WORLD WITH FINITE RESOURCES

- ▶ Analyzing the current state of the global economy
- ▶ How the United States and the rest of world can select a path of economic growth long into the future
- ▶ The role of leaders and educators as guardians and defenders of innovation and experimentation
- ▶ Developing the willingness to boldly implement ideas that may be outside our comfort zones



Dave Ulrich

Dave Ulrich is the world's leading authority on talent and human resources and a professor at the Ross School of Business, University of Michigan.

He has authored / co authored over 30 books and 200 articles that have shaped thinking on leadership, talent and human resources, including *The Why of Work*, *The Leadership Code*, *HR Transformation* and *Victory Through Organization*. He was recognized in 2012 with a Lifetime Achievement Award from HR Magazine for being the “father of modern human resources.”

TALENT MANAGEMENT

WORLD'S LEADING AUTHORITY ON
TALENT MANAGEMENT

MOVING BEYOND THE WAR FOR TALENT

- ▶ The societal forces that make HR more relevant than ever
- ▶ Why your organization's success lies, not in the talent you have, but what you do with the talent once you have it
- ▶ Leveraging talent throughout your organization to create a whole that is greater than the sum of its parts
- ▶ How to build capabilities, strengthen systems, and empower human capital—for longer lasting success



Charlene Li

BUSINESS TRANSFORMATION

LEADING EXPERT ON DIGITAL
TRANSFORMATION AND DISRUPTIVE
GROWTH STRATEGIES

For the past two decades, **Charlene Li** has been helping people see the future. She's the author of five books, including the New York Times bestseller, *Open Leadership* and the critically acclaimed book, *Groundswell*. Her latest book, *The Disruption Mindset*, was published in 2019. She was also the founder of Altimeter Group, an analyst firm that was acquired in 2015 by Prophet.

Named by Fast Company as one of the most creative people in business, **Li** is an expert on digital transformation and disruptive growth strategies. Her deep knowledge of leadership, strategy, interactive media and marketing gives her unique insight into the changing business landscape.

THE DISRUPTION MINDSET - TRANSFORMING AND REINVENTING YOUR BUSINESS

- ▶ Overcome Fear and Self-Doubt. How to develop the confidence and courage to take the first step toward transformation
- ▶ Revealing the top ways to drive disruptive growth
- ▶ Planning for Disruption. Reform your strategic planning process to be continuous.
- ▶ Focus on the Future Customer. Why this skill is at the heart of disruptive organizations and how it keeps them focused on the future.



Laura Huang

DIVERSITY & INCLUSION

HARVARD BUSINESS SCHOOL
PROFESSOR AND AUTHOR OF *EDGE*

A professor at Harvard Business School, **Laura Huang** has spent her academic career studying interpersonal relationships and implicit bias in entrepreneurship and in the workplace. Author of *Edge: Turning Adversity into Advantage*, her groundbreaking research has been featured in the *Financial Times*, *The Wall Street Journal*, *USA Today*, *Forbes*, and *Nature*.

Through her research and experience, she advocates for inclusive workplaces that inoculate against unconscious bias, and empower individuals to take control of how they are perceived to find their edge.

CREATING AN EDGE MAKING YOUR HARD WORK WORK HARDER FOR YOU

- Understanding what our implicit biases are and how to overcome them
- Keys to empowering ourselves to create personal success
- Improving how we shape our strengths, flaws, and others' perceptions of us
- The real role of gut instinct in decision making in organizations



Magnus. Scheving

CREATIVITY

ENTREPRENEUR AND CREATOR OF LAZYTOWN

Creator, director and protagonist of the successful children's television series LazyTown, **Magnus Scheving** has taken advantage of his infectious creativity and entrepreneurial spirit to promote the nutrition and health of children into a global brand.

Broadcasted in more than 170 countries and reaching over 500 million homes, LazyTown has won various awards including a BAFTA, renowned US Telly Awards, and has received two Emmy award nominations.

The company is responsible for producing books, videos, games, and sporting goods with the mission to promote fitness and a healthy lifestyle to children. The TV series remains **Scheving's** core asset as it continues to be broadcast worldwide.

LAZYTOWN: THE JOURNEY FROM PERSONAL MISSION TO GLOBAL BRAND

- ▶ The philosophies and beliefs that underpin the most successful leaders
- ▶ Keys to staying creative: How to embrace risk and move out of your comfort zone
- ▶ The role of the leader in developing a recognizable and lasting style for your brand
- ▶ Redefining profit: Building a company ethic that focuses on more than finance
- ▶ Cultivating the positive attitudes that will allow your organization to flourish



Aamir Malik

INNOVATION

EXECUTIVE VICE PRESIDENT AND
CHIEF BUSINESS INNOVATION
OFFICER, PFIZER

Aamir Malik is Chief Business Innovation Officer, Executive Vice President at Pfizer, one of the world's most innovative companies whose relentless pursuit of breakthroughs led to the U.S. Food and Drug Administration's approval of the first COVID-19 vaccine. At Pfizer, **Aamir** is responsible for the company's strategy, business development, and formation of new business ventures, as well as the advancement of innovative access partnerships with payers and governments around the world.

Prior to joining Pfizer, **Aamir** was the Managing Partner of McKinsey & Company's United States operations and previously led the firm's Global Pharmaceutical and Medical Products Practice. In his 25 years at McKinsey, he developed innovative growth strategies, guided mergers and acquisitions and implemented high-impact programs to improve patients' lives and transform performance for life science companies.

DRIVING BREAKTHROUGH INNOVATION

- ▶ The importance of building a culture of innovation
- ▶ How an innovative business strategy enables ESG
- ▶ How becoming a partner of choice fuels innovation and growth
- ▶ How biotech is changing the innovation landscape for pharma and beyond

Pricing & Promotions

Valid only until October 28th, 2022

GENERAL ACCESS

1 TICKET

\$2,590

Full Price: \$3,990

5 TICKETS

\$11,690

Full Price: \$19,950

10 TICKETS

\$20,690

Full Price: \$39,900

VIP ACCESS

1 VIP TICKET

\$3,790

Full Price: \$4,490

5 VIP TICKETS

\$16,990

Full Price: \$22,450

10 VIP TICKETS

\$30,290

Full Price: \$44,900

INCLUDES

Welcome Kit



Access to the Event



Attendee Certificate



Coffee Break



Lunch with Speaker



Dedicated Registration



Preferential Seating



Prices only available until October 28th, 2022

World Business Forum New York 2022

November 2nd & 3rd, 2022 | Javits Center



WBF/MD7/ONL/2022

1 TICKET: **\$2,590**
N° _____

5 TICKETS: **\$11,690**
N° _____

10 TICKETS: **\$20,690**
N° _____

1 VIP TICKET: **\$3,790**
N° _____

5 VIP TICKETS: **\$16,990**
N° _____

10 VIP TICKETS: **\$30,290**
N° _____

Personal Information

LAST NAME: _____ FIRST NAME: _____

POSITION: _____ I.D.: _____

PHONE: _____ E-MAIL: _____

COMPANY NAME: _____ DATE OF BIRTH: _____

ADDRESS: _____

Invoice Information

COMPANY NAME: _____

ADDRESS: _____ ZIP CODE: _____

Payment

To pay by credit card, please call (212) 812-9615 or leave your card information and we will send you a receipt after the charge has been processed.

To pay by wire, please contact finance.us@wobi.com
To pay by check, please mail the check to
33 East 33rd Street, Suite 1102 New York, NY 10016

Credit card number: _____ Expiration (mm/yy): _____ Security code: _____

Credit card holder: _____ Visa Mastercard American express

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/

Please complete this form and send it to info.us@wobi.com

Main Sponsor



Featured Companies

Academic Partner



Poliform



Strategic Partner

PR Partner

Media Partners



FORTUNE



SUCCESS™

EBI The European Business Review

Hotel Partner

Partner Associations



New York City / Times Square



WOBI USA

33 East 33rd Street Suite 1102 New York, New York 10016

+1 212 317 9110

info.us@wobi.com

wobi.com/wbf-nyc

#wbfny

wobi_en

wobi.en

wobi

wobi

wobi.wbf

WOBI
World of Business Ideas