

7&8

September 2022

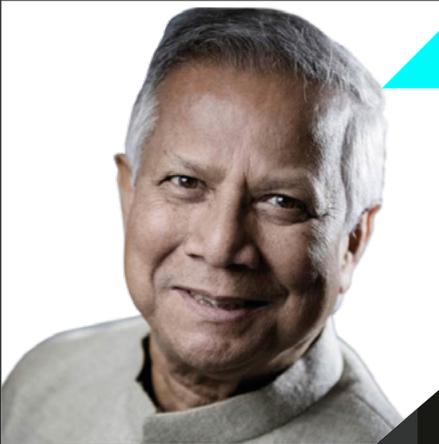
ICC Sydney

World
Business
Forum



SYDNEY

The AGE of the IDEAS



Muhammad Yunus

Sustainability

Carly Fiorina

Management

Tal Ben-Shahar

Leadership

Lucy Hone

People

Martin Lindstrom

Marketing

Tasha Eurich

Change Management

Felipe Gómez

High Performance

Nathan Furr

Business Transformation

Magnus Scheving

Innovation

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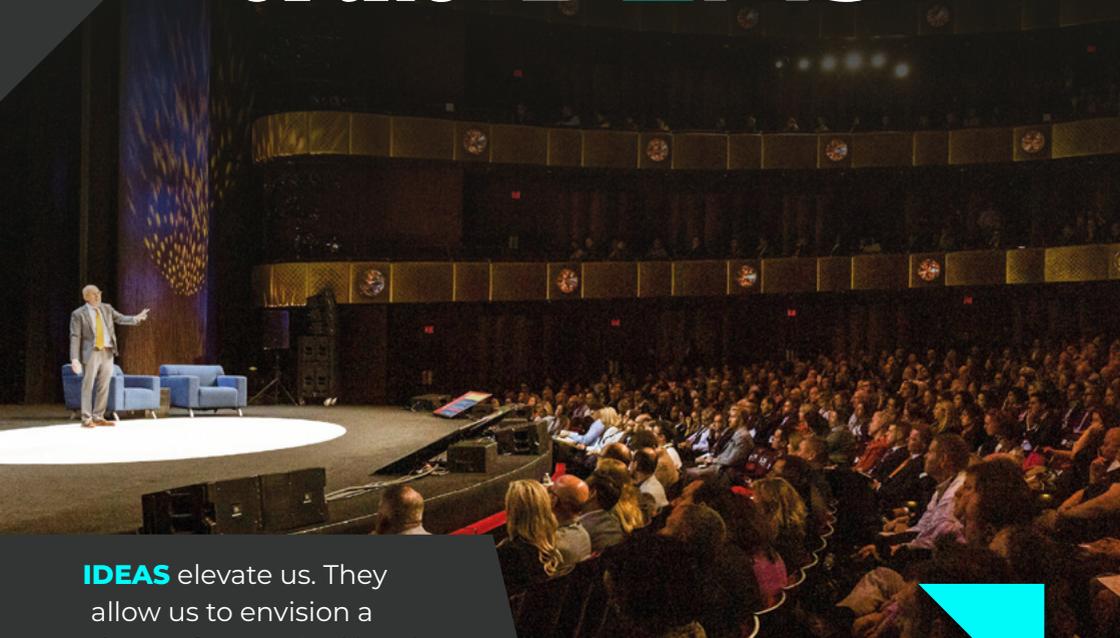
WOBI

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 organisation 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 organisation to succeed in the Age of the Ideas at the World Business Forum 2022.

World Business Forum

The world's most important gathering of senior executives.
It's about business. It's about inspiration.

World Business Forum | NYC
2-3 November

World Business Forum | MEX
19-20 October

World Business Forum | LONDON
6-7 June 2023

World Business Forum | MILANO
8-9 November

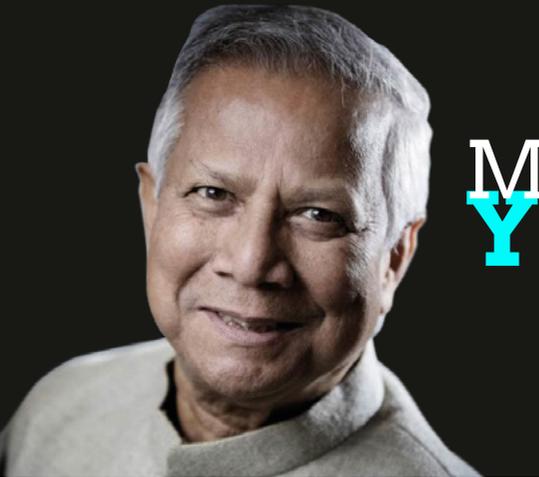


World Business Forum | BOG
9-10 November

World Business Forum | MADRID
22-23 November

World Business Forum | SYDNEY
7-8 September

The AGE
of the IDEAS



Muhammad Yunus

Professor **Muhammad Yunus** is the founder and former Managing Director of Grameen Bank which provides micro-credit to millions of poor people in Bangladesh. In 2006, Professor **Yunus** and Grameen Bank were jointly awarded the Nobel Peace Prize. He is one of only seven individuals to have received the Nobel Peace Prize, the United States Presidential Medal of Freedom, and the United States Congressional Gold Medal.

The success of Grameen Bank has been phenomenal and transformational. Today, it is a \$2.5 billion banking enterprise in Bangladesh, while the microcredit model has spread to over 50 countries worldwide, from the U.S. to Papua New Guinea, Norway to Nepal.

SUSTAINABILITY

NOBEL PEACE PRIZE WINNER AND
FOUNDER OF GRAMEEN BANK

SOCIAL BUSINESS AND THE FUTURE OF CAPITALISM

- ▶ What is social business and how to put it into practice
- ▶ How entrepreneurial spirit and business smarts can be harnessed to create sustainable businesses
- ▶ Meeting the challenge of building a world without poverty
- ▶ The evolution of sustainable development: From CSR to ESG and beyond



Carly Fiorina

MANAGEMENT

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& from finance to engineering to supply chain and logistics. She has led teams and organisations 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 organisation that invests in human potential by supporting local leaders who are solving problems in their communities and places of work.

LEADING ORGANISATIONAL TRANSFORMATION

- ▶ How to increase the problem-solving and leadership capacity of organisations
- ▶ 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



Tal Ben-Shahar

An expert on leadership and positive psychology, **Tal Ben-Shahar** combines scientific studies, scholarly research, self-help advice, and spiritual principles to teach people how to optimise their success and happiness. **Ben-Shahar** received his PhD in Organisational Behavior from Harvard University and today consults and lectures around the world to executives in multinational corporations, Fortune 500 companies and educational institutions.

A serial entrepreneur, **Ben-Shahar** is the co-founder and chief learning officer of Happiness Studies Academy, Potentialife, Maytiv, and Happier.TV. He is also the author of the international best seller, *Happier and Being Happy*. His latest book *Happier, No Matter What: Cultivating Hope, Resilience, and Purpose in Hard Times* is set to release, May 2021.

LEADERSHIP

GLOBAL THOUGHT LEADER ON POSITIVE PSYCHOLOGY AND LEADERSHIP

ALIGNING YOUR TEAMS TO ACHIEVE EXTRAORDINARY RESULTS

- ▶ Creating a positive environment that nurtures the potential amongst your teams
- ▶ Underpinning extraordinary rather than ordinary outcomes to enable fulfillment, happiness, wellbeing, and success
- ▶ The Science of Happiness: Practical tools for better productivity and better living
- ▶ Harnessing the speed of change to establish a clear sense of purpose and drive peak performance



Lucy Hone

PEOPLE

LEADING EXPERT ON RESILIENCE
AND WELLBEING

Dr. Lucy Hone is an Adjunct Senior Professor at the University of Canterbury and a co-director of the New Zealand Institute of Wellbeing & Resilience. She works with organisations – from the UN and government agencies, to Fortune 100 companies and schools – to distill the best of resilience science into actionable tools.

Author of the bestselling book *Resilient Grieving*, **Lucy's** research has been published in several peer-reviewed academic journals.

Her TED talk, the Three Secrets of Resilient People, has had over 6 million views and has been translated into 15 different languages.

DEVELOPING REAL TIME RESILIENCE

- ▶ The what, why, and how of psychological resilience
- ▶ How we can promote resilience in ourselves and others
- ▶ Thriving through uncertainty: The skills we all need for hard times
- ▶ Maintaining high performance in an age of burnout



Martin Lindstrom

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*.

MARKETING

INTERNATIONALLY ACCLAIMED
EXPERT IN BRAND AND CULTURAL
TRANSFORMATION

REVEALING THE TRUE DESIRES OF CONSUMERS

- Reasons why the next great advancement will be the Small Data revolution, when we are currently living in a world obsessed with Big Data
- Decipher the code of human desires: Utilising the human observation to reveal the needs and impulses of consumers
- Causality versus Correlation: The importance of understanding the difference between both concepts when attempting to understand why consumers behave the way they do
- Why we need to get closer: A humanistic approach to Marketing



Tasha Eurich

CHANGE MANAGEMENT

ORGANISATIONAL PSYCHOLOGIST,
RESEARCHER, AND BEST-SELLING
AUTHOR

Dr. Tasha Eurich is an organisational psychologist, researcher, and New York Times best-selling author. She uses the principles of psychology to help individuals become more successful, and companies to grow and thrive.

She is also the founder of The Eurich Group, where she's helped thousands of leaders and teams improve their effectiveness through greater self-awareness.

BECOMING A FUTURE READY LEADER

- ▶ Why self-awareness is a foundational leadership skill in the current fast changing business environment
- ▶ The two categories of self-awareness and how they influence our effectiveness, happiness, and change agility
- ▶ Strategies for building trust and collaboration in teams
- ▶ Avoiding the invisible roadblocks that get in the way of self awareness



Felipe Gómez

HIGH PERFORMANCE

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 organisations 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*.

THE POWER OF VIRTUOSITY

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



Nathan Furr

As a recognised expert in the fields of technology strategy, digital transformation and disruptive innovation, INSEAD Professor **Nathan Furr** helps organisations reposition for growth during periods of uncertainty and disruption. He currently leads INSEAD's technology strategy, digital transformation and innovation courses and has worked closely with global clients to help them transform their innovation efforts.

Professionally, **Furr** has contributed as the founder and advisor to corporations and startups across multiple industries including clean technology and professional and financial services. **Furr** is the author of four award-winning books including *Innovation Capital: How to Compete—and Win—Like the World's Most Innovative Leaders*. His extensive research has appeared in Harvard Business Review, Forbes, and Inc. among others.

BUSINESS TRANSFORMATION

RECOGNISED AUTHORITY ON
DIGITAL TRANSFORMATION AND
DISRUPTIVE INNOVATION

THE UPSIDE OF UNCERTAINTY: NAVIGATING INNOVATION AND TRANSFORMATION

- ▶ Developing uncertainty capability: How to better equip leaders and teams to identify opportunities hidden inside the unknown
- ▶ Tools for navigating the unknown and avoiding maladaptive traps
- ▶ Reframing, priming, doing and sustaining: Four approaches for building your uncertainty ability
- ▶ Applying these tools as both an individual and organisational level



Magnus Scheving

INNOVATION

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 JOURNAL 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 recognisable 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 organisation to flourish



Agenda



TIME

Wednesday, Sep 7

09:00 h - 10:30 h **Nathan Furr**
90 min Business Transformation

10:30 - 11:00 h BREAK
30 min

11:00 h - 12:00 h **Lucy Hone**
60 min People

12:00 h - 13:00 h **Muhammad Yunus**
60 min Sustainability

13:00 - 14:30 h LUNCH
90 min

14:30 h - 15:30 h **Tasha Eurich**
60 min Change Management

15:30 - 16:00 h BREAK
30 min

16:00 h - 17:00 h **Felipe Gómez**
60 min High Performance

TIME

Thursday, Sep 8

09:00 h - 10:30 h **Tal Ben-Shahar**
90 min Leadership

10:30 - 11:15 h BREAK
45 min

11:15 h - 12:45 h **Carly Fiorina**
90 min Management

12:45 - 14:15 h LUNCH
90 min

14:15 h - 15:15 h **Magnus Scheving**
60 min Innovation

15:15 h - 16:30 h **Martin Lindstrom**
75 min Marketing

Ticket Options

GENERAL ACCESS

1 INDIVIDUAL
TICKET

\$2,900+ GST

3 INDIVIDUAL
TICKET

\$2,800+ GST
Per ticket

5 INDIVIDUAL
TICKET

\$2,700+ GST
Per ticket

VIP ACCESS

1 VIP TICKET

\$3,400+ GST

3 VIP TICKETS

\$3,300+ GST
Per ticket

5 VIP TICKETS

\$3,200+ GST
Per ticket

INCLUDES

Welcome Kit



Access to the Event



Attendee Certificate



Coffee Break



Exclusive Networking lunch



Free onsite parking



Preferential Seating



World Business Forum Sydney 2022

7 & 8 September, 2022 | ICC Sydney



Registration Form

Promo Code: (if applicable):

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COMPANY: _____ INDUSTRY: _____ No. OF EMPLOYEES: _____

BEST POSTAL ADDRESS: _____ CITY: _____

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WHERE DID YOU HEAR ABOUT US? _____

Pricing

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Attendees _____ | <input type="checkbox"/> Corporate Package: (Min. 5 tickets)
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Attendees _____ |
| <input type="checkbox"/> VIP Pass:
\$3,400 + GST per ticket
Attendees _____ | <input type="checkbox"/> VIP Pass: (Min. 3 tickets)
\$3,300 + GST per ticket
Attendees _____ | <input type="checkbox"/> VIP Pass: (Min. 5 tickets)
\$3,200 + GST per ticket
Attendees _____ |

For group rates of 10+ tickets, contact us on 1300 306 650 or info.au@wobi.com

Payment Options

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- VISA MASTERCARD AMERICAN EXPRESS

CREDIT NUMBER: _____ EXPIRATION DATE: _____

CREDIT CARD HOLDER: _____ CARD HOLDER'S SIGNATURE: _____

1% surcharge applies for credit cards

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