

# World Business Forum



LONDON

**7 JUNE 2023**

Queen Elizabeth II Centre



**Carly Fiorina**  
LEADERSHIP

**Marshall Goldsmith**  
HIGH PERFORMANCE

**Rachel Botsman**  
TRUST

**David Bell**  
BUSINESS TRANSFORMATION

**Magnus Scheving**  
INNOVATION



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**WOB**I  
Inspiring Ideas

It is truly an honour for me to introduce the **2023 edition of the World Business Forum London**. After three years, during which we were, unfortunately, unable to organise the Forum in-person, we are delighted to be **returning this year on 7 June**.

Many things have changed over the course of the past three years. Here at WOBI we have been working harder than ever to adapt to these changes, in order to continue to offer transformational ideas and knowledge to our clients and their organisations.

At this year's edition of the World Business Forum, we are excited to be joined by:

- **Carly Fiorina** - First woman ever to lead a Fortune 50 company
- **Marshall Goldsmith** - World's most influential leadership coach
- **Rachel Botsman** - Leading expert on trust in the modern world
- **David Bell** - Co-founder of Idea Farm Ventures and leading authority on Digital Transformation
- **Magnus Scheving** - Entrepreneur and Creator of LazyTown

This fantastic program of content has been designed specifically to inspire successful executives such as yourself, helping you to face the challenges of today's uncertain business environment.

In addition, this year's conference will feature increased **networking opportunities** that will allow you to meet with other like-minded executives. We will also be incorporating a space for entertainment as part of the event experience. This is something we all need at times, and which has been embraced by attendees of the World Business Forum in other countries.

Finally, I am excited to let you know about one more change for this year. We will be holding the Forum at a new emblematic venue - **the Queen Elizabeth II Centre**, located just opposite Westminster Abbey. We are sure that this wonderful space will allow for a truly inspirational experience.

I hope you are able to join us for this special edition - I am sure you will find it time well spent!

Yours sincerely,



**Chris Stanley**  
Chief Knowledge Officer



# PURPOSE

## **Navigating Uncharted Waters**

Purpose is the driving force behind all we do as individuals and as organisations. It's what motivates our teams to achieve their highest potential. It's the catalyst of innovation and creativity.

Having clarity on our purpose allows us to navigate through the turbulent and often uncharted waters that we and our organisations are facing today.

Purpose enables us to move from productivity to passion; from automation to self-expression; from individualism to collaboration.

**Let's put purpose at the heart of business.**

ORGANISATIONS AND ENTREPRENEURS ACROSS THE GLOBE FIND THE WORLD BUSINESS FORUM TO BE THE BEST PLATFORM FOR EXECUTIVE EDUCATION.

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# Who will participate?

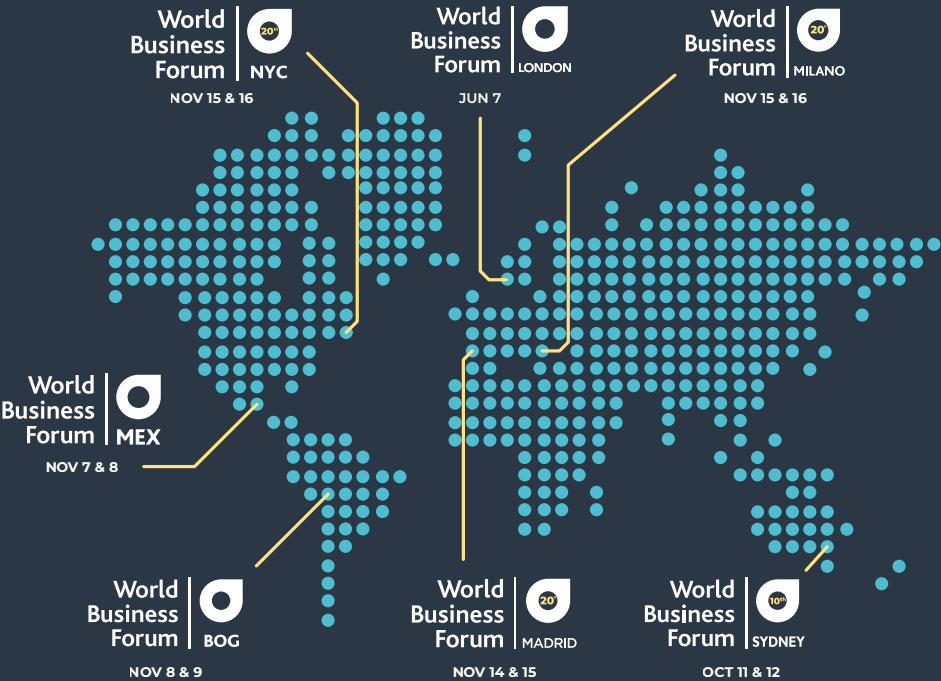


The World Business Forum offers a unique learning experience. The program of content is designed to give business leaders an edge in today's fast changing competitive landscape so as to sustain growth and achieve ongoing success.

- For senior leaders from across all industries and across all company sizes
  - For leaders and executive teams looking for ideas and inspiration
  - For all those who understand the value of knowledge and continuous learning
-

# World Business Forum

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



**PURPOSE**

## LEADERSHIP

# Carly Fiorina

Former Chairman and CEO,  
Hewlett-Packard Company and  
Bestselling 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 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

HIGH PERFORMANCE

# Marshall Goldsmith

World's most influential  
Executive Coach



World-renowned business educator and coach, **Dr. Marshall Goldsmith** is the leading expert in leadership, ranked as the #1 Executive Coach in the World and a Top Ten Business Thinker for the past eight years. As an executive educator and Coach, Dr. Goldsmith helps executives understand how our beliefs and the environments we operate in can trigger negative behaviours. Through simple and practical advice, he helps them achieve and sustain positive behavioural change to drive positive impact on their organisation.

Dr. Goldsmith has written or edited 51 books which include *What Got You Here Won't Get You There* and *Triggers* both recognized by Amazon as two of the Top 100 Leadership & Success Books Ever Written. His new bestseller, *The Earned Life*, is an Amazon Editor's Choice for Book of the Year So Far in 2022.

## Unlocking the Next Level of Success

- Creating behaviour change that lasts: Keys to becoming the people and organisations we want to become
- Leading high performing teams: Increasing happiness and employee engagement
- Overcoming the bad habits that stifle already successful careers: The building blocks of self-discipline
- The importance of credibility and empathy in leading an earned life

TRUST

# Rachel Botsman

Leading Expert on Trust in the Modern World



Recognized as one of the world's 30 most influential management thinkers, **Rachel Botsman** is the author of two critically acclaimed books: *Who Can You Trust?* and *What's Mine is Yours*. She created Oxford University, Saïd Business School's first course on trust in the digital world, and her writings on trust have been widely published in *The Guardian*, *Financial Times*, *The New York Times*, *Harvard Business Review*, and *Wired*. Named one of the Top 10 most influential voices in the UK on LinkedIn, Botsman has been honoured as a Young Global Leader by the World Economic Forum and her TED talks have been viewed more than five million times. In addition, she is host of the podcast *Rethink Moments*, and the BBC series *Money, Money, Money*.

## Leading Through Uncertainty with a Trust Mindset

- The role of trust in leading through uncertainty
- Why there is a profound trust shift impacting workplace dynamics
- How different generations have different trust expectations
- Why we try to control the unknown and chase certainty
- Learn how to shift from a "risk mindset" to a "trust mindset"



## BUSINESS TRANSFORMATION

# David Bell

Co-founder of Idea Farm Ventures and leading authority on Digital Transformation



Named the “guru of the consumer economy,” **David Bell** is a pioneer in business transformation and integrating the real world with the digital. He is author of *Location Is (Still) Everything: The Surprising Influence of the Real World on How We Search, Shop and Sell in the Virtual One*, award-winning academic research, and MIT Sloan Management Review bestsellers. As a Chaired Professor during a twenty-year career at The Wharton School, he started the first course on Digital Marketing and E-commerce.

As an early stage venture capital investor and co-founder of Idea Farm Ventures, **Bell** has invested in and advised category-defining companies including Diapers.com, Jet.com, Bonobos, Harry’s, and Warby Parker, among numerous others, several of which have exited or been valued at over a billion dollars.

## Creating Digital Leverage and Business Transformation

- How frictions in the digital and physical worlds create opportunity for digital leverage
- Why digital natives (Gen Z) and digital pioneers (Millennials) shape opportunities and demand “better-for-you” products and services
- Keys to delineate digital innovation and digital enhancement
- How to implement business models made possible by digital leverage
- Learning how to speak the language of digital leverage and implement it

## INNOVATION

# Magnus Scheving

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 organisation to flourish

# Special Offer!

Take advantage of the special offer, valid until 5<sup>th</sup> June, 2023

## Live the Platinum experience

**1**  
**PLATINUM**  
**TICKET**  
**£1,895**  
Full Price: £2,295

**5**  
**PLATINUM**  
**TICKETS**  
**£7,945**  
Full Price: £11,475

## Gold Tickets

**1**  
**GOLD**  
**TICKET**  
**£1,495**  
Full Price: £1,995

**5**  
**GOLD**  
**TICKETS**  
**£6,495**  
Full Price: £9,975

### INCLUDES

### PLATINUM

### GOLD

Welcome Kit



Access to full conference



Certificate of attendance



Coffee Breaks



Dedicated Registration



Lunch



Reserved Area



Networking Cocktail





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Valid through 5<sup>th</sup> June, 2023

# World Business Forum London 2023

7 June, 2023 | Queen Elizabeth II Centre



WBFLN23/ONLI/2023

1 PLATINUM TICKET:  
**£1,895 +VAT**

N° \_\_\_\_\_

5 PLATINUM TICKETS:  
**£7,945 +VAT**

N° \_\_\_\_\_

1 GOLD TICKET:  
**£1,495 +VAT**

N° \_\_\_\_\_

5 GOLD TICKETS:  
**£6,495 +VAT**

N° \_\_\_\_\_

WOBIPass:  
**£ 320**

N° \_\_\_\_\_

Promotional price applicable only if the payment is processed before 5 June, 2023 or until the tickets assigned to this promotion run out

## Personal Information

LAST NAME: \_\_\_\_\_ FIRST NAME: \_\_\_\_\_

JOB TITLE: \_\_\_\_\_

PHONE: \_\_\_\_\_ E-MAIL: \_\_\_\_\_

COMPANY NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

## Invoice Information

COMPANY NAME: \_\_\_\_\_ VAT: \_\_\_\_\_

ADDRESS: \_\_\_\_\_ POST CODE: \_\_\_\_\_

## Payment

Credit card number: \_\_\_\_\_ Expiration (mm/yy): \_\_\_\_\_ CVC: \_\_\_\_\_

Credit card holder: \_\_\_\_\_ Visa Mastercard American express

### Please contact [finance.uk@wobi.com](mailto:finance.uk@wobi.com) for wire information

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**WOBI**

*Inspiring Ideas*

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