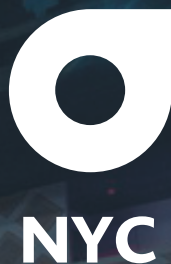


**23-24**  
**October 2024**  
The Javits Center, NYC

**PURPOSE** 

# World Business Forum



**WOFBI**  
*Inspiring Ideas*

Dear Colleague,

It is a pleasure for me to share with you the program for this year's World Business Forum New York. Once again, we have curated a selection of the world's most relevant and thought-provoking management content to provide you with the ideas and inspiration necessary to help you better lead your organization.

Since the first edition of the World Business Forum New York back in 2004 we have been witness to incredible transformations. Now in 2024 we encounter a world in a state of flux and the resulting leadership challenges are profound. Last year's World Business Forum provided a spotlight on how purpose in business can help navigate these uncharted waters of change. But we only scratched the surface. As we look even deeper it becomes clear just how profound the topic is for organizations today. This is why 2024 will be the year of Purpose+. Read on to learn more!

We are confident that you will leave this year's Forum with new insights, ideas, and connections that will help you lead your organization to success time and time again. I look forward to welcoming you to the World Business Forum New York this October 23-24.

Yours faithfully,



**Chris Stanley**

Managing Director, WOBI USA



# OUR INSPIRATION FOR 2024: EMPOWERMENT THROUGH PURPOSE+

Great leadership is in many ways synonymous with purpose.

## PURPOSE+

**Provides a source of  
resilience in challenging  
times**

**Forges positive workplace  
culture**

**Strengthens brand  
reputation**

**Drives customer loyalty**

**Inspires innovation**

**Ensures long-term  
sustainability**

Join us in 2024 and unleash  
the power of purposeful leadership  
in your organization.



# WHAT IS THE WORLD BUSINESS FORUM?

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

Our top tier program caters to:



**Senior Leaders  
from across  
all industries  
and across all  
company sizes**



**Leaders and  
executive teams  
looking for ideas  
and inspiration**



**All those who  
understand  
the value of  
knowledge and  
continuous  
learning**



**2,000+**  
SENIOR  
EXECUTIVES



**500+**  
COMPANIES

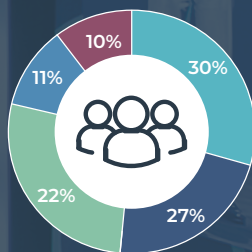
# WHO ATTENDED IN 2023?

**98%** of our attendees would attend again

**96%** of them would recommend the event to a colleague or a friend

## BREAKDOWN BY TITLE CATEGORY

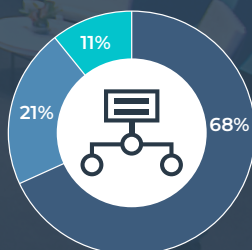
- ◆ VP and SVP
- ◆ C-Level / President / Founder
- ◆ Directors
- ◆ Managers
- ◆ Other



## BREAKDOWN BY COMPANY SIZE

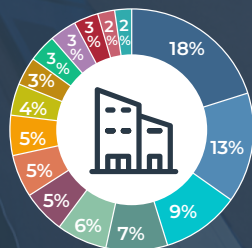
By number of employees

- ◆ Big: 500+
- ◆ Medium: 50 to 500
- ◆ Small: Less than 50



## BREAKDOWN BY INDUSTRY

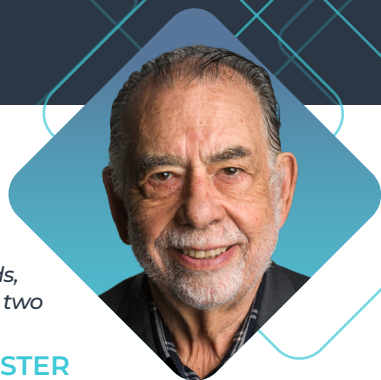
- ◆ Financial Services & Insurance
- ◆ Healthcare
- ◆ Consumer Products & Services
- ◆ Communications
- ◆ Professional Services
- ◆ IT
- ◆ Construction & Infrastructure
- ◆ Manufacturing
- ◆ Government
- ◆ Chemicals & Pharmaceuticals
- ◆ Retail
- ◆ Education
- ◆ Information Technology/Internet
- ◆ Hospitality
- ◆ Telecommunications



# CREATIVITY

## Francis Ford Coppola

*One of the most influential directors of all time, Francis Ford Coppola is a producer, screenwriter and director of notable movies such as "The Godfather" trilogy and "Apocalypse Now." He has won multiple awards, including five Academy Awards, six Golden Globe Awards, two Palmes d'Or, and a British Academy Film Award (BAFTA).*



### LEADING CREATIVITY: LESSONS FROM A MASTER DIRECTOR

- ◆ The skills and characteristics needed to consistently and effectively push creative boundaries
- ◆ Producing award-winning performances: How to identify and get the best out of your talent
- ◆ A different approach for dealing with doubt, uncertainty and failure
- ◆ The evolution of storytelling: Keys to develop powerful stories that capture people's imaginations

# LEADERSHIP

## Gen. David Petraeus

*Gen. David H. Petraeus, USA (Ret.) is a highly decorated general and one of the most prominent combat commanders in American history. He is the Former Director of the CIA, and currently Partner at KKR, Chairman of the KKR Global Institute, and a Kissinger Fellow at Yale University.*



### LEADERSHIP IN THE FACE OF ADVERSITY

- ◆ Understanding and embracing the tasks of strategic leadership in the 21st century
- ◆ Keys to making tough decisions in the face of adversity
- ◆ What it takes to be a resilient, effective strategic leader
- ◆ Insights into the significant global challenges facing countries and organizations today: The impact of ongoing international security issues and macroeconomic trends

# BUSINESS TRANSFORMATION

## Angela Ahrendts DBE

*A pioneering leader, Angela Ahrendts DBE is the former Senior Vice President at Apple Retail and was CEO at Burberry for nine years. She is currently Chair of the Board of Save the Children and a member of the Board of Directors of Ralph Lauren Corp., Airbnb, WPP, and charity: water.*



### LEADING CHANGE WITH HUMILITY, HUMANITY AND HEART

- ◆ Connecting with people in a way that encourages everyone to shape the future of the organization
- ◆ How to convey complex ideas with clarity and authenticity to foster alignment and shared purpose within organizations
- ◆ Amplifying human attributes in an artificial world: A new paradigm of leadership to thrive in the age of AI
- ◆ Leveraging technology to unleash a new wave of creativity and innovation

# ORGANIZATIONAL CHANGE

## Amy Edmondson

*The number one ranked management thinker, Edmondson is the world's leading authority on Psychological Safety and a professor at Harvard Business School. She is the bestselling author of "The Fearless Organization," and the recently published "Right Kind of Wrong," which won the Financial Times Business Book of the Year 2023.*



### PSYCHOLOGICAL SAFETY: UNLOCKING GROWTH THROUGH INTELLIGENT FAILURE

- ◆ How to nurture an environment where employees feel safe and empowered
- ◆ Improve learning, cooperation and performance by fostering a culture of psychological safety
- ◆ How leaders can transform their perspective on setbacks by embracing the intelligent failures that are vital to innovation
- ◆ Tailored practices, skills and mindsets for taking smart risks and using mistakes as springboards for profound learning and competitive differentiation

# STRATEGY

## Gary Hamel

*World renowned business thinker and management innovator, Gary Hamel is one of the world's most influential and iconoclastic business thought leaders. He is an author of landmark books such as "Competing for the Future," "The Future of Management," and "Humanocracy."*



### BUILDING A STRATEGY FOR EVOLUTIONARY ADVANTAGE

- ◆ How to build an organization that can change as fast as change itself
- ◆ Why organizations must embrace new principles of experimentation, openness, meritocracy, freedom and audacity
- ◆ Adopting open strategy: The challenge of unleashing the collective intelligence in your organization
- ◆ How to make innovation a core competence: Revealing a systematic approach to increasing capacity for continuous, breakthrough innovation

# DIVERSITY & INCLUSION

## Modupe Akinola

*Leading authority on organizational performance and diversity at Columbia Business School where she advises leaders on managing stress, diversity and equity & inclusion initiatives. Previously she was Head of diversity at Bain & Co., contributing to the recruitment and retention framework for people of color.*



### DRIVING ORGANIZATIONAL PERFORMANCE AND DIVERSITY

- ◆ Strategies organizations can employ to increase the diversity of their talent pool
- ◆ The biases that affect the recruitment and retention of women and people of color in companies
- ◆ How organizational environments can engender stress and the impact on individual and organizational performance
- ◆ Building businesses that increase employees' productivity, enhance their creativity, and improve health outcomes

# INNOVATION: TESLA CASE

## Jon McNeill

*A visionary leader and innovator, Jon McNeill is the former President of Tesla Motors and current Managing Director at DVx Ventures. In 2018, he became COO at Lyft and presently serves on several boards of companies including General Motors, Lululemon and Stash Financial.*



### LESSONS ON TRANSFORMATION AND GROWTH FROM INSIDE TESLA

- ◆ Disruption, transformation and the Tesla case: The electric car everyone is watching
- ◆ Sleeping in the Tesla factory: Experiences and lessons learned with Elon Musk
- ◆ How to generate a culture of trust and accountability among employees
- ◆ Detecting and promoting disruptive and transformative ideas within your organization: How to create an ideas factory
- ◆ Taking risks: When it is time to move from analysis to action

# HIGH PERFORMANCE TEAMS

## Anne Chow

*Anne Chow was the first woman of color CEO in AT&T's 140+ year history, where she is recognized as a role model for inclusive leadership, driving success at the intersection of people, culture, and technology. She currently serves on the Board of Directors of 3M and is an Adjunct Professor at Northwestern University's Kellogg School of Management.*



### THE CHALLENGE OF REALIZING THE FULL POTENTIAL OF OUR ORGANIZATIONS

- ◆ Why high performance is anchored around culture: Recognizing the foundational importance of trust and transparency in relationships
- ◆ How our paradigms set us up for success - personally, professionally, and as a society
- ◆ Unlocking potential by recognizing bias, and emphasizing empathy and curiosity
- ◆ Tools to help you overcome unconscious bias and reframe unconscious thoughts

# TALENT

## Stephen M.R. Covey

*The world's leading expert on organizational trust, bestselling author, and former CEO of the Covey Leadership Center. He led the strategy that propelled the success of his father's book, Dr. Stephen R. Covey's "The 7 Habits of Highly Effective People."*



### TRUST AND INSPIRE: UNLEASHING GREATNESS IN OTHERS

- ◆ Why the old rules of leadership no longer apply
- ◆ Trust and Inspire: A comprehensive framework for an alternative to command and control
- ◆ How trust and collaboration will be the foundation of the future of work
- ◆ Revealing the fundamental beliefs of a Trust and Inspire leader

# SELF-MANAGEMENT

## Felipe Gomez

*Felipe Gomez is a musician and expert in entrepreneurship, innovation and virtuosity. With more than 25 years of entrepreneurial and senior management experience, he has developed a powerful set of proven tools that helps leaders and organizations to reach extraordinary performance.*



### THE POWER OF VIRTUOSITY

- ◆ What it means to be a virtuoso and why it's a critical 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 companies should adopt to thrive
- ◆ The importance of perfecting our methods, being more aware of the attitudes we assume and doing everything we do with love and passion

# AGENDA

The Javits Center, NYC

World  
Business  
Forum



Wednesday  
**23** October  
2024

9:00 AM - 10:30 AM	<b>Gary Hamel</b> STRATEGY
10:30 AM - 11:15 AM	Coffee Break
11:15 AM - 12:15 PM	<b>Angela Ahrendts</b> BUSINESS TRANSFORMATION
12:15 PM - 1:45 PM	Lunch
1:45 PM - 3:00 PM	<b>Jon McNeill</b> INNOVATION: TESLA CASE
3:00 PM - 4:00 PM	<b>Modupe Akinola</b> DIVERSITY & INCLUSION
4:00 PM - 4:45 PM	Coffee Break
4:45 PM - 5:45 PM	<b>Felipe Gomez</b> SELF-MANAGEMENT
5:45 PM - 6:45 PM	<b>Networking Cocktail Hour</b>

Thursday  
**24** October  
2024

9:00 AM - 10:30 AM	<b>Amy Edmondson</b> ORGANIZATIONAL CHANGE
10:30 AM - 11:15 AM	Coffee Break
11:15 AM - 12:15 PM	<b>Stephen M.R. Covey</b> TALENT
12:15 PM - 1:45 PM	Lunch
1:45 PM - 3:00 PM	<b>Anne Chow</b> HIGH PERFORMANCE TEAMS
3:00 PM - 4:00 PM	<b>Gen. David Petraeus</b> LEADERSHIP
4:00 PM - 4:45 PM	Coffee Break
4:45 PM - 5:45 PM	<b>Francis Ford Coppola</b> CREATIVITY

\*Line-Up subject to change

# SPECIAL OFFER

Offer valid until August 2nd, 2024

## INCLUDES

	GOLD	PLATINUM
Welcome Kit	◆	◆
Access to the event	◆	◆
Attendee Certificate	◆	◆
Coffee Breaks	◆	◆
Lunch with Speaker		◆
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# DIGITAL LEARNING SOLUTIONS

Unable to attend the Forum in person?

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\$12,500

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World Business Forum NYC 2024

October 23<sup>rd</sup> & 24<sup>th</sup>, 2024 | The Javits Center, NYC



WBF/NOV2024

1 GOLD TICKET: <b>\$2,940</b> N° _____	1 PLATINUM VIP TICKET: <b>\$4,140</b> N° _____	1 DIGITAL TICKET: <b>\$1,790</b> N° _____
5 GOLD TICKETS: <b>\$13,190</b> N° _____	5 PLATINUM VIP TICKETS: <b>\$18,590</b> N° _____	5 DIGITAL TICKETS: <b>\$7,990</b> N° _____
10 GOLD TICKETS: <b>\$23,490</b> N° _____	10 PLATINUM VIP TICKETS: <b>\$33,090</b> N° _____	10 DIGITAL TICKETS: <b>\$14,290</b> N° _____

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