

**23-24**  
October 2024

**World  
Business  
Forum**



**NYC**

GLOBAL LIVESTREAM

**WOB**I  
Inspiring Ideas

Dear Colleague,

We are thrilled to share the exciting program for this year's **World Business Forum Global Livestream** with you. At WOBI, we have carefully curated the most relevant and inspiring management content from around the world to provide you with the ideas and inspiration needed to lead your organizations more effectively.

This year, in 2024, we are proud to announce the World Business Forum Global Livestream, allowing those who cannot attend the event in person to enjoy it **from anywhere in the world**.

We are confident that your teams will leave this event with new, inspiring ideas and perspectives from some of the world's greatest thought leaders, as well as connections that will help drive your organizations toward success.

We look forward to welcoming you to the World Business Forum Global Livestream on **October 23 and 24**.

Thank you for trusting WOBI.

Sincerely,

A handwritten signature in white ink, appearing to read "Chris Stanley", is positioned over the lower portion of the audience image.

**Chris Stanley**

Managing Director, WOBI USA


# WHAT IS THE WORLD BUSINESS FORUM?

The **World Business Forum** offers a unique two-day learning experience. Our content program is designed to give business leaders an edge in today's changing and competitive landscape, helping to sustain growth and achieve continued success.

Our top-tier program is aimed at:

 **Senior leaders across all industries and company sizes**

 **Leaders and executive teams seeking ideas and inspiration**

 **Anyone who understands the value of knowledge and continuous learning**



**OVER  
20 YEARS OF  
INSPIRING  
THE GLOBAL  
EXECUTIVE  
COMMUNITY**

  
**159,000**  
ATTENDEES  
WORLDWIDE

  
**26,000**  
PARTICIPATING  
COMPANIES

**96%**  
OF DELEGATES  
RECOMMEND THE  
WORLD BUSINESS  
FORUM

This year, we are bringing the **World Business Forum New York** to the entire world—an exceptional opportunity to empower and inspire your organization. Over the course of **two days**, you will learn live from the most prominent leaders and experts in the business world, with the flexibility to **access from anywhere, at any time**. Additionally, you can relive the experience **on demand for 30 days**.



Experience the World Business Forum New York 2024 from anywhere in the world



Two days of learning and inspiration at the premier event for executives



Enjoy it in real-time and access it for 30 days on demand



Total flexibility to watch it whenever and wherever it suits you best



Gather your team for a group learning experience

# BENEFITS



## LEARNING:

Absorb the wisdom of world-renowned business leaders. A curated program that directly addresses today's most pressing leadership challenges.



## INSPIRATION:

Empower your organization. Take away transformative ideas and the inspiration to bring them to life.



## NETWORKING:

Expand your network. Connect with decision-makers, innovators, and industry leaders through our app.



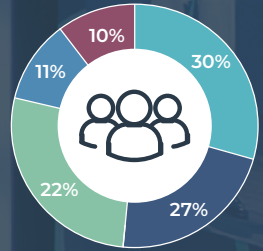
# WHO ATTENDED IN 2023?

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

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

## BREAKDOWN BY TITLE CATEGORY

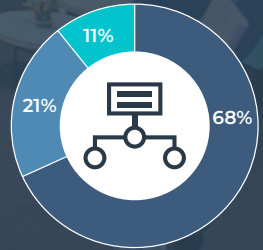
- ◆ VP and SVP
- ◆ C-Level / President / Founder
- ◆ Directors
- ◆ Managers
- ◆ Other



## BREAKDOWN BY COMPANY SIZE

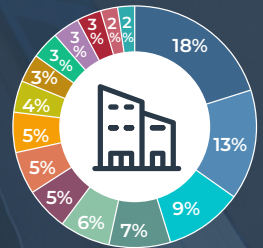
By number of employees

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



## BREAKDOWN BY INDUSTRY

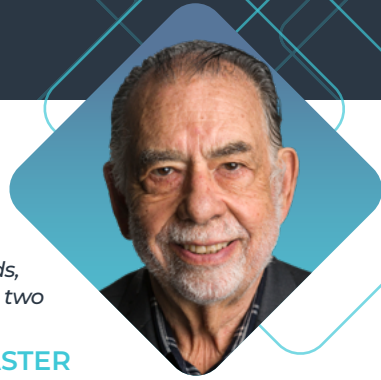
- ◆ Financial Services & Insurance
- ◆ Healthcare
- ◆ Consumer Products & Services
- ◆ Communications
- ◆ Professional Services
- ◆ IT
- ◆ Construction & Infrastructure
- ◆ Manufacturing
- ◆ Government
- ◆ Chemicals & Pharmaceuticals
- ◆ Retail
- ◆ Education
- ◆ Information Technology/Internet
- ◆ Hospitality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

# WELLBEING & PERFORMANCE

## Ethan Kross

*Ethan Kross is one of the world's leading experts on controlling the conscious mind. An award-winning professor and bestselling author in the University of Michigan's top ranked Psychology Department and its Ross School of Business, he studies how the conversations people have with themselves impact their health, performance, decisions and relationships.*



### TURNING YOUR INNER CRITIC INTO YOUR INNER COACH

- ◆ Becoming your own most powerful coach: Strategies to boost motivation, overcome impostor syndrome, and hone your mental fitness
- ◆ Intentional leadership: Harnessing anxieties as a resource for increased productivity, strategic thinking, and better decision-making
- ◆ Stop overthinking, start living: How to distance ourselves from negativity and self-criticism, and improve mental clarity
- ◆ Unleashing potential: The science of mastering self-talk for better leadership

# 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

9:00 AM - 5:45 PM NEW YORK (EST/EDT)

Wednesday  
23 October  
2024

9:00 AM - 10:30 AM	<b>Gary Hamel</b> STRATEGY
10:30 AM - 11:15 AM	Break
11:15 AM - 12:15 PM	<b>Angela Ahrendts</b> BUSINESS TRANSFORMATION
12:15 PM - 1:45 PM	Break
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	Break
4:45 PM - 5:45 PM	<b>Felipe Gomez</b> SELF-MANAGEMENT

Networking

Thursday  
24 October  
2024

9:00 AM - 10:15 AM	<b>Amy Edmondson</b> ORGANIZATIONAL CHANGE
10:15 AM - 11:00 AM	Break
11:00 AM - 12:00 PM	<b>Stephen M.R. Covey</b> TALENT
12:00 PM - 12:45 PM	<b>Ethan Kross</b> WELLBEING & PERFORMANCE
12:45 PM - 2:15 PM	Break
2:15 PM - 3:15 PM	<b>Anne Chow</b> HIGH PERFORMANCE TEAMS
3:15 PM - 4:15 PM	<b>Gen. David Petraeus</b> LEADERSHIP
4:15 PM - 4:45 PM	Break
4:45 PM - 5:45 PM	<b>Francis Ford Coppola</b> CREATIVITY

Networking

# SPECIAL OFFER



## ALL PRODUCTS INCLUDE:

2-Day Livestream: October 23 and 24, 2024

30 Days of On-Demand Access

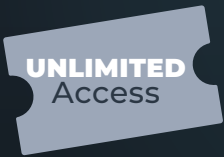
Access Anytime, Anywhere

Live Q&A

Online Networking with Business Leaders

Simultaneous Interpretation in Spanish, Italian, and Portuguese

Personalized Certificate of Attendance



Unlimited number of accesses

Unlimited Access

€ 4,690

Discount code  
**UNLIMITED2024**



Up to 15 users

Corporate Access

€ 3,790

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**CORPORATE2024**



# World Business Forum NYC Global Livestream

23 & 24 October 2024



WBFNYCENRANZ2024

CORPORATE ACCESS: **€3,790**

UNLIMITED ACCESS: **€4,690**

N° \_\_\_\_\_

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EMAIL ADDRESS: \_\_\_\_\_ PHONE NUMBER: \_\_\_\_\_

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

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

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## 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](mailto:finance.us@wobi.com)  
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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](http://wobi.com/wbf-nyc) I declare that this document represents the entire agreement between me and HSM Americas Inc. regarding the agreed purchase.

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