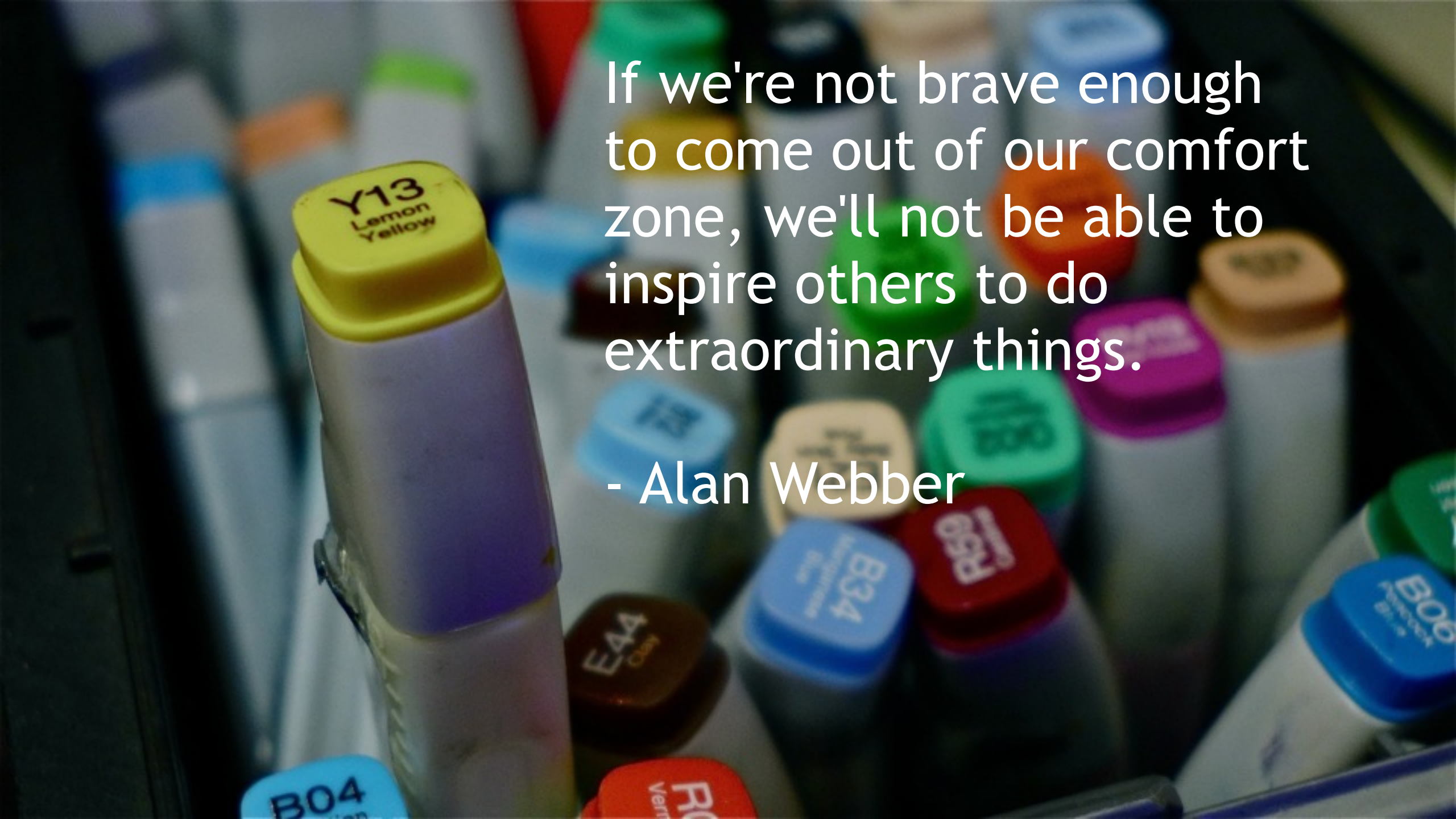
A large circular screen is suspended from the ceiling of a wooden hall. The screen displays a bright blue starburst graphic with the word 'Welcome!' in white text. Below the starburst, the year '2014' is written in small blue text, and the word 'CONNECT' is written in large blue text. The hall has a wooden floor and walls, and rows of white chairs are visible in the foreground and background. A man in a dark suit is seated in the foreground, looking down at a document.

Welcome!

2014
CONNECT

From "Burning
Platform" to "Burning
Ambition"





If we're not brave enough
to come out of our comfort
zone, we'll not be able to
inspire others to do
extraordinary things.

- Alan Webber



Alan Webber

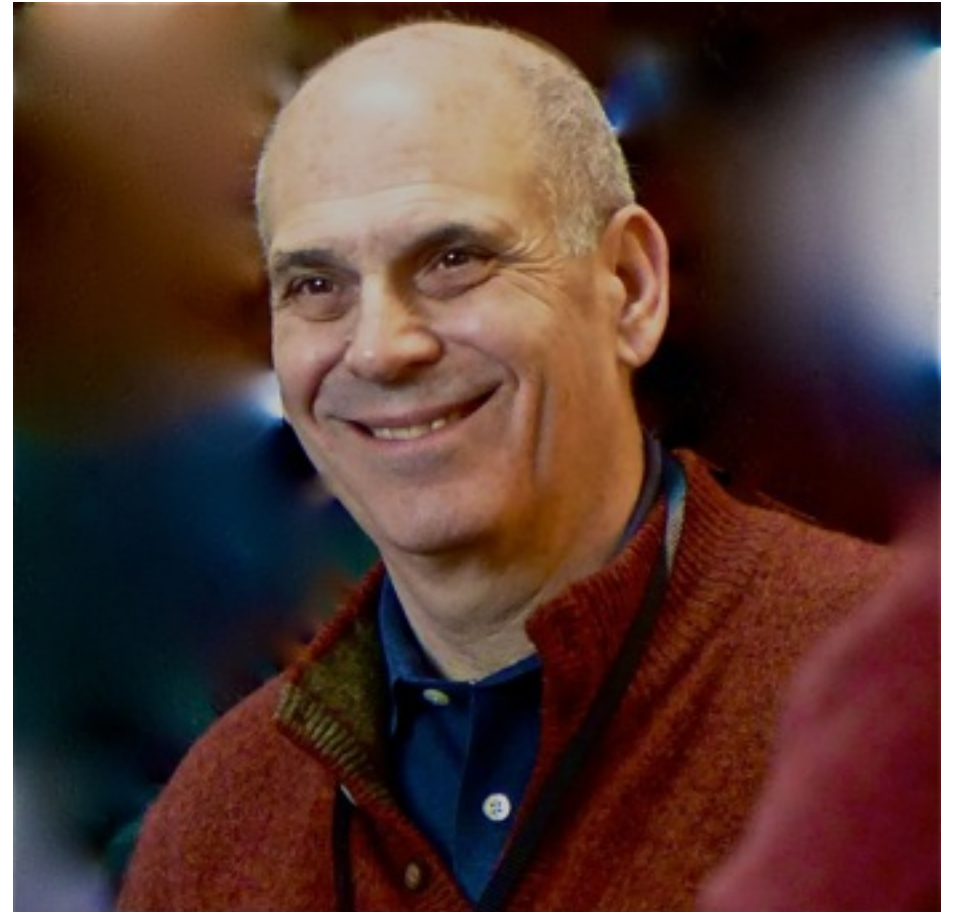
Step outside of your comfort zone.


That's where change happens. If you're not scared or mad as hell, then you're complacency. This is not the right place to be.

Nouns die and verbs are the future. It's not computer but computering. Not magazine but magazing, delivering, story-telling, etc.

Try to be uncomfortable.

If we're not agitated enough to go out of our comfort zone, we will not be able to encourage the other to do extraordinary things.





"Happy employees =
Happy customers =
lots of money."



What's my
"personal
brand"?



Starting a company is a dark place.

Charles Adler







Sam Conniff

Young people is a direct resource we are wasting. We (in Livity) see them as social cost instead of social capital.

Grow our business through our social success.



NEITHER FORWARD NOR BACKWARD. NEITHER UPWARD NOR DANCE. BUT MOVEMENT IS. EITHER A POINT AT THE STRESSLESS: OR FROM THE TURNING WORLD TOWARD.

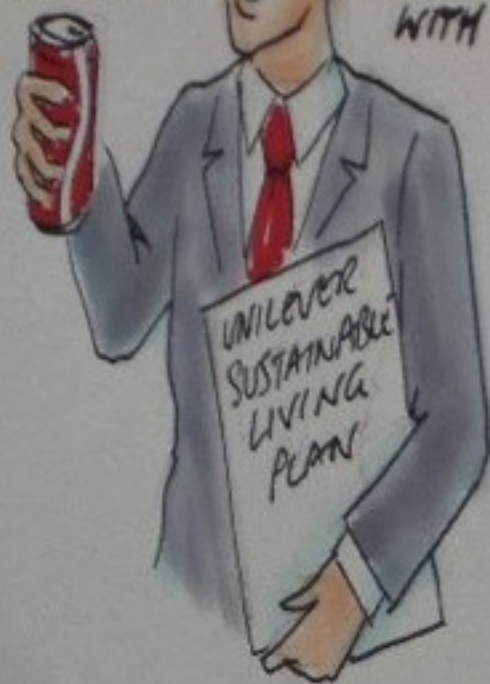
"You can't
hide anything
anymore."

Internal vs
External.

LinkedIn for business,
Facebook for social

Life's complex





DID I LIVE, DID I LOVE, DID I MATTER!



TOILETS



Handwash with Measurable result:
Diarrhea ↓, school attendance ↑,
infant mortality rate ↓, sales of soap ↑.

Myriam Sidibe



ANDERS DAHLVIG

Sustainability
IKEA

CONDENSING THE
ESSENCE OF IKEA

PURPOSE: TO CREATE
A BETTER EVERYDAY
LIFE FOR THE MAJORITY
OF PEOPLE

25 YEARS
AT IKEA

(JED NARRATIVE DIALOGUE)



IKEA

€23bn

TURNOVER
(MOST IN GERMANY)

THE CULTURE OF
IKEA IS EVERYONE
GOES COACH



THE
VALUES OF SOCIETY
HAS CHANGED IN TERMS
OF WHAT THE BUSINESS
COMMUNITY
SHOULD DO!

THE VIEW OF THE
BUSINESS COMMUNITY'S
HAS NOT IMPROVED



RAISING THE
BAR EACH TIME

**BIGGEST FURNITURE
PRODUCER IN THE WORLD**



BUSINESS COMMUNITIES
ARE THE BEST ONE TO
TACKLE THE CHALLENGES
OF TODAY'S WORLD

IN **10 YEARS**
WE TRIPLD OUR
SALES

MORE PROUD WE DROPPED OUR
PRICES FOR OUR CONSUMERS

BY **20%** (WHERE MOST
BUSINESSES ARE
CONVINCED TO INCREASE
PRICES)

OUR MANTHA

MOST PEOPLE HAVE
MORE TIME THAN
MONEY



"YOU ARE OUR SUPPLY CHAIN"

**GOOD DESIGN
GOOD FUNCTIONALITY**

FOR AN ACCESSIBLE PRICE
- OUR MISSION STATEMENT

HAVE A
VISION WITH
A SOCIAL
AMBITION



IKEA THE TEFLON

GEOFF McDONALD - UNILEVER

PURPOSE: MAKE SUSTAINABLE
LIVING COMMONPLACE IN
PEOPLES HOMES



UNILEVER ISN'T GOING TO
SOLVE THE WORLD ON ITS OWN

WE NEED TO
COLLABORATE



THE ENTREPRENEURS
WILL BE THE ONES
WHO DO IT

THE GLOBAL CONTEXT FOR OUR
BUSINESS

ACCELERATING CHANGES IN
POPULATION PATTERNS OF CONSUMPTION
& COMPETITION FOR RESOURCES

2015 2020 2030
9bn POPULATION 10bn POPULATION 10bn POPULATION
36% OVER MIDDLE CLASS 36% OVER MIDDLE CLASS 36% OVER MIDDLE CLASS

HUGE ENVIRONMENTAL
& SOCIAL CHANGES



2/3 WILL
BE WATER SCARCE
BY 2025

FLOODS

1bn ARE OBESSE

1bn
MALNOURISHED



DEMANDS FOR TRANSPARENCY,
AUTHENTICITY, TRUST AND ACCOUNTABILITY



TWITTER, FACEBOOK
& YOUTUBE OVERTHREW
THE EDITORIAL GOVERNMENT

"YOUR BRAND IS WHAT
OTHER PEOPLE SAY IT IS
WHEN YOU ARE NOT IN
THE ROOM"

- JEFF BEZOS

UNILEVER MUST
ADAPT IN A WORLD
WHICH IS VOLATILE
UNCERTAIN
COMPLEX
AMBIGUOUS

WE WILL BE A COMPANY
THAT DOESN'T MARKET TO CONSUMERS

**WE NEED TO MATTER
TO PEOPLE**



I THINK
I CHALLENGE
A BELIEF

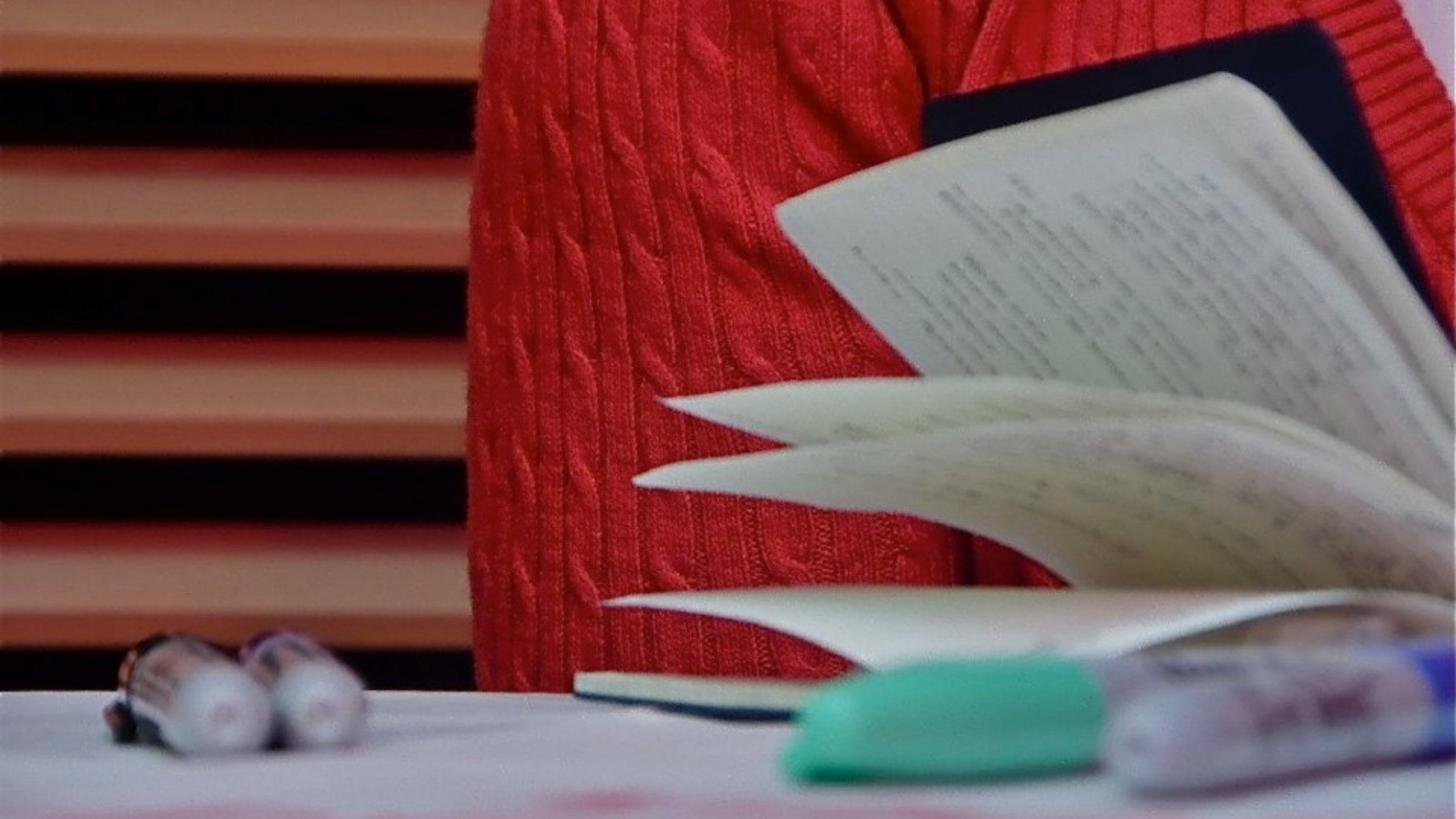
LEGACY
WITH UNILEVER
THAN I CAN
WITE COME

DECISION
CLOSE CSR
IT MUST LIVE IN OUR BRANDS

OUR RESPONSE
- BE AMBITIOUS
- PUT PURPOSE AT
THE CENTRE OF OUR
BUSINESS

DO WELL BY
DOING GOOD





Lisa Gansky



Define. Refine & Scale.

Who are your game changers in your industry and how to tap into their talents?

For every car shared there are 32 cars not purchased. This impact the repairing, insurance and the whole supply chain industries.

Call on people's creativity and passion rather than rely on OPM (other people's money) is often healthier for an entrepreneur.

What kind of value are is value created today compare to when you started?

Open system rules closed system

Customers drive. Customers rule.



ATTITUDE
OF EVERY

ON

WHAT'S RIGHT

NOT WHAT'S

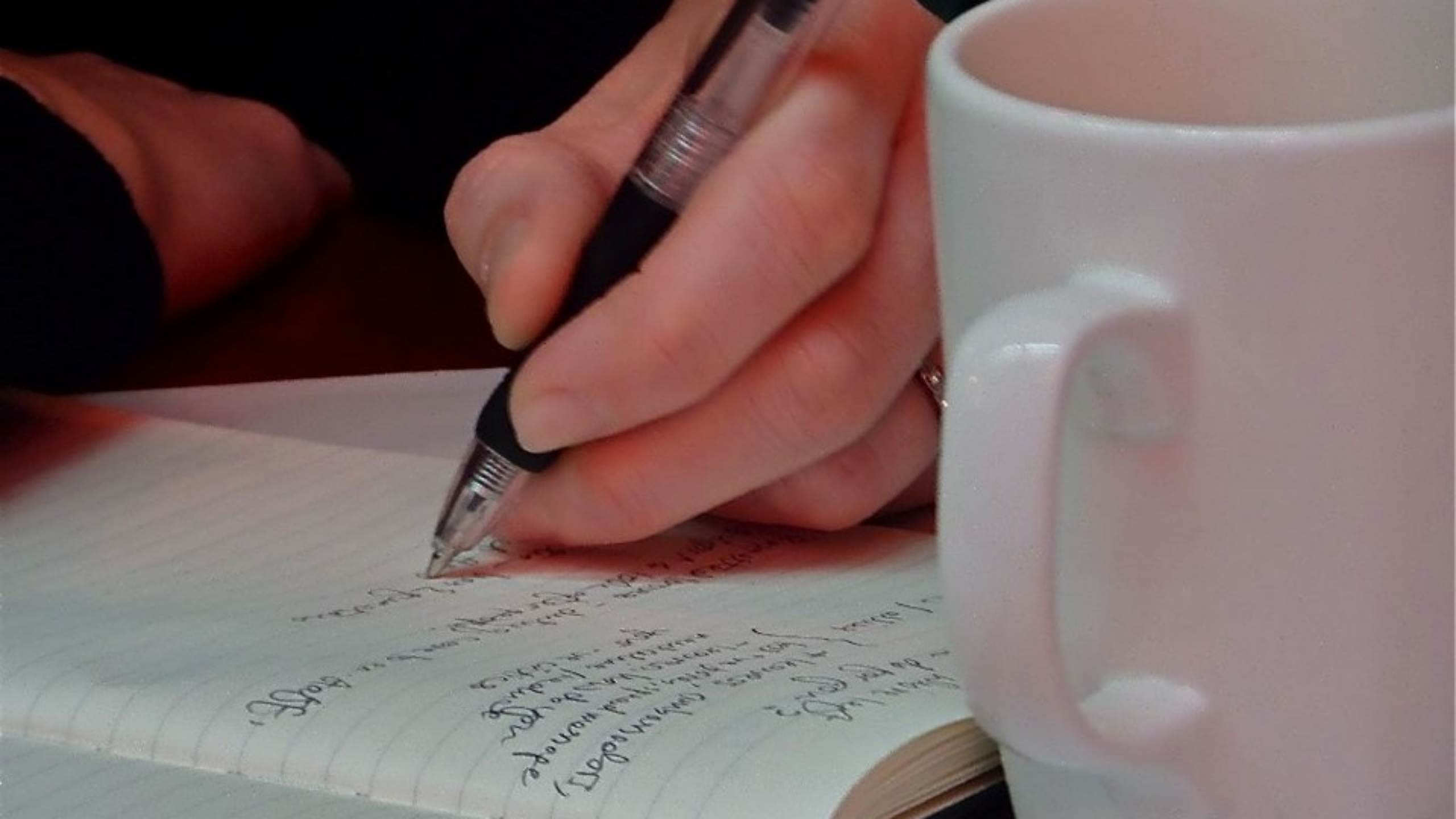
EASY!

WHEN THE TIME COMES

**STAND UP AND BE
COUNTED**



"Democratization!
Equalization!!
Not disruption."



Good to Great

Baroness Sue Campbell CBE
Chair of UKS Sept 2003 – May 2013

How does great look like?





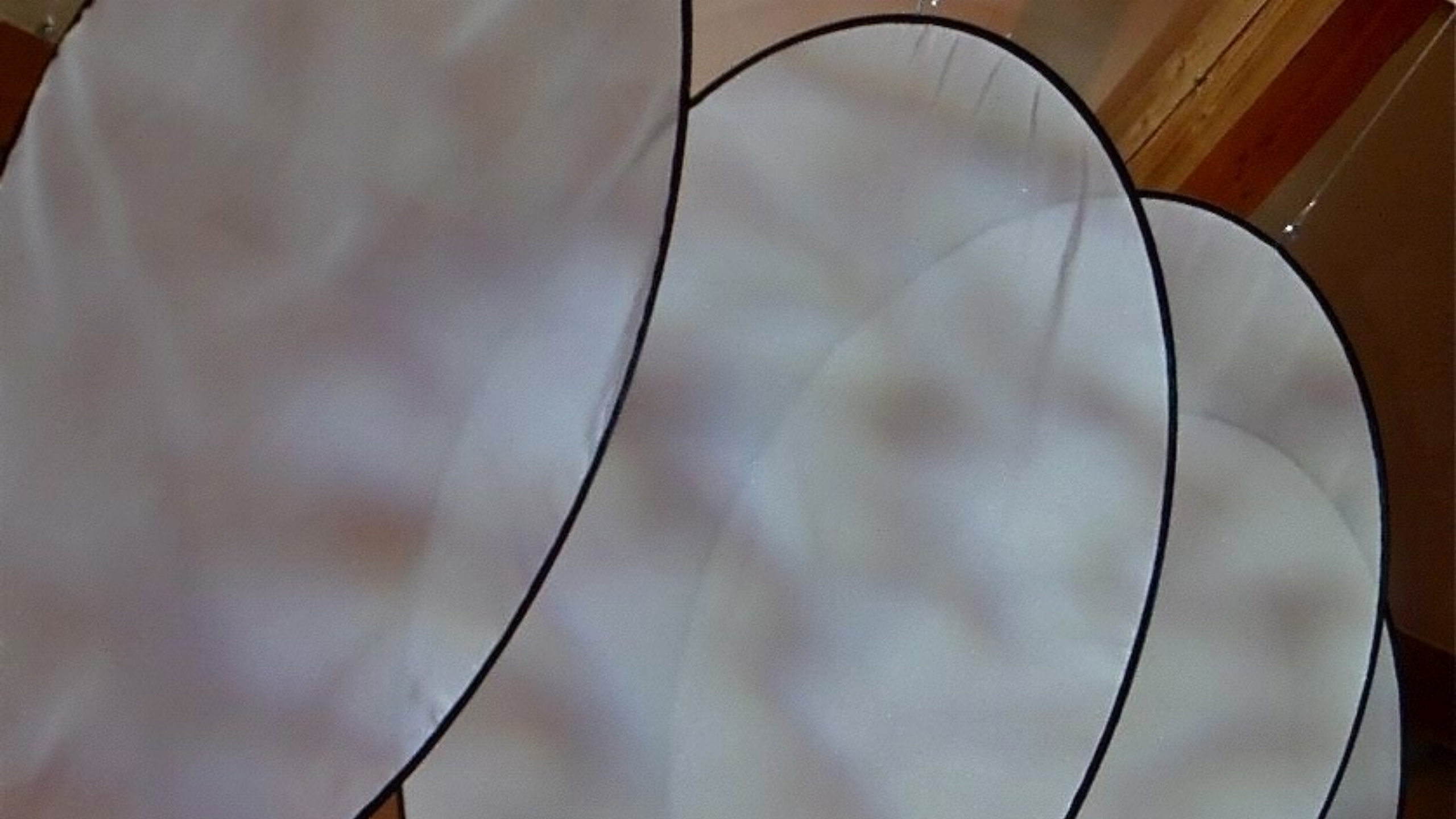
Faisal Rahman

Revolutionizing personal finance to make it more inclusive and equitable, starting with the people the banks left behind.

Twice I realized I was not good enough for the job. I closed the company for a few days and then came back. I had to find someone that are better than me to do the work.

When we raised funds, we went to the big banks. To their Corporate Banking departments and not their CSR departments.



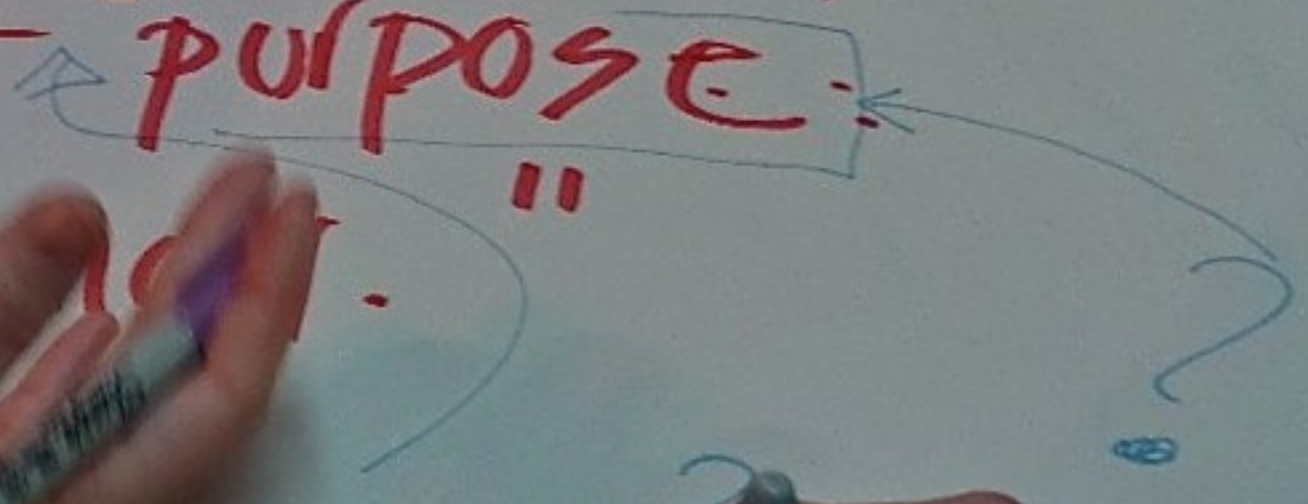


"stories
stories
stories.
"





"You used to be
able to write a
marketing strategy
without purpose:
not not."

A hand-drawn diagram in blue ink. A rectangular box encloses the word "purpose". An arrow points from the box to the word "not" below it. Another arrow points from the box to a question mark on the right side of the page.

SOCIAL?



Find your purpose. Find your voice.
People are listening to you that
You don't even know they're listening

Steve Cadigan





Ander Dahlvig

It's no longer just the government or the NGO's.
Today the best that can deal with social challenges
is business.

Most people would pay for to be listed on Forbes'
billionaires list. But IKEA's founder Ingvar Kamprad
wrote to them and asked to be taken away. This
says a lot about his value.

Business practice is not worse today than years ago.
It's the transparency that has increased.

Most people have more time than money. So IKEA
let you do the resembling job and you become the
supply chain of IKEA.





SUE STEPHENSON THE RITZ-CARLTON

CREATING A WORLD CLASS CULTURE OF SERVICE EXCELLENCE

BOEN WITH THE COMPANY FOR **23 YEARS**

HAPPY EMPLOYEES
HAPPY CUSTOMERS
LOTS OF MONEY

IT'S NOT ABOUT 'FITURES & FITTINGS' THE GUESTS REMEMBER THE STAFF

OUR MISSION
LADIES & GENTLEMEN SERVING LADIES & GENTLEMEN

SERVICE IS KEY

RELENTLESS FOCUS ON TRAINING
LET US STAY WITH YOU

NO SUBSTITUTE FOR TALENT

HAD AN TO EVERY CUSTOMER

EVERY ROLE IS IMPORTANT

ENSURE ORIENTATION

CUSTOMER ENGAGEMENT IS KEY COMPONENT

FOUNDED **1983**
85 HOTELS IN **25** COUNTRIES

10 RITZ-CARLTON CLUBS

OUR VISION
THE RITZ-CARLTON
INSPIRES LIVES
MOST MEANINGFUL JOURNEYS



3 STEPS OF SERVICE

COMMITMENT TO TALENT
ORIENTATION
DAILY LINE UP
CERTIFICATION (PETS)
ANNIVERSARY / DAY 65

NO COMPROMISE

STEVE CADIGAN LINKED IN

CULTURE AS COMPETITIVE ADVANTAGE

"I FIXED SYSTEMS. THOAT."

JOINED
Linked in
IN 2009

TO BUILD SOMETHING SPECIAL

THERE IS
NO SUBSTITUTE FOR TALENT

STARTING AT THE END...

WOKE UP IN WALL ST. TO SEE A BANNER

Linked in

SHARING THE DREAM WITH THE WORLD

SOFTWARE ENGINEERS

THEY HAD A FEEL OF SALVATION

OUR SECRET

LISTENING

WHAT COMPANY DO YOU WANT TO BE?!

TRANSFORMATION

MICHAEL

ADDITIONAL SKILLS UTILISED AT LINKED IN

FARHAN

WATER SALES OPERATIONS

CATHERINE

ACTING COMPANY MANAGER

PEOPLE WANT TO MAKE A DIFFERENCE

BE HEARD
MAKE A DIFFERENCE
FEEL VALUED

KEY LEARNINGS

COMMITMENT
& "BOOKING" CULTURE
AUTHENTICITY
LISTENING & ENGAGEMENT
STRATEGY IS IMPORTANT
STAY IT TRUTHS EXHIBITION

CULTURE & MAKE WIN
JAN 5
INVESTMENT DAY

"I never
worked in finance
so I didn't know
what I couldn't
do"

Faisal
Rahman

YOU MAKE YOUR OWN PARAMETERS

RESERVE
WHERE WE ARE
NOT STAYING

"Spent a lot
of time on paper"

"I'm not sure if
you're all the
same - but you're
all surrounded by people
who are not like you"

"I'm not sure if
you're all the
same - but you're
all surrounded by people
who are not like you"

PUSH BAR TO OPEN

Get employees with
your culture & values on
day one, or it's like
someone from another organisation
working in your
business!"

8

13

Castore

14

Castore



A photograph showing a row of modern chairs with light-colored wooden backs and metal legs. Several dark coats are hanging on the chairs. The scene is lit with dramatic blue and purple stage lighting, creating strong shadows on the wooden floor. A black bag is on the floor under one of the chairs. The text "To be a leader is to have a rock in the shoes." is overlaid in the bottom left corner.

To be a leader
is to have a rock in the shoes.

Alan Webber



Geoff MacDonald



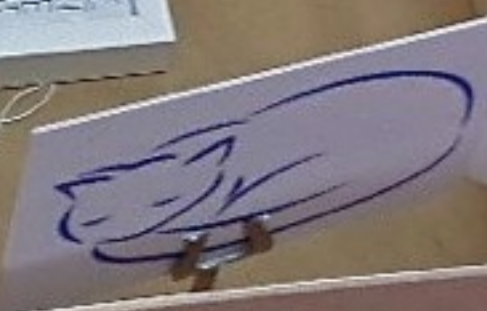
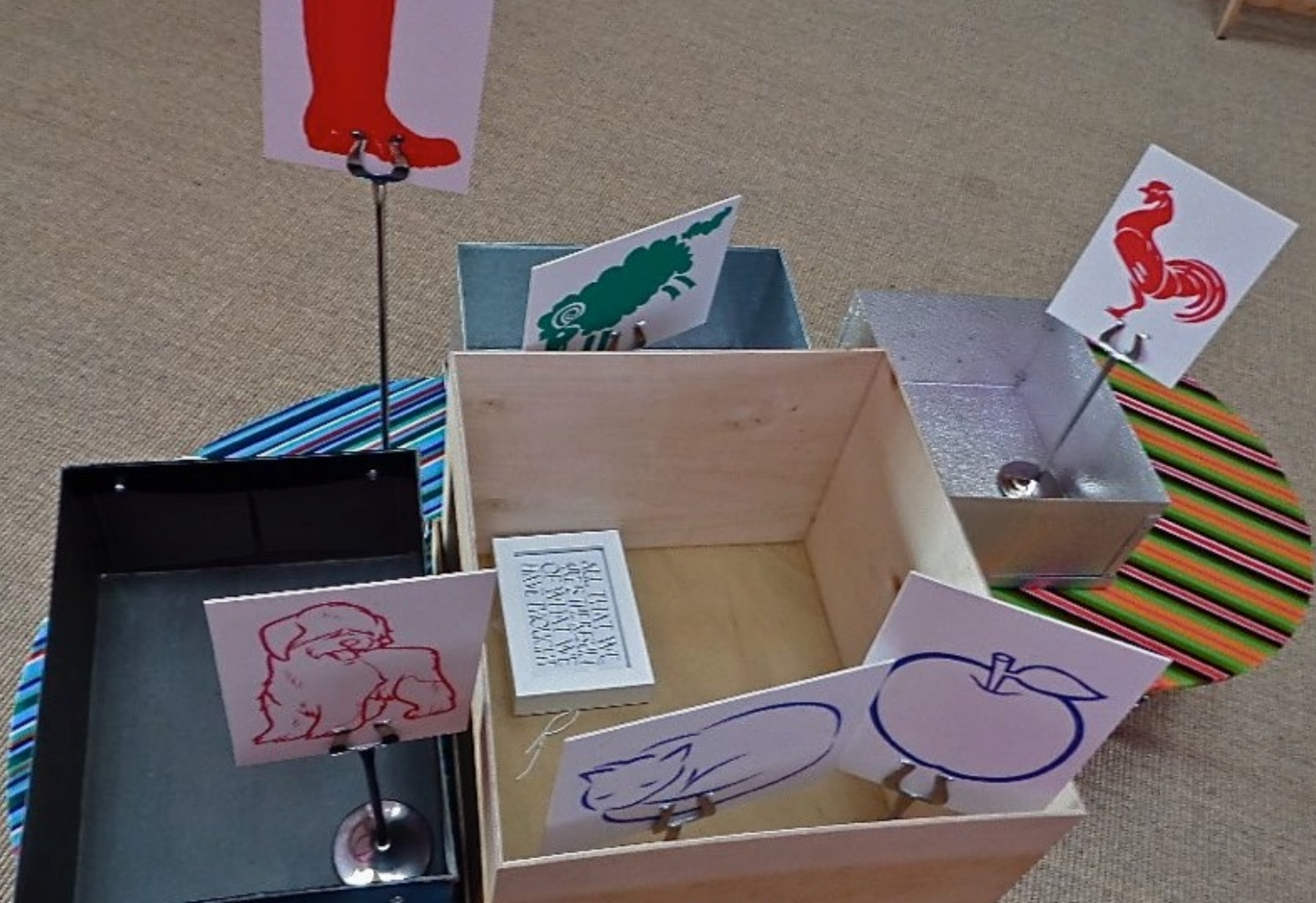
The only way we can save the world is through a different mindset of collaboration.

The founding mission of Unilever was to make cleaning a common place at people's home. And we make sustainability a common place for our consumers today.

Stop marketing to consumers. Start mattering to people.

I've stopped employees engagement instead focus on recruiting people that truly understand our planet's challenges and passionate enough to make a change.

There was a time we could make a whole European marketing plan without a word on purpose because the template is designed that way. Nowadays, we have to keep asking ourselves the purpose of the brand before we can work on marketing.



accept what Sivan

"Bite off more than you can chew, then chew like hell!"

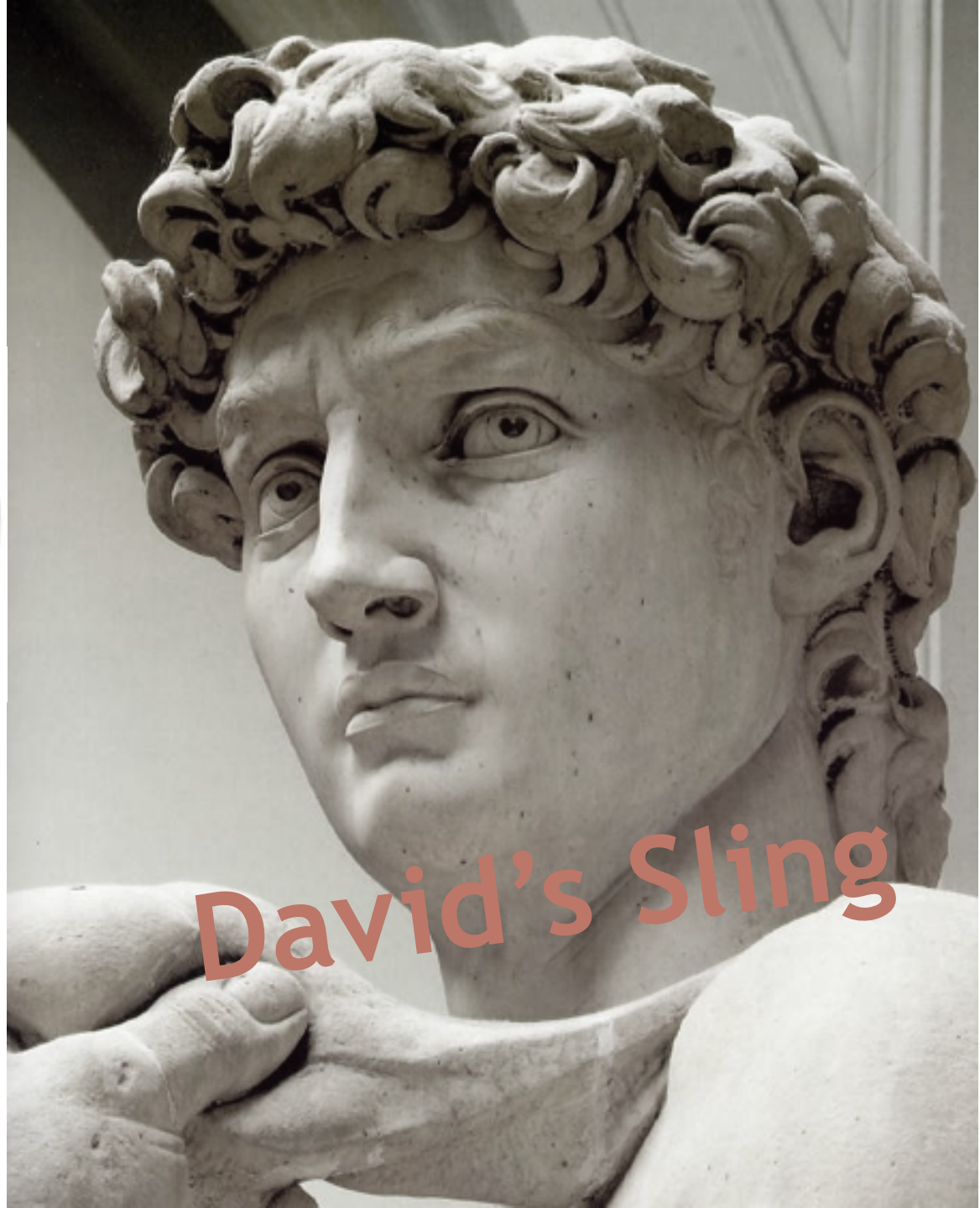


What could the
people who've left
your organisation
do for you?





Charles' Mac



David's Sling

Leader?

or

Caretaker!

Light Blue

Light Blue

Light Blue







Steve Cadigan

Nowadays, people join a boss. Not a company.



"Culture as
competitive
advantage."



Have I got the
people I need in my
Personal Boardroom
for the challenges
ahead?



SUPPLYING &
PRINTING

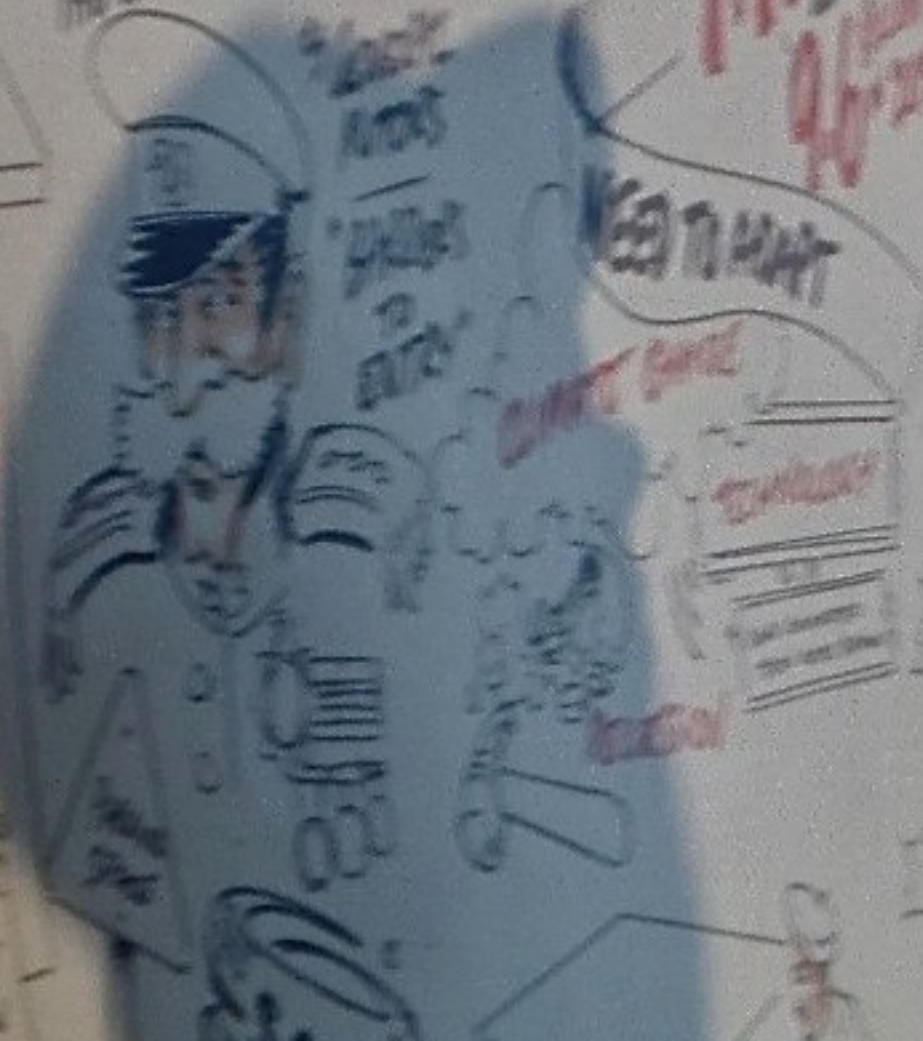
20th CENTURY
"THE LUCKY EIGHTIES"
21st CENTURY
"HARVEST EPOCH"

7-11^{PM}
9-10^{PM}

YOUR
SPACE
IN TIME

20th CENTURY
"THE LUCKY EIGHTIES"

UNUSED VALUE
=
WASTE



NEED TO ADAPT

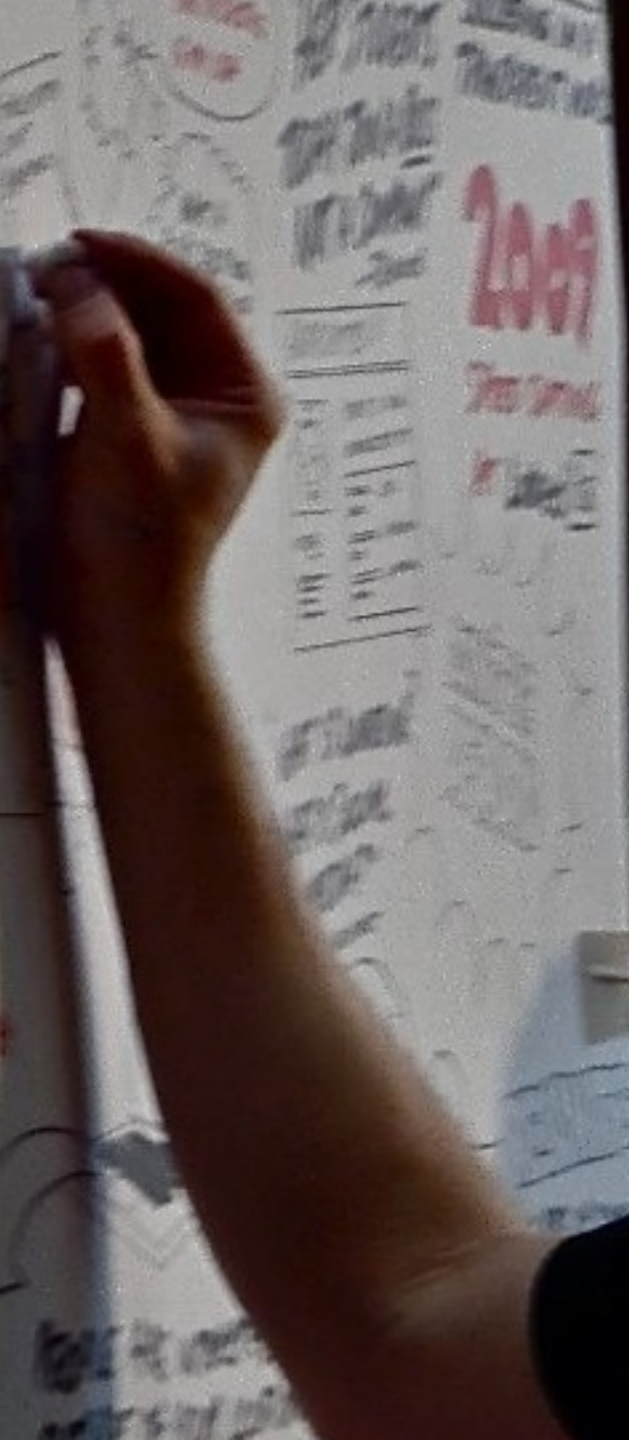
CHANGE SPACE

STANDARD

BASED

FORWARD
CONCEPT
RENTAL, REPAIR
REPAIRS

REPAIR
REPAIR





Varun Sahni

To deploy capital effectively so that the majority of the world's population gets access to high quality, affordable, critical goods and services.

Work with capital across all spectrum from philanthropy to equity and to study how we can use capital as a tool.

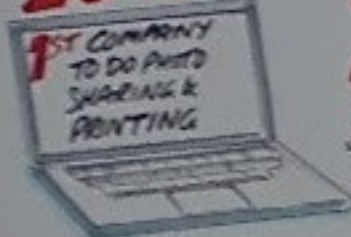
(when refer to their prision project) Not the skill.
But the will.



LISA GANSKY - SILICON VALLEY ENTREPRENEUR

DOING BUSINESS IN A DISRUPTED WORLD

STARTED
20 YEARS AGO



UNUSED VALUE
= WASTE

AIRBNB - BIGGEST AREA OF TOURISM IS PRIVATE HOMES

500M LISTINGS

8.5M TOTAL GUESTS

65,000 PAID FOR THEIR TRIPS WITH AIRBNB EXPERIENCES

PEAK NIGHT
175,000 PEOPLE



TAP THE CROWD

HIGH ENGINEERING CHALLENGES EVERY WEEK

10,000 IS A VOICE

1st COMMERCIAL WEBSITE IN **1993**

20th CENTURY "THE GENERAL ECONOMY"

GENERAL MOTORS
BARRIERS TO ENTRY



SANDY

21st CENTURY "SHARING ECONOMY"

CLIMATE CHANGE
TECHNOLOGY
RECESSION

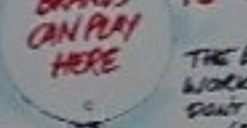


OPEN DATA



COMMUNITY SAID TRAFFIC & NAVIGATION (BOUGHT BY GOOGLE)

BRANDS CAN PLAY HERE



REDS HAD TO SAVE INTERVIEW COSTS

MOA SP

7.11 BILLION PEOPLE TODAY
9.6 BILLION PEOPLE IN 2050

NEED TO ADAPT

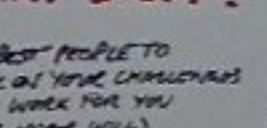


530

CITIES HAVE BIKE SHARING

NOW IS THE PERFECT TIME TO TRY STUFF!

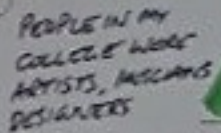
THE BEST PEOPLE TO WORK ON YOUR CHALLENGES DON'T WORK FOR YOU (& MORE WILL)



STEP UP & GO FOR IT!

FINDING YOUR SPACE IN TIME

PEOPLE IN MY COLLEGE WERE ARTISTS, MUSICIANS, DESIGNERS



HOBBY

PEOPLE ARE INTERESTED OUTSIDE OF YOUR LOCATION

KICKSTARTER - PLATFORM FOR THE ARTS

2009 KICKSTARTER WAS BORN

ALL OR NOTHING FUNDING PLATFORM



REASON WEISS MAKES A PIZZA-LENGTH RETORT

2009 KICKSTARTER WAS BORN

SCOTT \$10,000 SELF PUBLISHED

\$1bn PLEDGED



YOUR UNIVERSE

THE FUTURE OF BUSINESS

YOUR VOICE

YOUR UNIVERSE

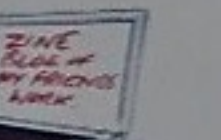
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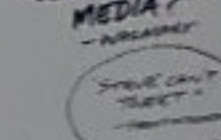
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YOUR UNIVERSE

THE FUTURE OF BUSINESS

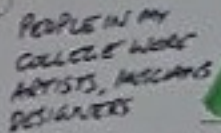
YOUR VOICE

CHARLES ADLER - AUTHOR

DESIGNER BY ACCIDENT

FINDING YOUR SPACE IN TIME

PEOPLE IN MY COLLEGE WERE ARTISTS, MUSICIANS, DESIGNERS



HOBBY

PEOPLE ARE INTERESTED OUTSIDE OF YOUR LOCATION

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THE FUTURE OF BUSINESS

YOUR VOICE

YOUR UNIVERSE

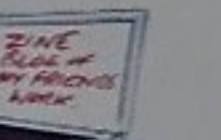
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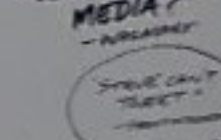
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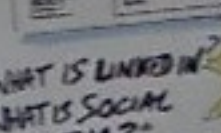
YOUR VOICE

STEVE CADIGAN

SUCCESSING IN A TRANSPARENT WORLD

2009 SPEED DATING AT Linked

HER STUDENTS TODAY JOIN A BOSS NOT A COMPANY - TEACHER



WHAT IS LINKED IN? WHAT IS SOCIAL MEDIA? - WREATH

STREET CANT TALK - STREET

RESONATE!

THE RATE OF TECHNOLOGICAL ADVANCEMENT IS EXHAUSTING OUR ABILITY TO MANAGE IT

THE NEW REALITY

AOL REPUTATION CAN CHANGE IN A DAY

TESLA TWITTER ATTACK

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AOL REPUTATION CAN CHANGE IN A DAY

TESLA TWITTER ATTACK



March 25

of
inspiration
product

quick reminder

How honest was

by his work
inspiration
inspiration

his story

April

inspiration
inspiration

strong inspiration but
with his plot
- great characters, efficiency

Some

for your own

Other possibilities:

inspiration in SD



Lars Kolind

When was the last time that you're the ambitious leader that showed the way or have you been the care-taker for too long?

Are you driven by a burning platform or a burning passion?



Thank
You!



The one with all the fancy ideas: Isabella Lo
Who pressed the shutter on the camera? Isabella Lo
Picture Make Up Artist: Chloe Poon
The Witch that skillfully mixed this cauldron: Chloe Poon