

**GLOBALTRAINING AND THE
UNIVERSITY OF NICOSIA PRESENT**

**LIFE CHANGING
IDEAS**

TALKING TO GLOBAL MINDS | STAY AHEAD OF THE CURVE

**TAKE YOUR LEADERSHIP SKILLS
TO THE NEXT LEVEL**

JOIN 3 GLOBAL EXPERTS AND LEARN

HOW TO COLLABORATE | HOW TO TALK | HOW TO NETWORK

**JOIN A CONVERSATION WITH
3 ACCLAIMED AUTHORS AND
MANAGEMENT EXPERTS,
GET INSPIRED WITH THEIR
INNOVATIVE IDEAS AND
LATEST FINDINGS ON HOW TO
LEAD**

3 INSPIRATIONAL
BUSINESS TALKS

3 GLOBAL
SPEAKERS

3 VIRTUAL
EVENTS

**ON ESSENTIAL
LEADERSHIP SKILLS**



**LIFE CHANGING
IDEAS**

26 JANUARY 2023

17:30 - 18:30 EET



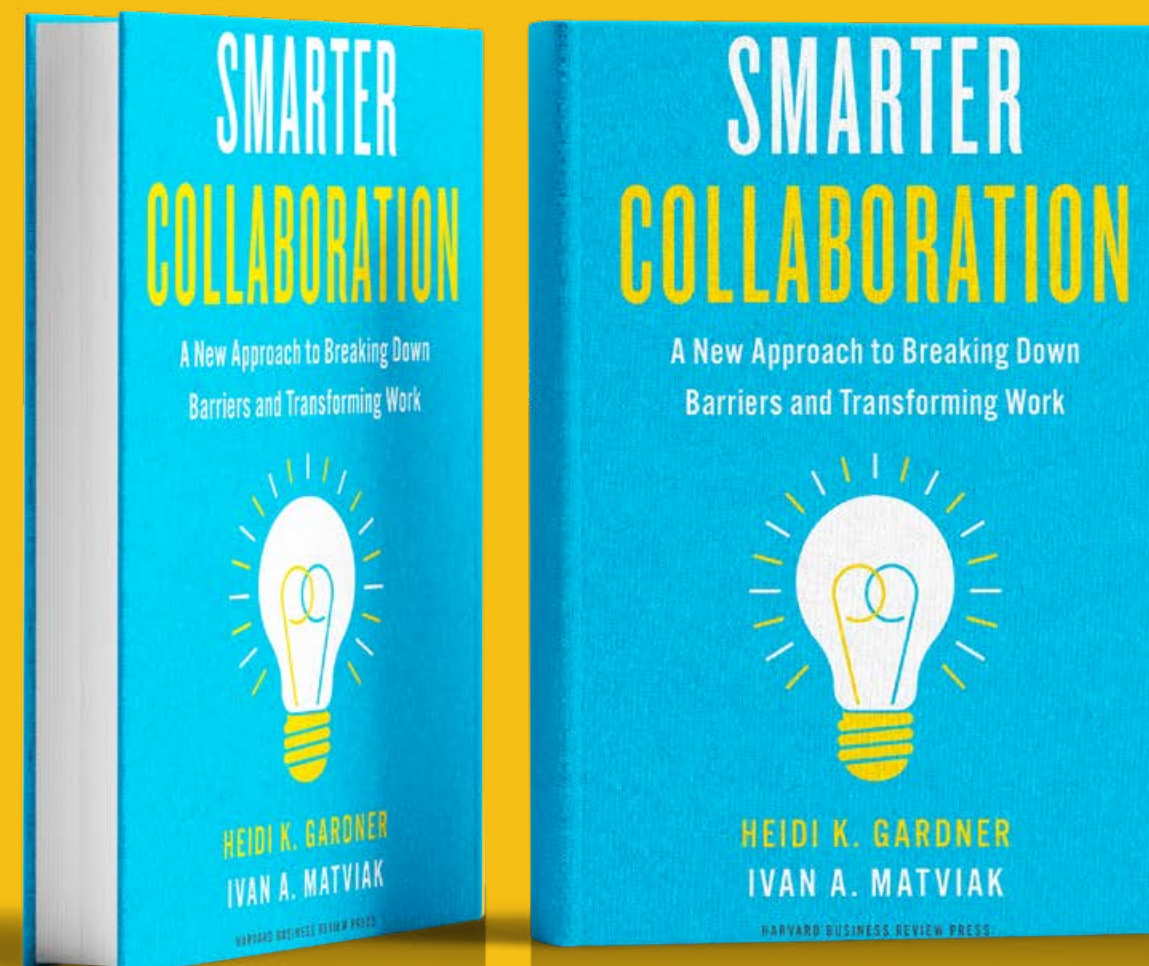
HEIDI GARDNER

Next Generation Business Guru,
Keynote Speaker, Author

Heidi K. Gardner, PhD, is the author of the best-selling book *Smarter Collaboration: How Professionals and Their Firms Succeed by Breaking Down Silos*.

A Distinguished Fellow at Harvard Law School, she was previously a professor at Harvard Business School and a consultant at McKinsey & Co. With Ivan Matviak, she co-founded the research and advisory firm Gardner & Collaborators.

Named by Thinkers 50 as a Next Generation Business Guru, Dr. Gardner is a sought-after advisor, keynote speaker, and facilitator for organizations across a wide range of industries globally.



HOW TO COLLABORATE

“We need a new approach for solving tough problems in a complex world—we need to collaborate smarter”, says Gardner who will share findings from her latest book titled, SMARTER COLLABORATION.

How can we collaborate in our organizations—and with outside partners—to solve problems, innovate, and succeed?

Dr Gardner will talk about:

- Why firms that collaborate smarter consistently generate higher revenues
- Higher profits
- Boost innovation
- Strengthen client relationships
- Attract and retain better talent

Smarter Collaboration is the essential guide for forward-thinking leaders to transform their organizations, reshape the way they work, and increase impact and success.

This event is sponsored by



23 FEBRUARY 2023

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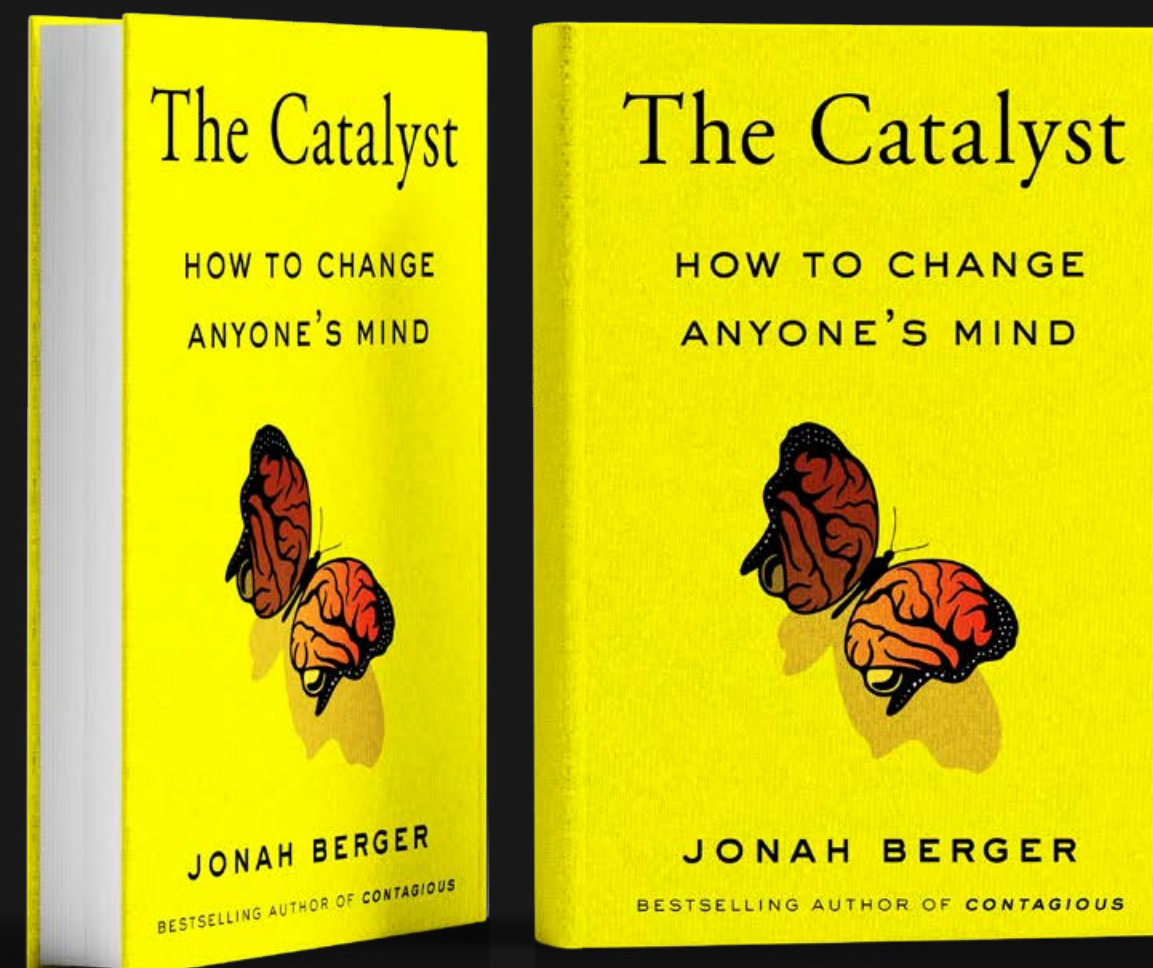
JONAH BERGER

World-Renowned Marketing
Expert, New York Times
Bestselling Author

Jonah Berger is a Marketing Professor at the Wharton School at the University of Pennsylvania, an internationally bestselling author, and a world renowned expert on change, word of mouth, social influence, consumer behavior, and how products, ideas, and behaviors catch on.

He has published over 50 articles in top-tier academic journals, teaches Wharton's highest rated online course, and popular accounts of his work often appear in places like The New York Times, Wall Street Journal, and Harvard Business Review. Over a million copies of his books, *Contagious*, *Invisible Influence*, and *The Catalyst* have been sold worldwide.

Berger often keynotes major conferences and events, advises various early-stage companies, and consults for organizations like Apple, Google, Nike, Amazon, GE, 3M, and The Gates Foundation



HOW TO TALK

Everyone has something they want to change. Employees want to change their boss' mind and leaders want to change organizations. Marketers want to change customers' minds and spouses want to change their partner's opinion. Parents want to change their children's' behaviour, start-ups want to change industries, and non-profits want to change the world. But change is hard. We push and push, but often nothing happens. Could there be a better way?

Can we come up with the Magic Words to achieve change?

Jonah Burger will talk about:

- Why certain words are more impactful than others
- Why they are better at changing minds
- Engaging audiences
- Driving action
- How can we take advantage of their power

This talk will dive into a new science of language and how you can use it to motivate, engage, and persuade. Berger will share his ideas from his best-selling books *The Catalyst*, *Invisible Influence* and from his latest book, titled *Magic Words*.

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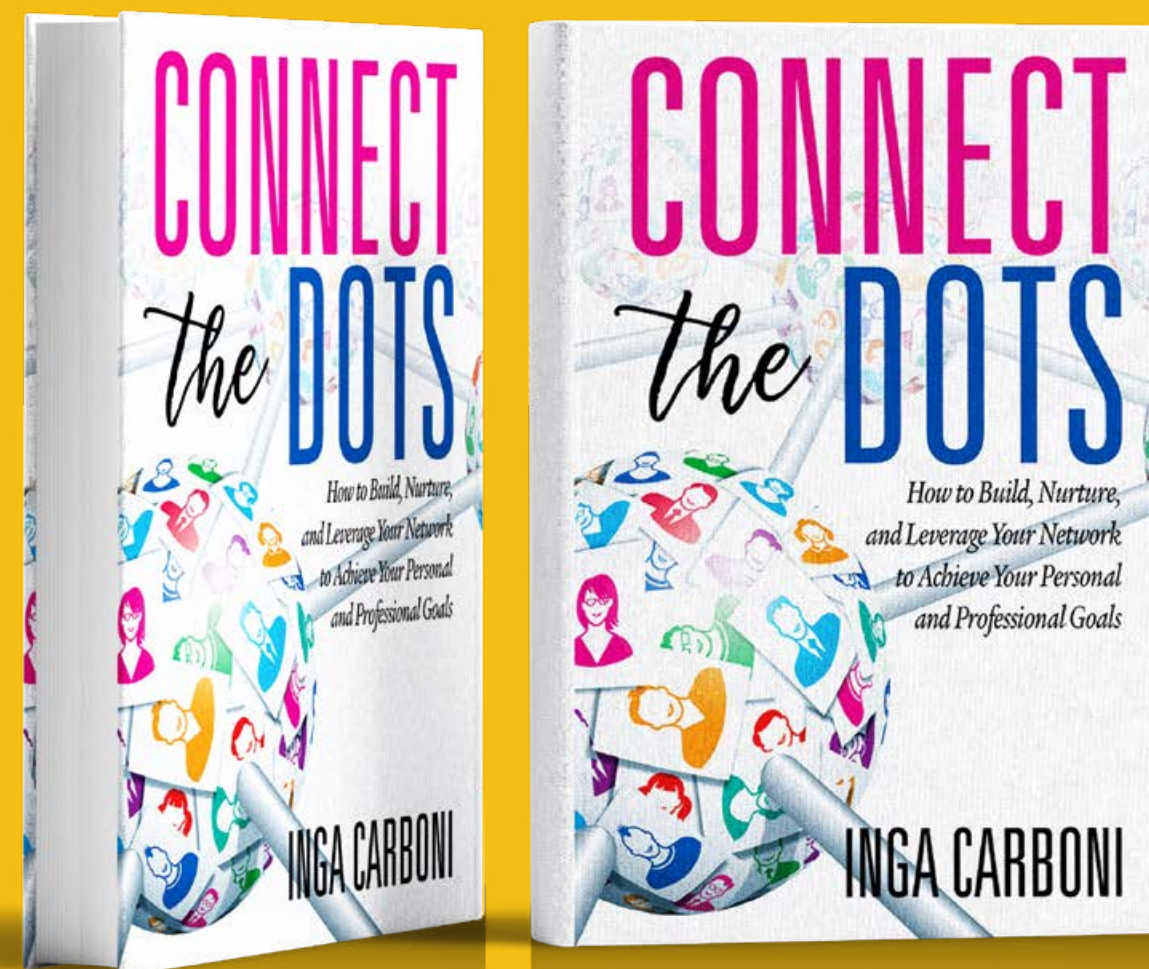
INGA CARBONI

Associate Professor of
Organisational Behaviour,
Global Expert On Networks

Inga Carboni is the Associate Professor of Organizational Behaviour in the Raymond A. Mason School of Business at the College of William and Mary.

For more than twenty years, Inga Carboni has helped individuals and organizations increase engagement, innovation, and leadership effectiveness by applying the science of networks and network analysis to the development and management of positive, professional, and productive relationships. She has served as a consultant for Fortune 500 firms, leveraging her network insights to build more gender-inclusive organizations.

Inga is the author of *Connect the Dots: How to Build, Nurture, and Leverage Your Network to Achieve Your Personal and Professional Goals*.



HOW TO NETWORK

What do you think when you hear the word networking? Endless hours at networking events? Crafting an elevator pitch? Being a phony? In truth, these are some of the least effective ways to network. When done right, networking doesn't have to be time-consuming or require you to act like someone you are not. Instead, networking can turbo boost your career and enrich your life. The key is to start with a strategy.

Inga Carboni will talk about:

- The optimal size and shape of effective networks, and how to know who should be in them
- The most common networking challenges people face and how to overcome them by engaging your networking strategy
- Simple evidence-based tips for building networks, as well as networking do's and don'ts
- Who is an effective networker
- How can you build, nurture, and leverage relationships
- Effective Networking for women

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Next Generation Business Guru,
Keynote Speaker, Author

About the Talk:
**HOW TO
COLLABORATE**

Ticket: € **50**



23 FEBRUARY 2023 | 17:30 - 18:30 EET

JONAH BERGER

World-Renowned Marketing Expert,
New York Times Bestselling Author

About the Talk:
**HOW TO
TALK**

Ticket: € **50**



23 MARCH 2023 | 17:30-18:30 EET

INGA CARBONI

Professor Of Organisational Behaviour,
Global Expert On Networks

About the Talk:
**HOW TO
NETWORK**

Ticket: € **50**

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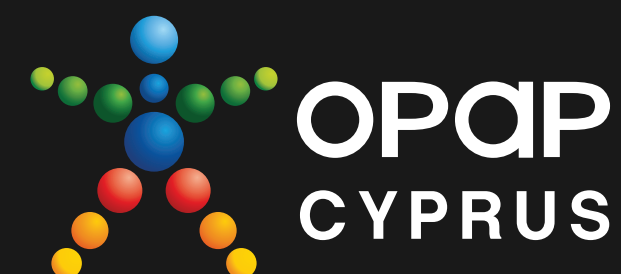
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