

**Hellenic Bank** in association with **Globaltraining**  
and the **University of Nicosia** present

# LIFE CHANGING IDEAS

2018-19



WHAT IS

# LIFE CHANGING IDEAS

2018-19



The pioneering series of annual inspirational speeches by world-renowned business professors, global CEOs and breakthrough celebrities returns for its third cycle. Watch live, prestigious business thinkers unveil the latest news on key management topics and share their insights, stories and ideas on global business trends. Hear what award-winning personalities have to say and be inspired by their innovative style and practices.

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## THE SPEAKERS

- 1** 18 October 2018: **PETER ECONOMIDES**, Global Brand Strategist, Owner & Founder of Felix BNI
- 2** 22 November 2018: **RACHEL MAGUIRE**, Research Director at the Institute For The Future
- 3** 10 January 2019: **ELIAS PAPAIOANNOU**, Professor of Economics, London Business School
- 4** 28 February 2019: **ANGEL DURANTEZ**, MD, Specialist in Age Management Medicine
- 5** 11 April 2019: **JULIAN BIRKINSHAW**, Professor of Strategy and Entrepreneurship, London Business School
- 6** 23 May 2019: **YIANNIS LOULIS**, Communication Strategist, Political Analyst, Author  
**YIANNIS DIMAKIS**, Communication Strategist, Executive Director of STR

## Why

We created a forum, running for the third year, for Inspiration, Motivation and Transformation. A time-efficient way of staying connected, getting inspired and staying abreast on the latest trends in technology, business management, leadership and entrepreneurship. A knowledge forum where you will hear live on stage some of the best speakers in the world, who will share their innovative ideas and up-to-date business global practices!

A place to get energised and take away invaluable ideas.

## How

Our motivational speeches are structured as follows:

### 1. Keynote Speeches

Live presentations on stage with world-renowned Thought Leaders

Presentation: 45 minutes

Q&A: 15 minutes

Networking Cocktail: 30 minutes

### 2. "In Conversation with"

NEW EVENT

Smaller and intimate gatherings of 80-100 executives, where attendees can feel and be closer to the speaker. Such sessions are more engaging featuring presentations, simulations and/or on-the-spot surveys.

Presentation: 45 minutes

Q&A: 15 minutes

Networking Cocktail: 30 minutes

## Who can benefit

Life Changing Ideas is open to anyone who wants a transformational experience. Anyone looking for an opportunity to invest time in a lifelong learning process and an investment in their own career and self-development. Our inspirational events are followed by more than 1,000 attendees, who come from all circles of management. We also welcome students and aspiring entrepreneurs to the series. Our events are open to all learners, upon registration and a small fee.

18 OCTOBER 2018

## PETER ECONOMIDES

**Global Brand Strategist, Owner & Founder of Felix BNI**

Peter is a former Executive Vice President and Worldwide Director of Client Services at global advertising agency McCann Erickson Worldwide and Head of Global Clients at TBWA\Worldwide.

Probably best known for the overall global management of the “Think Different” campaign following the return of Steve Jobs to Apple and for the fiery inspirational speeches he gave in Greece on how to rebrand the Greeks, in the mist of the Greek economic crisis!

Peter’s work is focused on change – on the strategic responses to shifting culture, consumer habits and behaviour, and the challenges of regional and global expansion.

Peter has received a Lifetime Achievement Award from the Hellenic Council of America and his work has been recognised by the US Congress. He has also served as the former Chairman of the Board at leading global charity, Make-A-Wish International, based in Phoenix, Arizona.



### ***UNDER THE VOLCANO: Branding in a time of disruptive change***

We live in disruptive times.

Driven by technology, and fueled by rapidly evolving consumer expectations, CEOs across industries are facing the urgent need to transform their businesses. Threats often appear where they are least expected; outside of traditional industry boundaries, often from startups.

Business needs to be flexible. But business needs consistency.

Consistency comes through culture. A motivating and engaging narrative, based on a strongly held belief and value system, expressed inside and outside the organisation. This is what a powerful brand provides; it guides internal behaviour whilst it establishes external expectations.

It creates alignment. It connects business with society. It enables change in the face of disruption.

Peter will draw on his considerable experience with some of the world’s leading corporations to share his thoughts on what it takes to build a powerful brand in these times of change.

22 NOVEMBER 2018

## RACHEL MAGUIRE

### Research Director at the Institute For The Future

Rachel is Research Director at the Institute For The Future (ITFF) – an independent, nonprofit, strategic research and educational organisation celebrating nearly 50 years of forecasting experience, based in Palo Alto, California. ITFF's goal in studying the future is to help organisations/societies think long-term about directional change so they can make more informed, ideally better, decisions in the present. Rachel puts people at the centre of her technology forecasts.

Understanding humans as consumers, workers, householders, and community members allows Rachel to help companies look beyond technical feasibility to identify the value in new technologies, forecast adoption and diffusion patterns, and to discover new market opportunities and threats.

During her decade-long tenure at ITFF, Rachel has explored how the futures of mobile technology, connected sensors, and cognitive computing will vary in different geographies. She has led expert workshops and ethnographic research in Latin America, and co-authored numerous reports including *The Magic of Kids Tech*, *Living in a Health Aware World* and *The Future of Cities, Information and Inclusion*, a research project funded by a grant from the Rockefeller Foundation.



### ***REALIZING 2030: The Next Era of Human-Machine Partnerships***

In 2030, every organisation will be a technology organisation and as such businesses need to start thinking today about how to future-proof their infrastructure and workforce, according to a report published by Dell Technologies in January 2018.

The research, led by ITFF alongside 20 technology, academic and business experts from across the globe, looks at how emerging technologies such as artificial intelligence, robotics, virtual reality, augmented reality and cloud computing, will transform our lives and how we will work over the next decade.

Rachel will analyse the four main findings of the report:

- A future in which humans and machines partner to transcend their respective limitations
- Humans as “digital conductors” in which technology will work as an extension of people, helping to better direct and manage daily activities
- Work chasing people, in which by using advanced data-driven matchmaking technologies, organisations can find and employ talent from across the world
- People learning “in the moment,” as the pace of change will be so rapid that new industries will be created and new skills will be required to survive

10 JANUARY 2019

## ELIAS PAPAIOANNOU

### Professor of Economics, London Business School

Elias is a prominent economist, with a focus on international finance, political economy, law and finance, growth and development.

His research is internationally recognised and heavily awarded, including: the 2013 European Investment Bank Award; the Young Economist Award; the 2005 European Economic Association's Young Economist Award; and the 2008 Royal Economic Association's Austin Robinson Memorial Prize. He is also a research affiliate of CEPR (Centre for Economic Policy Research) and NBER (National Bureau of Economic Research), the leading research institutes in Europe and the United States, respectively. In 2018, he won a four-year Consolidator Grant worth €1.6 million (£1.4 million) by the European Research Council (ERC).

Elias consults regularly with international organisations, major investment banks, hedge funds, and institutional investors on macroeconomic developments in the EU and Greece. He developed a particular focus on crisis, institutions and economic growth, and an in-depth analytical approach on the foes of the Greek crisis!



### **TRUST, INSTITUTIONS AND CRISES\***

Elias has an in-depth knowledge of the European trust crisis, the rise of populism and the peculiarities of the Greek financial crisis. He has researched the economics of development and prosperity in countries where institutional and societal trust lies at very low levels. Using examples from the Greek and Cypriot economic crises and financial collapse, he will unveil his ideas and findings about how the two are so closely related.

He stipulates that unless citizens gain confidence in their government, their core institutions, the justice system and the internal processes imposed by the government, real growth will not come about. It is easy to liken short-term economic growth and fancy investment opportunities that create an ephemeral growth cycle. However, nations that do not take steps to fix the real economic and societal pathologies within their system will not rise above the crisis.

Elias recently interviewed Prime Minister Tsipras at a public debate at London Business School and he will offer his own insights on the debate, as well as his views on the Cyprus trust crisis and the island's prospects for economic growth.

\* This LCI talk will be delivered in Greek

28 FEBRUARY 2019 | "IN CONVERSATION WITH..."

## ANGEL DURANTEZ

### MD, Specialist in Age Management Medicine

Angel is a well-known International specialist in Age Management Medicine. Currently the Medical Director of his own clinic in Madrid, Spain, practising and advising clients on anti-age management practices.

His work focuses on medical fitness and Age Management Medicine, with more than 20 years of experience in the field. He works closely with medical clinics, athletic teams, sports federations and numerous athletes of all levels and categories, including the Spanish Olympic team! Widely known and quoted by the Spanish media and a regular contributor in both medical and health lifestyle magazines and journals, as well as an international speaker in Age Management conferences.

His clientele includes business leaders, executives, athletes, celebrities and anyone interested in developing resilience and achieving a healthy longevity.



### ***THE HEALTHY LEADER: The science of anti-age management***

The average human lifespan in developed countries has increased by a remarkable 50 years in the past century, mainly driven by the advances in medicine and public hygiene. However, a new challenge has arisen in the 21<sup>st</sup> century, which is simply to achieve a healthy longevity! How can you achieve that? Angel will analyse how to expand the disease-free period of life, and how to enjoy a good life by reducing the age-related pathologies to the final years.

He will also share his ideas about a new medical practice that has emerged: the so-called 7P process, which stands for Preventive, Proactive, Predictive, Personalised, Precise, Participatory and Pleasant – collectively known as the Age Management Medicine.

The enormous amount of scientific publications for each of the above areas has now established the bases of "The Science of Healthy Ageing". Angel will analyse the latest medical innovations on anti-age management and advise us on how to live longer and better lives. He will share his personal insights on how to build resilience for the healthy leader.

11 APRIL 2019

## JULIAN BIRKINSHAW

**Professor of Strategy and Entrepreneurship,  
London Business School**

Julian has been repeatedly ranked as one of the “Thinkers 50” top thought leaders in the field of Management. He is regularly quoted in international media outlets, including CNN, BBC, The Economist, the Wall Street Journal, the Huffington Post, Bloomberg Business Week and The Times. He speaks regularly at business conferences in the UK, Europe, North America and Australia.

Julian’s main area of expertise is in the strategy and organisation of large multinational corporations, and on such specific issues as strategic agility, digital transformation, corporate entrepreneurship, and innovation. He is the author of 14 books, including *Mindtools for Managers* (2018), *Fast/Forward* (2017), *Becoming a Better Boss* (2013), and *Reinventing Management* (2010).

He is active as a consultant and executive educator to many large companies, including Arup, Rio Tinto, SAP, ABN AMRO, GSK, ABB, Ericsson, Kone, Exxon, WPP, Bombardier, Sara Lee, HSBC, Akzo Nobel, Roche, Thyssen Krupp, UBS, PWC, Coloplast, Tata Group, HCL Technologies, GE, BBC and Novo Nordisk.



### ***BECOMING A BETTER BOSS***

In today’s fast-changing world, the challenge of being a great boss – a leader of others – is greater than it has ever been.

The digital revolution is having a profound effect on the way organisations function, with information shared more widely than before, many jobs simplified or automated by technology, and work conducted in an increasingly virtual manner.

Julian will provide insights from his research and consulting work on how to be a great boss in the digital age. The heart of the job is enabling your employees to do their best work, which requires you to do two fundamentally different things: to provide support and empathy to those individuals working directly for you; while also providing a sense of direction and being decisive vis-à-vis the rest of the organisation and the outside world. Getting the balance right between these two requires a very high level of self-awareness.

This talk builds on Julian’s two recent books, *Becoming a Better Boss* and *Fast/Forward - Make your Company Fit for the Future*.

23 MAY 2019 | "IN CONVERSATION WITH..."

## YIANNIS LOULIS

### Communication Strategist, Political Analyst, Author

One of the most prominent and successful communication strategists of Greece, as well as a political analyst, a columnist and an author of 16 books, Yiannis was a regular Wall Street Journal columnist between 1981 and 2000.

Yiannis, in collaboration with Yiannis Dimakis, has worked over the past 20 years for the largest business groups in Cyprus, offering his advice in the area of business communication strategy and crisis management. Probably better known for his close collaboration with three past elected presidents in Cyprus, as their Chief Strategist, namely, G. Clerides, D. Christofias and N. Anastasiades. He also served as the Chief Strategist of the former Prime Minister of Greece, Costas Karamanlis, for several years.

His books and articles are widely read, characterised by the sharp and in-depth analysis of historical and political facts. His narrative is very clear, blatantly honest and impressive in unveiling the good and the evils of our recent political history.

Yiannis now focuses on the business side of communication and works on selected projects, spending most of his time researching for his new books, as well enjoying the sun, the sea and winter swimming.



### **COMMUNICATION CHALLENGES: Past and Present\***

Gone are the days when people communicated in simple terms: face-to-face conversations, getting the news from traditional print media, watching a political or business leader unveil his message on TV. We are now in the era of extremely limited attention spans, an abundance of information and misinformation on social media and a connected world.

The digital age has given enormous power to the consumer to check and double check information, pricing and business propositions. Younger consumers belonging to the millennial generational cohort have become less loyal and more demanding. They want more from each brand and to be constantly wooed.

Brands, corporations and business leaders can no longer rely on a single Business Communication Strategy – it is a far more complex process. This interactive conversation of Loulis and Dimakis will outline the communication challenges of the past decade and the transformation of communication strategies in the digital world. Real life examples, case studies and role-playing will be used to demonstrate the challenges ahead.

\* This LCI Conversation will be delivered in Greek

23 MAY 2019 | "IN CONVERSATION WITH..."

## YIANNIS DIMAKIS

### Communication Strategist , Executive Director of STR, Greece

Yiannis is one of the most experienced business communication strategists in the Greek entrepreneurial space. He works with major corporations in Greece and Cyprus on their communication strategies. He advises senior executives and respective boards on topics such as crisis communication management, TV training, speech writing and developing corporate internal communication strategies.

He is currently the Executive Director and one of the two founding partners of STR – a specialised communication strategy firm based in Athens, which he founded with Yiannis Loulis.

Yiannis is a regular presenter, trainer and speaker at international conferences and a frequent columnist in the daily Greek and Cypriot press. A speaker with incredible insight into complex communication dilemmas; amassed through on the job experience and crisis situations. His ideas on what works in communication is an outcome of his own work and case studies.



### **COMMUNICATION CHALLENGES: Past and Present\***

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## THE ORGANISERS

Globaltraining in collaboration with the University of Nicosia under the coordination of Maro Ftelleha Markidou, an executive with many years of experience in the organisation and management of such events.

### Venue

Cine Studio, University of Nicosia  
46 Makedonitissas Avenue, CY-2417  
P.O. Box 24005 , CY-1700, Nicosia, Cyprus

### Event details for the entire series

18:00-18:30	Registration and welcome drink
18.30-19.30	Life Changing Ideas inspirational Talk or Conversation
19:30-20:00	Questions & Answers
20:00-20:30	Networking cocktail

## Tickets and attendance

We thank Hellenic Bank, OPAP Cyprus and Wargaming for their kind support, which enables us to offer a reduced fee for attendance.

1. Pack of 6 for attending all LCI events, the four Inspirational Talks and the two "In Conversation With" events: €340 (Pay for 5 and attend all 6 events)
2. Individual ticket for any of the four Inspirational Talks: €60
3. Individual ticket for the "In Conversation With" events: €80
4. Student special fee, applicable to full-time students upon presentation of their student card: €20 for the Inspirational Talks. Full fee applies for the "In Conversation With" events

### For further information, contact the LCI Coordinator

Maro Ftelleha Markidou  
Email: Ftelleha.m@globaltraining.org  
Tel.: 77778030  
www.ideas.unic.ac.cy

### For registration and online tickets, click the link below:

[https://seminars.globaltraining.org/index.php?route=product/category&path=82\\_88](https://seminars.globaltraining.org/index.php?route=product/category&path=82_88)

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