

LIFE CHANGING IDEAS

2019-20

Organisers



Prime Sponsor



ideas.unic.ac.cy



FREEK VERMUELEN
STRATEGY

STEVE MARTIN
PERSUASION

JAMIE ANDERSON
DIGITAL TRANSFORMATION

GEORGE PAPACONSTANTINO
ECONOMY

LINDA PLANO
MARKETING

AMY CUDDY
PRESENCE

PHILIOS ANDREOU
SALES

LIFE CHANGING
IDEAS
2019-20

October 2019- May 2020
NICOSIA & LIMASSOL

LIFE CHANGING IDEAS

2019-20

HELLENIC BANK

**Cyprus' most experiential
gathering of executives**

IT'S ABOUT BUSINESS

IT'S ABOUT INSPIRATION

IT'S ABOUT TRANSFORMATION

Organised and curated by the University of Nicosia and Globaltraining, Life Changing Ideas series of talks and events brings together hundreds of executives, decision makers and people keen on their self-development from across all industries to learn from, and be inspired by some of the world's most renowned business figures.

Each year taking place in Nicosia and now also in Limassol, LCI focuses on issues most relevant to today's business community, stimulating new thinking and motivating action by serving as a platform for a unique blend of disruptive ideas and inspiration.

OUR EVENTS

Watch live prestigious business thinkers unveil the latest developments on key management topics and share their insights, stories and ideas on global business trends.



KEYNOTES



IN CONVERSATION WITH



MASTERCLASSES



NETWORKING COCKTAILS

KEYNOTE TALK

23 OCTOBER, 2019 | LIMASSOL



STRATEGY

FREEK VERMEULEN

Professor of Strategy and Entrepreneurship,
London Business School, UK

- Internationally sought-after speaker on topics of strategy and innovation
- Awarded various prestigious international prizes
- A regular contributor to Harvard Business Review, the Wall Street Journal and the Financial Times. The latter wrote about him: “The London Business School professor is a rising star and his pithy observations are both accessible and authoritative”. It also labelled him “a new management guru”
- Author of several business books including “Breaking bad habits: Defy industry norms and reinvigorate your business”
- Dr. Vermeulen worked with Bosch, BP, GE, Goldman Sachs, JP Morgan, Lufthansa, Maersk, Novartis, Roche, Sara Lee, Toshiba, Vodafone, and various others.

Why 9 out of 10 Companies Do Not Have a Strategy

It is usually only after deciding on a strategy-often with the help of a team of strategy consultants-which is then documented in a PowerPoint presentation and a weighty report, that most firms realise they have to undertake a phase of implementation. Town-hall meetings are organised, during which employees are told to change their behavior, balanced scorecards are reformulated, displaying new objectives and perspectives, and budgets are set aside to support initiatives that fit the new strategy.

Then, nothing happens.

One major reason for that is because “new strategies” are often not strategies at all. A real strategy involves clear choices; a set of choices that defines what the firm is going to do and what it is not going to do. Many strategies fail to be implemented, despite the ample efforts of hard-working people, because they do not represent such a set of clear choices.

In this talk, Freek Vermeulen will share his insights on what it takes to have a genuine strategy, and not one that merely exists on a piece of paper. It requires making choices but, crucially, it also requires changing the behaviour of the people within your organisation. This requires more-a lot more- than just PowerPoints and rousing speeches. Most companies do not follow this path, but if you do, you will create a genuine and sustainable competitive advantage.

KEYNOTE TALK

21 NOVEMBER, 2019 | NICOSIA



PERSUASION

STEVE MARTIN

CEO,
Influence at Work, UK

Visiting Professor of Behavioural Science,
Columbia University Graduate School
of Business

- **World-renowned business author and persuasion researcher**
- **Co-author of the New York Times, Wall Street Journal and Business Week International Bestseller “Yes! 50 Secrets from the Science of Persuasion”, which has sold a million copies and has been translated into 26 languages**
- **Martin’s work has featured in broadcast and print media across the world, including BBC TV and Radio, MSNBC, The Times, Sunday Telegraph, Guardian, New York Times and Wired**
- **A regular columnist in the British Airways inflight magazine and the Harvard Business Review.**

Messengers and their Messages

Steve Martin will explore the fascinating and highly applicable world of persuasion science and demonstrate how, by following a set of scientifically validated approaches, anyone can significantly increase their ability to influence and persuade others in an entirely ethical and sustainable way.

In addition to exploring the science and practice of influence, Steve will also offer up insights from his brand new, timely book *Messengers*—which is a fascinating exploration of why some people in society are listened to and why others are ignored.

His talk will focus on:

- Why are some people believed yet others dismissed, even when their message is the same?
- What are the Messengers, who seem able to effortlessly attract attention and inspire change, actually doing?
- And what does over 70 years of persuasion science teach us about the most effective ways to gain influence and effect change?

KEYNOTE TALK

22 JANUARY, 2020 | LIMASSOL



DIGITAL TRANSFORMATION

JAMIE ANDERSON

Professor of Strategy,
Antwerp Management School, Belgium

Visiting Professor, INSEAD, France

- A passionate, witty and compelling speaker, named a “management guru” in the Financial Times, and as one of the world’s top 25 thinkers by the journal Business Strategy Review. Jamie has delivered more than 300 keynote presentations and lectures at global conferences and workshops
- His work and research focus on the interconnectivity between creativity, innovation, leadership and corporate transformation
- Advised a range of Fortune 500 Firms on approaches to corporate renewal
- Worked with many industry leaders across many different industries, and can offer strong insights for the Automotive, Financial Services, Technology & Telecommunications, Professional Services, and Fast Moving Consumer Goods sectors
- As a compelling thinker and speaker, Jamie has been invited on to the TED stage four times in the past seven years, and his ideas have been quoted in Business Week, the Economist, The Wall Street Journal and The Financial Times.

Creative Thinking for a Digital World

A recent survey of more than 1,500 CEOs from around the world asked which managerial skill they considered the most critical for business success in the 21st century.

Creativity ranked at the top of the list. Consequently, boosting individual and collective creativity in an increasingly digital world is key.

Professor Anderson will talk about the risks of linear thinking in a world that is undergoing digital transformation and move on to the concept of non-linear thinking and demonstrate how future-oriented leaders leverage creative thinking to develop new concepts and business models.

Participants will appreciate that in today’s business environment, simply continuing past practices and approaches will not be enough –people will need to discover new ways of doing things.

He will also focus on collective creativity, and how to foster an environment in which collaboration and innovation can thrive. Executives will have an opportunity to reflect upon their own creative potential, as well as receive practical guidelines on how to increase the level of creativity, innovation and experimentation amongst their colleagues and business partners.

KEYNOTE TALK

27 FEBRUARY, 2020 | NICOSIA



ECONOMY

GEORGE PAPACONSTANTINOU

Former Minister of Finance in the Greek Administration 2009-2011

Professor of Economics, European University Institute (EUI), Florence, Italy

- **George Papaconstantinou is a Greek economist and politician who has served the Greek government at the highest level and at a critical time. As the Greek Minister of Finance, he was one of the key policy makers at the outset of the Eurozone crisis**
- **As the Finance Minister on the outbreak of the Greek economic crisis, he was the one to uncover the truth about Greek statistics and negotiate the first 110 billion Euro bailout with Greece's European partners and the IMF**
- **Currently teaching at EUI, at the School of Transnational Governance, and in collaboration with the Robert Schuman Centre for Advanced Studies, Prof. Papaconstantinou is leading the Transformation of Global Governance project, a major research and policy analysis endeavor initiated by the EUI**
- **Author of the acclaimed book "Game Over - The Inside Story of the Greek Crisis"**
- **An exceptional public speaker with an important and fascinating story to tell.**

Whatever It Takes – Facing up to Challenges and Navigating Change in Europe

George Papaconstantinou has a unique perspective: he was a protagonist in one of the most critical periods for Greece and for Europe. He is uniquely placed to offer commentary and insight on the workings of the Union, its contradictions and the forces both pushing it forward and holding it back. As the Greek Finance Minister at the beginning of the Eurozone crisis, he played a key role in European decision-making, negotiating the first bailout with the Troika, guiding the country through painful economic and social reforms and paying the political price for it.

In his book, "Game Over – The Inside Story of the Greek Crisis", he tells the story of the years during which Greece changed Europe and riveted the world. It is a real-life political thriller of a country forced by past mistakes into unprecedented actions with enormously painful consequences.

His follow-up book "Whatever It Takes – The Battle for Post-Crisis Europe" examines the politics, economics and institutions of the EU as it moves beyond its immediate crisis and faces an uncertain future framed by external threats and internal challenges. His talk will take us through the events which led to the crisis, Europe's main actions and decisions, to today's debate and opportunities, urging us to rethink the economic, social and institutional architecture as well as address the nagging democratic deficit that undermines European legitimacy.

MASTERCLASS

26 MARCH, 2020 | LIMASSOL



MARKETING

LINDA PLANO

Coach, Trainer, Facilitator, International Speaker on the Perfect Pitch, USA

- **The founder of Plano & Simple, which provides pitch and business coaching for entrepreneurs. Linda works with innovators around the world to help them develop and deliver strategic business communications that are clear, concise and compelling**
- **A scientist by training (MIT and Stanford) with functional and executive management experience, Linda integrates her “Perfect Pitch” methodology with the vision and goals of each client**
- **Her work in entrepreneurship led to awards from the Massachusetts Technology Leadership Council, the MIT Enterprise Forum of Cambridge and the Global MIT Enterprise Forum, as well as board seats on the Massachusetts Renewable Energy Trust, the New England Clean Energy Council and both the local and global MIT Enterprise Forums**
- **Her motto: Life’s a Pitch. Make Yours Amazing!**

2 CPDs offered

The Perfect Pitch

Linda’s two-hour Perfect Pitch masterclass is designed to help anyone in the audience to make an “ask” for funding, advice, support, referrals, even a job or a promotion-in a way that is clear, concise and compelling to the audience of their choice.

She will provide simple tools and strategies for putting together useful information to communicate while cutting out the details that are of limited interest to the audience. Most importantly, Linda will provide the audience with the opportunity to try out their pitch live and get direct but kind coaching in real time!

The “Perfect Pitch” masterclass will focus on tips & tools to frame your “ask” for any audience and will frame your thoughts on important questions such as:

- Who cares?
- Market pain?
- Market size?
- Customer?

The masterclass will also help you think of your solution to the customer’s or audience’s pain. How to clarify and compel instead of teaching or being boring. Finally, it will show you how to win and how to bring to surface your unique competitive advantage.

KEYNOTE TALK

23 APRIL, 2020 | NICOSIA



PRESENCE

AMY CUDDY

Social Psychologist, Bestselling Author, and Award-Winning Harvard lecturer

Currently teaches at Harvard Business School, Executive Education

- Amy Cuddy is a social psychologist, bestselling author, award-winning Harvard lecturer and expert on the behavioral science of power, presence and prejudice
- Cuddy's first book **Presence: Bringing Your Boldest Self to Your Biggest Challenges**, is a **New York Times, Washington Post, USA Today, Wall Street Journal, Publisher's Weekly, and Globe and Mail bestseller and has been published in 35 languages**
- **Thinkers50 , 2019 #35 recognised as one of the world's most influential management thinkers**
- **Cuddy's 2012 TED Talk, "Your Body Language May Shape Who You Are", has been viewed more than 50 million times and is the second-most-viewed TED Talk! Also named by The Guardian as 'One of 20 Online Talks that Could Change Your Life'**
- **Honors and awards to name a few:**
 - 100 Women of 2017, BBC
 - Game Changer, Time
 - 50 Women Who Are Changing the World, Business Insider

Presence

Bringing Your Boldest Self to Your Biggest Challenges

Cuddy focuses on the power of prejudice and stereotyping, nonverbal behavior, the delicate balance of trustworthiness and strength, and the ways in which people can affect their own thoughts, feelings, performance, and psychological and physical well-being.

She speaks about how we can become more present, influential, compassionate, brave, and satisfied in our professional and personal lives. She has given keynote addresses to a wide range of audiences all over the world. She has inspired millions of executives, students and millennials around the world with her ideas and research on gaining confidence and establishing a positive presence, when it comes to giving a presentation, going to an interview, or talking to your Board of Directors.

Cuddy has redefined the literature on body language and is currently one of the world's most recognised experts in the field. She is also an authentic and extremely powerful speaker on stage.

"IN CONVERSATION WITH"

14 MAY, 2020 | NICOSIA



SALES

PHILIOS ANDREOU

International Coach, Consultant, Trainer
and President of Other Markets,
BTS Group, Spain

- Over 25 years of consulting experience in multinational companies on sales & cultural transformation and strategic alignment as well as helping organisations build strategic capabilities
- Currently oversees the strategy and operations of more than 20 offices across Asia, Australia, Latin America Africa, Middle East and Southern Europe
- BTS Group is a Swedish Strategy Execution Firm listed on Stockholm Stock Exchange. It has received a record breaking of 28 awards last year on their work with clients around the world and works in the field of Strategy & Sales Execution for clients in all industries
- Philios worked with Bayer, BBVA, BMS, Coca Cola, FCA, Ingredion, LG, Microsoft, Morgan Stanley, Repsol, Rio Tinto, Samsung and SAP amongst others.

2 CPDs offered

Accelerator Selling

If you are a Sales Leader (especially in B2B environments), you are surely observing the following phenomena: customers buying decisions are becoming slower which consequently makes sales cycles more unpredictable.

The reasons for the above is that customers are having more information at their disposal than ever (which paradoxically creates more delays in decision making), the organisations are becoming more complex in their way of approving decisions with more stakeholders being involved, and the strategic priorities of organizations change more often leading to change in focus and strategic purchasing.

BTS has been researching this for a long time and has published two books on the findings. Philios will present their conclusions:

- A new way of selling is needed in the marketplace, called Accelerator Selling focusing on client business results rather than products or solutions
- Accelerator Selling engages customers and prioritizes sales activity as a core business and deals with people dynamics that drive decision-making
- The skills & behaviors that an accelerator sales force needs to have are totally different as to the current salesforce of organisations
- The transformation of your sales force requires both a revolutionary vision and an evolutionary plan-which are key for achieving it.

TICKETS

Keynote talk €60

Masterclass/"In conversation with" event €80

4 events in Nicosia - 20% discount €208

Nicosia Special Offer is valid only until October

3 events in Limassol - 20% discount €160

Limassol Special Offer is valid only until October

All 7 LCI events - 20% discount €368

REGISTRATION

Buy your tickets online at www.ideas.unic.ac.cy

Ask for an invoice if you do not wish to buy online

GENERAL INFORMATION

Nicosia **T** 77778030
E lci@globaltraining.org

Limassol **T** 25383682
E adamidou.n@globaltraining.org

Maro Ftelleha, **T** 22841796
LCI Head and Co-founder **E** ftelleha.m@globaltraining.org

EVENT INFORMATION

Nicosia

Cine studio,
University of Nicosia

Limassol

Rialto Theatre

Registration 18:00-18:30

Talk begins 18:30-20:00

Networking Cocktail 20:00-20:30

LIFE CHANGING
IDEAS
2019-20

THANK YOU TO OUR
2019-20 SPONSORS AND PARTNERS

Organisers



Prime Sponsor



Champion Sponsors



Digital Media Partner



Supporters



Wine Partner

