

LIFE CHANGING IDEAS

2020-21

Organisers



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**VIRTUAL STRATEGY
WORKSHOP**



**CIRCLES WITH BUSINESS
LEADERS**

PETER ANDREOU
VIRTUAL STRATEGY WORKSHOP

COSTAS MARKIDES
KEYNOTE TALK

PHILIOS ANDREOU
LINDA PLANO
MASTERCLASS



**LIFE CHANGING
IDEAS**
2020-21



CIRCLES WITH BUSINESS LEADERS
ECONOMY
BANKING AND FINANCE
BOARD CHALLENGES
INNOVATION REDEFINED

**CIRCLES WITH
BUSINESS LEADERS**



**KEYNOTE TALKS
AND
MASTERCLASS**

LIFE CHANGING IDEAS

2020-21

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



CIRCLES WITH BUSINESS LEADERS



MASTERCLASSES



NETWORKING COCKTAILS

VIRTUAL STRATEGY WORKSHOP

14 & 15 SEPTEMBER

TWO 90-MINUTE SESSIONS

21 SEPTEMBER

45-MINUTE Q&A



STRATEGY

PETER ANDREOU

International Consultant, Trainer, Facilitator

CEO of PeopleAchieve, Cyprus

- **An inspirational and humorous keynote speaker, leadership trainer and workshop facilitator**
- **Peter works alongside the management and helps the organisation set a visionary strategy to inspire the top team and executives - not only to implement but also to own the strategy**
- **He uses a practical and systematic methodology coupled with metrics and KPIs to help organisations differentiate themselves by adding more value to their clients and drastically improve sales**
- **An international management consultant, who trained over 50,000 managers and staff in over 200 multi-nationals across 32 countries, carrying more than 30 years of experience**
- **Peter is the CEO of PeopleAchieve (www.peopleachieve.com) an International Training Consultancy and has served as the president of Cyprus Management Consultants Association**

3 CPDs offered

The Business of Survival

The pandemic has brought about an unprecedented economic crisis, which is difficult to fathom. World-renowned economists outlined multiple scenarios for recovery and growth-but that is exactly the problem. Admittedly, these are just scenarios and not economic predictions. One thing is certain; a deep economic crisis is looming and will become apparent right after the fiscal policies and government stimulus plans dry up.

This practical workshop is based on a process inspired by McKinsey's seven strategic tools and will help you take stock of where your business is today and where the market is heading in the next 1-3 years. It will help you assess whether your business model is still valid and explore new opportunities. It will further help you undertake a risk analysis and create multiple strategic moves by prioritizing options.

At the end of the 3-hour workshop executives will be able to:

- Have a comprehensive plan that will enable them to deal with any crisis.
- Map out trigger-points and metrics according to which scenario plays out.
- Know how to win the commitment of their top executives to the strategy.
- Create a comprehensive and united strategic plan for the whole organisation.
- Agree to each individual's role, responsibility and accountability in the strategic plan.

KEYNOTE TALK

15 OCTOBER | NICOSIA



DISRUPTION

CONSTANTINOS MARKIDES

Professor of Strategy and Entrepreneurship
London Business School, UK

- **World-renowned Speaker on topics of Strategy and Innovation**
- **Repeatedly ranked on the Thinkers50 list of the most influential management thinkers**
- **Author of several acclaimed business books, including All the Right Moves and Game-Changing Strategies**
- **An internationally sought-after speaker at the most prestigious business conferences**
- **An amazing stage speaker, who delivers talks with energy, humour and vitality**
- **His new book Organizing for the New Normal is scheduled to be published in April 2021 and explores how to prepare the organization for an era of continuous disruption**

The Journey of Continuous Disruption

We live in a world of continuous disruption.

Before organizations had a chance to respond to the digital disruption of the early 2000s, they had to confront the arrival of radical new technologies such as AI, virtual reality, robotics and machine learning. Before they had a chance to respond to these technologies, the COVID-19 disruption invaded our lives; and before we even get a chance to respond to the coronavirus disruption, several new disruptions are looming on the horizon, demanding our attention and response.

How do you prepare the organization for this new normal of continuous disruption? How do you develop a strategy for what is coming next while you are busily driving your current transformation? How do you convince emotionally exhausted employees to join you on the journey? How has COVID-19 changed the answers to all these questions?

In this keynote talk, Professor Markides will focus on:

- How to create a “permanent” sense of urgency and an organization-wide unease with the status quo.
- How to convince people to exploit disruption as an opportunity when all they see around them are the negative consequences brought in.
- How to institutionalize into the DNA of the organization the day to day behaviors that would allow us to identify and respond to change early—and how to achieve this in a decentralized way.
- How to develop a strategic response that is innovative and aims to attack the disruption rather than defend against it.

NEW EVENT TBA

CIRCLES WITH BUSINESS LEADERS



ECONOMY

BANKING AND FINANCE

BOARD CHALLENGES

INNOVATION REDEFINED

- A circle will typically host 30 people in one room, a mix of business leaders and policymakers. Each “circle” will host one leading expert who will give a 30-minute talk/analysis of the current situation on the topic discussed. The speaker will highlight the current situation with examples, data and research and offer his personal expertise.
- A curator/moderator with proven insight and experience will steer the discussion among the audience and speaker and will invite a debate and a sensation of new ideas. Through a curated, solution-driven discussion, LCI circles will facilitate leadership development, peer-to-peer learning and a diverse experience, opinion and expertise for future policies and strategies.
- Such focused discussion will allow guests to share their struggles, successes and reflections to nurture policies, action plans and solutions for national policy-making and business development. It will also be an excellent networking opportunity.
- Speakers will be invited physically if Covid-19 permits, or virtually if not. The rest of the participants will attend physically. Each circle is expected to be a 2-hour session.

NEW EVENT TBA

CIRCLES WITH BUSINESS LEADERS



ECONOMY

BANKING AND FINANCE

BOARD CHALLENGES

INNOVATION REDEFINED

The Long or Short Haul to Economic Recovery

A focused discussion on the current state of the economy, the International & European policy response and what can Cyprus do, to push recovery. How can SME's cover the lost ground and achieve growth and how can government policies help them do that. What are the threats and opportunities of the new normal and how can Cyprus recover the lost GDP growth imposed by the pandemic.

Banking & Finance: Challenges in the post-pandemic era

The Banking and Finance environment discussed. What has been the impact of the pandemic on the European banking system? The rise of NPL's and the sustainability of Cyprus banks. Can they finance recovery? Is the banking system at risk and to what extent it can be shielded by the European finance fabric. How can the Cyprus banking and financial system remake, reinvent, respond to the new normal.

Innovation Redefined

How can the collaboration between public and private sector become meaningful again and become an agent for value creation? You need both, to achieve & enable innovation. How can governments seek to steer growth by articulating missions- with bold social aims and measurable results- that will spark innovation across sectors.

Boards and the Virus: Seven Perspectives on the Day After

Sooner or later corporate boards and leaders will emerge from their domestic trenches to rebuild their company's - and their country's - economic future. And the future is not what was imagined in pre-corona times. It is a new world of interconnectedness; of macro-political economy; perceptions of risk; consumer preferences; technological acceleration; work organisation and the role of the state. It is the job of the board to map a strategic way forward and assess the threats and opportunities of the new world order.



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 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 the surface your unique competitive advantage.



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.



Virtual Strategy Workshop

14 & 15 & 21 September

FROM ~~€150~~ NOW
€110



Circles with Business Leaders

(dates to be announced)

€150
EACH EVENT



Keynote Live Talks

€60



LIFE CHANGING IDEAS

2020-21



MASTERCLASSES

March AND April 2021

€80
EACH EVENT



REGISTRATION

Due to the uncertainty of Covid-19, events will be carried out according to the rules of the Ministry of Health. We will do our best to keep the scheduled dates. However, event dates might be shifted or even cancelled if we cannot deliver them.

Tickets can be purchased one month in advance via our online store www.ideas.unic.ac.cy

GENERAL INFORMATION

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EVENT INFORMATION

The timing and venue for each event will be announced prior to the release of tickets.

Typically, we aim to run our events as follows:

Virtual events	09:00 - 10:30
Keynote live talks	18:00 - 20:00
Masterclasses	18:00 - 20:00
Circles	09:00 - 11:00

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