

LIFE CHANGING
IDEAS

Organisers



UNIVERSITY *of* NICOSIA

THE EXPERIENCE SUMMIT

PEOPLE. CUSTOMERS. COMPETITION.

1ST FEBRUARY 2024

Half day Experience with three keynotes

ideas.unic.ac.cy

LIFE CHANGING **IDEAS**

We live, work, and compete in profoundly different ways than before. People have changed! Employees have changed, Customers have changed, and the nature of our Competitive Advantage has changed!



**WE NEED TO
CHANGE THE
GAME TO
STAY AFLOAT.**



THE EXPERIENCE SUMMIT

KATHLEEN O'CONNOR

A leading Expert on Collaboration
and Engagement

HELEN EDWARDS

Speaker, Consultant, Columnist on
Brands

ALEX OSTERWALDER

Leading Expert on Innovation

JOIN 3 GLOBAL EXPERTS AND LEARN

PEOPLE | CUSTOMERS | COMPETITION

LIFE CHANGING
IDEAS



PEOPLE.

THE A, B, C OF ENGAGEMENT

In a world of constant change, managers need the tools and skills to build and sustain a sense of inclusion and engagement among their reports. Capitalizing on the adage that people don't quit their jobs, they quit their managers, the focus is on what managers can do-fast and easy-to foster feelings of inclusion and to deepen reports' feelings of engagement.

The talk will focus on how to:

- Create productive, committed, happy teams
- Draw your inclusion and engagement goals
- The ABCs of Engagement- build a framework
- Improve the team's collaborative capacity
- Reflect on personal enablers and blockers

KATHLEEN O'CONNOR

Professor of Organisational Behaviour
at London Business School

- A Leading Thinker, Researcher and Tutor on making Leadership work
- Helps managers make smarter decisions, foster sustained levels of engagement and performance, and negotiate better strategic partnerships
- Clients include: Deutsche Bank, ING, KPMG, Nestle, Danone, Young Presidents' Organization, and World Economic Forum



CUSTOMERS. CUSTOMER DRIVEN DISRUPTION

This talk will show you how the consumer driven disruptions are the new fuel for growth and innovation. Dr. Edwards will analyse why it pays to spend time studying marginal behaviours and fringe ways of life, how to spot new growth opportunities and how to increase your margins.

- Long-term sustainable growth is the biggest challenge facing business leaders today. Growth has stalled – but not all is lost
- Exciting, soaraway growth won't be found in the usual places – which is why it is time to look in the unusual ones
- Consumer-driven disruption is a tidal wave that starts as a ripple. You need to spot that ripple or small wave, first

HELEN EDWARDS

Leading Expert on Marketing
Speaker, Consultant, Columnist

- Leading Expert on Brands, brand positioning, strategy, internal brand engagement, brand architecture & brand portfolio planning
- Award Winning Brand Columnist of the Marketing Week, and a member of the UK Effie's council
- Adjunct Associate Professor at London Business School
- Clients include: Johnson & Johnson, MetLife, BBC Worldwide, Avon, Nando's and Wella



COMPETITION. THE INVINCIBLE COMPANY

Invincible companies not only know how to design superior business models but they constantly reinvent themselves. This talk will show you how any organization can become unstoppable by managing a portfolio of existing businesses and by simultaneously exploring a pipeline of potential new growth engines.

Alex Osterwalder will show you how to build an Invincible Company, by doing three actions well:

- First, create a world-class innovation culture
- Second, compete on superior business models-not just tech & products
- Third, transcend industry boundaries

ALEX OSTERWALDER

Speaker, Innovator, Entrepreneur
Leading Expert on Innovation

- Inventor of the Business Model Canvas
- Bestselling Author of 5 global bestsellers
- Ranked N0.4 #Thinkers50
- Founder & CEO of Strategyzer- a company which helps organisations around the world innovate and transform
- Visiting Professor at IMD

AGENDA

- 13:30 Registration and Welcome Drinks
- 14:00 Summit begins
- 14:00 People
- 15:00 Culinary nibble break
- 15:30 Customer CX
- 16:30 Culinary coffee & desserts
- 16:50 Competition
- 17:50 Summit Ends
- 18:00 Jazzy cheese & wine

WHO SHOULD ATTEND

The Global Minds Experience Summit offers a unique learning experience. The content of the business talks is designed to give business leaders an edge in today's fast changing competitive landscape, to help them sustain growth and achieve ongoing success.

- Mid-senior leaders from across all industries and across all company sizes
- Government/public sector executives who need to understand the fundamental changes and disruptions for policy making
- Leaders and executive teams looking for ideas and inspiration
- Those who understand the value of knowledge and continuous learning

WHAT YOU GET



LIFE CHANGING
IDEAS

LEARNING

Impactful learning from the best in the industry to help you stay ahead of the curve.

NETWORKING

Nurture your professional network with like-minded executives, as well as meet a new, diverse audience.

CULINARY

Our Executive Chef, Charis will indulge you in the New Glocal* culinary culture.

**A mix of global dishes with locally produced and sourced ingredients.*

TICKETS

LIFE CHANGING
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LIVE FULL PASS €350

- Get the Full Experience
- Live on-Stage Keynotes
 - Learning
 - Networking
 - Culinary
- Summit Materials
 - Recording

ONLINE FULL PASS €180

- Online pass for all keynotes
- Summit Materials
 - Recording

ONLINE SELECTION €60 EACH

- Choose your Keynotes!
 - People
 - Customers
 - Competition
- Keynote recording
- Keynote Materials

BUNDLE OF 5 ~~€2,650~~ €2,500

- Pay 2,500 instead of 2,650
 - 5 live tickets
 - 5 online tickets
 - Summit Materials
 - Recording

BUNDLE OF 10 €3,500

- 10 Live Tickets
- Get one extra live ticket free!
- Get one online pass free!
 - Summit Materials
 - Recording
 - Acknowledged as Engagement Sponsor

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INSPIRATIONAL
BUSINESS TALKS

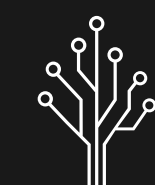
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DIGITAL TREE

