



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

LIFE CHANGING IDEAS

2017-18



HELLENIC BANK

WHAT IS



LIFE CHANGING IDEAS

2017-18



The pioneering series of annual inspirational speeches by world-renowned business professors, global CEOs and breakthrough celebrities returns for its second 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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Life Changing Ideas: **THE SPEAKERS**

- 1** 12 October 2017: **MICHAEL JACOBIDES**, Professor of Strategy, London Business School
- 2** 2 November 2017: **PANOS A. PANAY**, Vice President for Innovation and Strategy, Berklee
- 3** 11 January 2018: **SIMON MAJUMDAR**, Cook, Author and Broadcaster, Food Critic, Iron Chef USA
- 4** 22 February 2018: **JERRY PROCHAZKA**, Chief Human Resources Officer, Wargaming
- 5** 12 April 2018: **PETER HINSSEN**, Serial Entrepreneur, Advisor, Partner at Nexxworks
- 6** 31 May 2018: **RIO FERDINAND**, Celebrity Athlete, Former Football Player at Manchester United FC



The what

Life Changing Ideas: A series of six annual inspirational presentations by distinguished speakers from the world of management, finance, academia, politics, entertainment, sports and science, who have brought about change through their work and ideas. These speakers will be invited to share their work and life experiences and provide inspiration to a selected audience in Cyprus.

The why

In the context of contributing to Cyprus' new areas of growth through encouraging and empowering world-class enterprise and thinking, this initiative aims to bring to Cyprus 'Life Changing Ideas' and success stories to inspire both our educated youth and our experienced managers. Such "ideas" can improve participants' leadership style and have a positive impact on their management capabilities. We believe that leadership development can benefit our society as a whole, facilitating entrepreneurship and job creation.

The who will benefit

Life Changing Ideas will be open to a wide but selected audience, including business executives across all management sectors, graduate and post graduate level students, consultants, academics, journalists, public sector officers and managers, board members and active retirees, policy makers, entrepreneurs and people who are interested in continuous learning and self-development.

The how

The series will be structured as one-hour presentations, followed by a 30-minute Q&A session with participants, and a 20-minute networking cocktail. Most speeches will take the form of a presentation, while others will be given through a live interview. All of the events will be held in a large auditorium, seating 200-250 people.



12 OCTOBER 2017

MICHAEL JACOBIDES

Associate Professor of Strategy,
London Business School

Michael Jacobides works and researches industry evolution, new business models, value migration and structural change in firms and sectors. His work has appeared in top academic journals such as SMJ, AMJ, AMR, OrgSci, ResPol, and ICC, where he is the Co-Editor. He also publishes in HBR, FT and Forbes.com, has been interviewed by the FT, BBC, and appears regularly on CNN.

A frequent speaker at corporate events, Jacobides works on strategy and leadership development, with organisations such as Telenor, Vodafone, Nokia, McKinsey, Accenture, PwC, KPMG, Santander, Credit Suisse, Airbus, Lufthansa, Zurich, MerckSerono and the NHS. He has also worked on various policies with the UK parliament (on the future of financial services) and the European Council (with the high-level group on innovation in Europe), and has **spearheaded the Redesign Greece initiative**.

Jacobides has served on the Global Agenda Council of the World Economic Forum, and has presented talks at the Davos Annual meetings.



Reinventing Strategy: Being better than your competitors is no longer enough

Globalisation, technological innovation, regulatory restructuring, demographic shifts, and environmental pressures have all conspired to change the competitive landscape. One of the most pervasive changes over the last few years has been the transformation of industry boundaries. In the past, industry sectors were clear-cut. Firms could easily identify their competition, manage their supply base and organise their downstream access. This has given way to sets of business or ecosystems where firms collaborate and compete with the purpose of providing complex and all-encompassing value propositions.

Such changes have brought the need to really understand the customer – and the customer's customer. Businesses are shedding their "B2B" mentality, transforming into "B2B2C". The speed of competition makes firms revisit how they compete and what their value is.

Professor Jacobides will focus on how value is created and captured in this shifting landscape and propose a set of concrete strategy tools to help organisations win in today's hyper-competitive world.



2 NOVEMBER 2017

PANOS A. PANAY

**Vice President for Innovation and Strategy;
Managing Director of Berklee Institute for
Creative Entrepreneurship**

Panos A. Panay leads strategic initiatives at Berklee College of Music and also serves as the founding managing director of the Berklee Institute for Creative Entrepreneurship, which abides to a mission of developing an entrepreneurial mindset among students, faculty, and alumni.

Prior to Berklee, Panay was the founder and CEO of his own start-up, Sonicbids, where he created the leading platform for bands to book gigs and market themselves online. Earlier in his career, Panay worked as an international talent agent for artists such as Chick Corea and Pat Metheny.

A frequent speaker, lecturer and moderator, Panay covers topics ranging from entrepreneurship and business strategy, to innovation and media industry trends. He has mentored and helped hundreds of creative people grasp the essence of creativity and entrepreneurship. Panay is a regular contributor at Fast Company's "Fast 50"; Inc Magazine's "Inc 500" and Boston Business Journal's "40 Under 40". Panay is also a Mass Hi-Tech All Star.



Music, Creativity & Business Innovation

Panay approaches entrepreneurship and innovation as a creative process, a fundamental human instinct that we all possess and can unlock. The presentation applies concepts from the creative and musical creation journeys, such as observing, prototyping, iterating, remixing and embracing failure, as a means of guiding participants through the concepts of thinking like a musician to empower innovation.

Panay likes to interact with his audience and help attendees tap into their inner creativity and learn how to leverage it for career development or business innovation. Panay argues "that the pursuit of entrepreneurship is often accompanied by a whole lot of myths. Maybe it's because simplicity sells or because we like to think of life as a linear process where we are in control of all outcomes. But building a business is much, much more than that. It's about damn luck and perseverance, decisiveness and zig-zagging, firmness and flexibility, pragmatism and idealism, tough decisions and unexpected opportunities, and, as Edison said, inspiration and perspiration."

Music, Creativity & Business Innovation is about the side of innovation you won't learn at a business school but, instead, in the music studio.

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SIMON MAJUMDAR

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11 JANUARY 2018

SIMON MAJUMDAR

**Cook, Author and Broadcaster,
TV Celebrity Food Critic**

Simon Majumdar is a world-renowned cook, author and broadcaster, who dedicates his time on this planet to fulfill his ambition to “Go Everywhere. Eat Everything.” It is a journey that has taken him to all fifty states in the US and to dozens of countries around the world.

He has written three books, including *Eat My Globe*, *Eating for Britain*, and his latest, *Fed, White and Blue*, which catalogues his journey to acquiring American citizenship.

Majumdar is also a well-recognised personality on the Food Network, regularly appearing on shows such as *Iron Chef America*, *The Next Iron Chef*, *The Best Thing I Ever Ate*, *Cutthroat Kitchen*, *Extreme Chef* and *Beat Bobby Flay*. He has also appeared as an expert commentator on National Geographic’s major series “EAT: The Story of Food.” He lives in Los Angeles.



“Go Everywhere, Eat Everything”

An Innovation VIP event with a curated dinner and a speech.

Majumdar will talk about how a single event saved his life and how he was able to take his passion for food & travel and turn it in to a successful “second life” career at the age of 43. He will also talk about his new mission in life to **“go everywhere, eat everything”** and how he has developed a new philosophy on how the act of baking bread can bring people together across political, religious and racial divides.

In essence, Majumdar will share his own success story and explain how one can reinvent himself/herself and get a second chance for fulfilment in a corporate career. A charismatic speaker with a compelling story to tell.



22 FEBRUARY 2018

JERRY PROCHAZKA

Chief Human Resources Officer, Wargaming

Jerry Prochazka is the Chief Human Resources Officer at Wargaming, an award-winning online game development and publishing company with its headquarters based in Cyprus.

Before making the move from California to Cyprus, Prochazka was the Head of Global HR at Riot Games, where he is credited for the company being featured as #13 on Fortunes Best Places to Work in 2014 and 2015.

Prior to this, Prochazka was a Learning and Talent Executive at MediaTech publishing and Accenture, where he primarily focused on the question of "How do organisations measure the ROI of learning."

Prochazka spent 12 years in the US Navy as a Nuclear Engineer and graduated from the University of Chicago with an MA in Social Sciences.



The Changing Workplace

Technology is changing the workplace. This change not only affects how we do our work, but also the kind of workforce we need today and in the future. As more industries need a higher number of hi-tech workers, what do organisations have to do to attract and retain the best talent?

Jerry Prochazka, positioned on the forefront of HR strategies of the high-tech gaming industry, will share the impact of technology on the workforce, the way things work today and how this affects future talent strategies and organisational culture.

An outspoken and disruptive speaker, Prochazka will share his own experiences and practices in the evolving industry of entertainment.



12 APRIL 2018

PETER HINSSEN

**Serial Entrepreneur, Advisor and Keynote Speaker
Partner at Nexxworks**

Peter Hinssen is a sought-after speaker on topics such as radical innovation, leadership and the impact of all things digital on society and business. He is an acclaimed author of three bestselling business books: *The Network Always Wins* (2014), *The New Normal* (2010), and *The Day After Tomorrow* (2017). Hinssen is frequently asked to contribute to (international) publications, is a Forbes contributor and a LinkedIn Influencer.

Hinssen has worked on and given numerous keynote speeches around the world, including Google Think Performance, Nimbus Ninety, Gartner, NEXT Berlin, Tedx, PayPal, MasterCard, Microsoft, CIO City, SAS, Accenture and Apple. He is also a multiple board advisor on subjects related to innovation and technology.

For more than fifteen years, Hinssen has led a life of creating and selling technology start-ups. His current company, Nexxworks, helps organisations become fluid, innovate and thrive in *The Day After Tomorrow*.



The Day After Tomorrow

Hinssen will talk about an exponentially changing world and its consequences for the organisations of today. He will introduce those pioneers who managed to move (way) beyond tomorrow's thinking with regard to innovation and are able to change the course of entire industries. He will focus on the business models, the organisational structures, the talent, the mindset, the technologies and the culture needed to maximise our chances for survival in **The Day After Tomorrow**.

To quote Hinssen: "Most of us focus on today: on the meetings we will be having, the e-mails we will respond to, the price offers we need to send out while deadlines are breathing down our neck. And we should. Today is what pays our bills. We also think a lot about tomorrow, about our future value and how our company will survive disruption. Tomorrow is what keeps us awake at night. But let's face it, most of us don't think (much) beyond that."

Hinssen's speech will help us think creatively of what we need to do on the day after tomorrow, and how to adopt radical ideas, concepts, and notions that can change entire companies, industries, and even the world.



31 MAY 2018

RIO FERDINAND

Celebrity Footballer, TV Pundit, Social Commentator, Entrepreneur

Rio Gavin Ferdinand (born 7 November 1978) is a former professional footballer, a centre-back star of Manchester United FC, and a former England National Team Captain. He is regarded as one of England's greatest players ever, as well as one of the most decorated English footballers of all time.

During his career at Man United, he won 6 Premier League titles and 14 trophies, while also serving as the team's Captain at one point. After he retired from football, in May 2015, Rio established himself as a social commentator, garnering a huge following of over 5 million on Twitter, and a combined social media presence of 18 million followers. Currently, he runs his own digital magazine, releases autobiographical books and works with TV channel BT Sport. He has also invested in and manages an Italian restaurant—the well-known *Rosso*.



Live Interview on Stage with Rio Ferdinand

Candid, outspoken and unapologetically honest, Rio Ferdinand will be interviewed live on stage and will talk about his personal claim to fame, from picking up the Champions League trophy on a rainy summer's night in Moscow, to everything that happens backstage and at the forefront of the football pitch. The team dynamics as seen through the eyes of a footballer, the relationship with the coach and fellow players, the role of the mentor, and all those magic ingredients that constitute the dream team—designed to win national and international trophies!

The first half of the interview will focus on getting to know Rio, his background, character traits and motivations, going back in time when as a “12-year-old boy, kicking around a football on the Friary Estate in Peckham, he never dreamt that he would play for his boyhood club West Ham, captain Leeds United, win the Champions League with Manchester United, or re-join his first manager Harry Redknapp at Queens Park Rangers.”

The second half of the interview will focus on those supremely important moments that were paramount in his career as a footballer and his emotions upon retirement in 2015, when he thanked the fans from all the clubs, admitting that “without them professional football would not exist. I will miss each and every one of you on my Saturday afternoons.”



THE ORGANISERS

Globaltraining (www.globaltraining.org) in collaboration with the Business School of 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
45 Makedonitissas Avenue, Engomi
P.O. Box 24005
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 speech
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 5+1 for attending all speeches and curated dinner: €350
(Pay for 5 and attend all 6 speeches and the curated dinner)
2. Individual ticket for any of the five speeches: €60
3. Individual ticket for the event in January 2018, Innovation VIP dinner and a speech: €110
4. Student special fee, applicable to full-time students upon presentation of student card: €20 per event

For further information, contact the LCI coordinator

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For registration and online tickets, click the link below:

https://seminars.globaltraining.org/index.php?route=product/category&path=82_88



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