**15&16**
November 2023
*Allianz MiCo Milano Congressi*

PURPOSE

# World Business Forum | 20° MILANO

**20 years** as the most important gathering of senior executives

*Francis Ford Coppola* *Michael Phelps* *Jean Oelwang* *Muhammad Yunus*
*Greg Hoffman* *Beatrice "Bebe" Vio* *Jon McNeill* *Francesca Gino* *Felipe Gómez*

WOBI
*Inspiring Ideas*

My dear friends and colleagues,

in 2023 we are excited to celebrate the 20th edition of the World Business Forum Milan. Much has changed since the forum's first edition in 2004, often at an incredible speed: technology, markets, and businesses. At WOBI, we have continuously adapted to these changes, while remaining true to our original mission of selecting the world's most relevant and inspiring management content. Providing leaders with the ideas and inspirations that will help them better lead their organizations continues to be our primary goal.

Over the past two decades, more than 30,000 Executives and C-Levels have attended the World Business Forum in Milan. We are working to ensure that the 20th edition will be the best ever, combining an incredible blend of world-class content, unique experiences and networking.

I sincerely hope that you can join us this year for a chance to meet us in person.

Sincerely yours,



**Ana Mazzeo**
Country Manager Italy

# PURPOSE

***Let's put purpose at the heart of business***

Purpose is the driving force behind all we do as individuals and as organizations. It's what motivates our teams to achieve their highest potential. It's the catalyst of innovation and creativity.

Having clarity on our purpose allows us to navigate through the turbulent and often uncharted waters that we are and our organizations are facing today.

Purpose enables us to move from productivity to passion; from automation to self-expression; from individualism to collaboration.

***Discover Your Purpose at World Business Forum Milan 2023***

Powered by

WOBI

*Inspiring Ideas*

ORGANIZATIONS AND ENTREPRENEURS ACROSS THE GLOBE FIND THE WORLD BUSINESS FORUM TO BE THE BEST PLATFORM FOR EXECUTIVE EDUCATION.

# Who will participate?



The World Business Forum offers a unique two-day learning experience. The program of content is designed to give business leaders an edge in today's fast changing competitive landscape so as to sustain growth and achieve ongoing success.

- For senior leaders from across all industries and across all company sizes
- For leaders and executive teams looking for ideas and inspiration
- For all those who understand the value of knowledge and continuous learning

World Business Forum

20° MILANO







# 20 YEARS

## OF EXPERIENCE DEDICATED TO TURNING INSPIRATION INTO ACTION
















Tony Blair · 2011


Andre Agassi · 2013


Richard Branson · 2015


Steve Wozniak · 2014


Philip Kotler · 2012


Arianna Huffington · 2016


LONDON
CHICAGO
FRANKFURT
MILAN
NYC
MÉXICO
BOGOTÁ
HONG KONG
LIMA
MADRID
SYDNEY


Michael Porter · 2017


Simon Sinek · 2019


Marshall Goldsmith · 2021

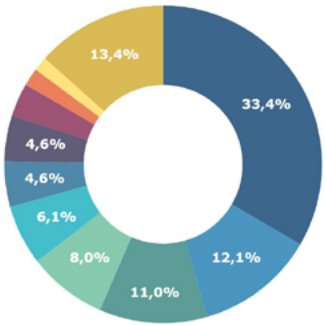

Daniel Coleman · 2018


James Cameron · 2020


Carly Fiorina · 2022

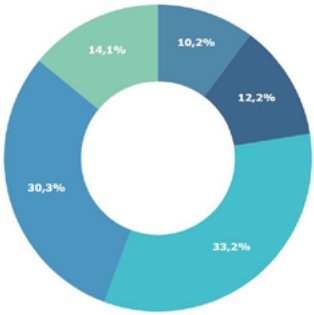
# Statistical Information

## Breakdown by department



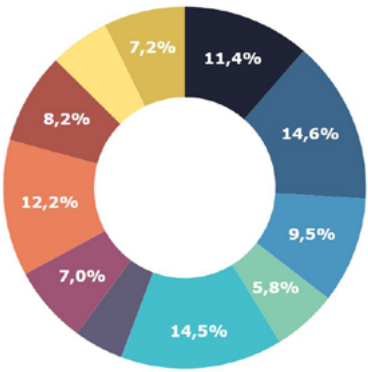

- **33,4%** Top Management
- **12,1%** Sales / Commercial
- **11%** Marketing & Communication
- **8%** Human Resources
- **6,1%** Accounting & Finance
- **4,6%** Information Technology
- **4,6%** Operations
- **3,4%** Production
- **1,8%** Legal / Risk / Compliance
- **1,5%** Logistics / Supply Chain
- **13,4%** Other

## Breakdown by title category




- **10,2%** CEO/General Manager
- **12,2%** C-Level
- **33,2%** Director
- **30,3%** Manager
- **14,1%** Other

## Breakdown by industry




- **11,4%** Business Services (B2B)
- **14,6%** Chemicals & Pharmaceuticals
- **9,5%** Consumer Products & Services
- **5,8%** Entertainment/Recreation/Travel
- **14,5%** Financial Servicing/Banking/ Insurance
- **4,4%** Healthcare
- **7%** Logistics Management
- **12,2%** Manufacturing
- **8,2%** Other
- **5,4%** Retail
- **7,2%** Transportation (Airlines, Trains..)

CREATIVITY

# Francis Ford Coppola

One of the greatest directors and filmmakers of all time



Highly regarded as one of the greatest filmmakers of all time, Francis Ford Coppola's most notable films include *The Godfather* trilogy and *Apocalypse Now*. Coppola's success as a filmmaker and director has won him various nominations and awards including BAFTA and the Academy Awards. His work however expands outside Hollywood, having ventures in the wine and hospitality industry.

Coppola is the creator of lifestyle brand Francis Ford Coppola Presents, which includes films, videos, resorts, cafes and a winery located throughout California, including Guatemala and Belize.

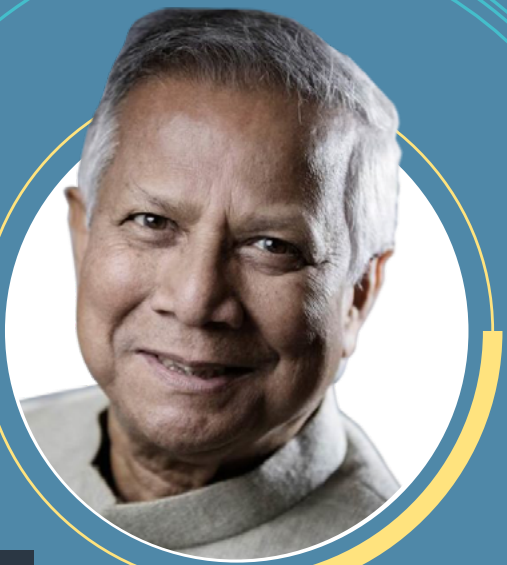
## Leading Talent: Lessons from a Master Director

- The skills and characteristics needed to consistently and effectively push creative boundaries
- Producing award-winning performances: How to identify and get the best out of your talent
- How to deal with doubt and uncertainty when faced with obstacles and failures along the way
- The evolution of storytelling: How to develop powerful stories that capture people's imaginations

SUSTAINABILITY

# Muhammad Yunus

Nobel peace prize winner and founder of Grameen Bank



Professor Muhammad Yunus is the founder and former Managing Director of Grameen Bank which provides micro-credit to millions of poor people in Bangladesh. In 2006, Professor Yunus and Grameen Bank were jointly awarded the Nobel Peace Prize.
He is one of only seven individuals to have received the Nobel Peace Prize, the United States Presidential Medal of Freedom, and the United States Congressional Gold Medal. The success of Grameen Bank has been phenomenal and transformational. Today, it is a $2.5 billion banking enterprise in Bangladesh, while the microcredit model has spread to over 50 countries worldwide, from the U.S. to Papua New Guinea, Norway to Nepal.

## Social business and the future of capitalism

- What is social business and how to put it into practice
- How entrepreneurial spirit and business smarts can be harnessed to create sustainable businesses.
- Meeting the challenge of building a world without poverty.
- The evolution of sustainable development: From CSR to ESG and beyond

HIGH PERFORMANCE

# Michael Phelps

The most successful Olympian of all time



One of the world's most admired athletes and the most decorated Olympian of all time, Phelps competed in his first Olympic Games at the age of 15. He has a total of 28 medals, 23 of which are gold, and has participated in the Athens, Beijing, London and Rio de Janeiro Olympic Games. He is the first American male swimmer to earn a spot on five Olympic teams and at the 2016 Olympic Games, he became the oldest individual gold medalist in Olympic swimming history.

In 2008 Phelps created the Michael Phelps Foundation and in 2010 in collaboration with the Michael Phelps Swim School and KidsHealth.org developed the "im" program that teaches children the importance of being active and healthy, focusing on the sport of swimming. Since retiring from competitive swimming, **Phelps** has also been actively involved in mental health awareness and promotion.

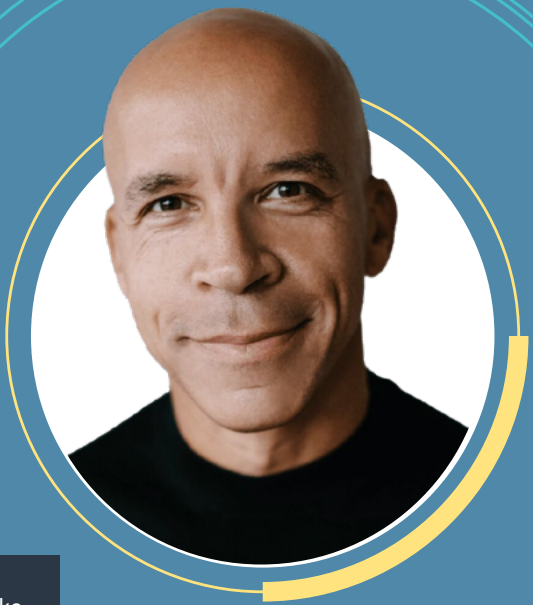
## Sustaining High Performance

- Insights on goal setting and the mindset necessary to prepare for success
- Keys to ensuring you perform at your best when the pressure is greatest
- Facing failure and self-doubt: Lessons learnt from when times were toughest
- Staying motivated: Developing the desire to keep setting the bar higher year after year
- The impotence of raising awareness around mental health and personal wellbeing to sustain high performance

THE NIKE CASE

# Greg Hoffman

Former Chief Marketing Officer at Nike



As former Chief Marketing Officer at Nike, Greg Hoffman is a world-class expert on creating brand experiences. During his career of more than 27 years at Nike he led teams tasked with envisioning the future of storytelling and consumer experiences for the brand. Through his leadership, Nike drove themes of equality, sustainability, and empowerment through sport in some of its most significant brand communications.

He has been recognized as one of *Fast Company* magazine's Most Creative People in Business as well as featuring on Business Insider's list of 50 Most Innovative CMO's and AdAge's Power Players annual lists. In 2023, **Greg's** new book *Emotion by Design: Creative Leadership Lessons From a Life at Nike* will be published for the first time in Italy. Today as founder and principal of Modern Arena, **Greg** advises Fortune 1000 brands, startups, and nonprofits in creating brand strength, business growth, and social impact.

## Brand-Building Through Emotion

- Mastering the art of speaking directly to your consumer, and staying authentic to your own voice
- How to develop a brand persona that will stand the test of time.
- Emotion by design: Building a strong emotional attachment between products and people
- Unlocking the creativity within your organization and unleashing it out into the world.
- Creativity as a team sport: how to embrace curiosity and risk-taking at the workplace

RELATIONSHIP MANAGEMENT

# Jean Oelwang

Founding CEO and President of Virgin Unite and author of *Partnering*



Jean is the founding CEO and President of Virgin Unite, an entrepreneurial foundation that builds collectives, incubates ideas and re-invents systems for a better world. Over the last 15 years, she has worked with partners to lead the incubation and start-up of several global initiatives, including: The Elders, The B Team, The Carbon War Room (successfully merged with the RMI) and The Branson Centres of Entrepreneurship among many others.

As part of her work over the last three decades, Jean has helped corporations put the wellbeing of people and the planet at their core, including working with over 25 Virgin businesses across 15 industries to help embed purpose in all they do. She is also the author of the critically acclaimed book *Partnering: Forge the Deep Connections That Make Great Things Happen.*

## Powerful Partnerships for Transformational Success

- Why the ability to forge deep connections trumps technical skills when it comes to achieving success
- How we can increase the depth and meaning in all of our most important relationships: Lessons from some of the world's most remarkable leaders
- Developing practical tools that allow you to disagree respectfully and virtues to deepen your relationships
- A blueprint for expanding small partnerships into large-scale collaborations

DIVERSITY & INCLUSION

# Beatrice "Bebe" Vio

Paralympic, World and European fencing champion



Beatrice Maria Vio, better known as Bebe, is a symbol of dedication, resilience in the face of adversity, and joie de vivre. Passionate about fencing since childhood, her sporting dreams were nearly shattered when she contracted a particularly virulent form of meningitis at the age of 11 that resulted in the amputation of both her legs and forearms. Determined not to give up on her sporting ambitions, Bebe recovered and took up wheelchair fencing.

Since 2014, she has won every major world competition: European Championships, World Championships, Rio 2016 Paralympic Games, where she was also the flag bearer at the closing ceremony, and Tokyo 2020 Paralympic Games, where she was the flag bearer at the opening ceremony.

In 2009, together with her parents, she founded art4sport, a non-profit association established to help children and young people with limb amputations take back their lives through sports. In 2021, the Bebe Vio Academy, a project designed by Bebe in partnership with Nike with an inclusive program focused on the athlete's main purpose: to make sport accessible for all, officially kicked off.

## If it Seems Impossible, then it Can Be Done!

- What it takes to face fears and obstacles with a smile
- Overcoming prejudices to create opportunities for all
- Building the right team to achieve your goals
- How to turn your perceived weakness into your greatest strength

THE TESLA CASE

# Jon McNeill

Former president of Tesla



A visionary leader and serial entrepreneur, Jon McNeill teaches organizations how to exponentially scale businesses and drive disruptive innovation. As former president of Tesla, he oversaw a 10-fold increase in sales from $2 billion to $20 billion in just three years. In 2018, he became COO at ride-sharing pioneer Lyft, where he helped prepare the company to go public, growing revenue from $800 million to $2 billion in the process. Currently, **Jon** is a managing director at DVx Ventures, a growth-stage venture platform, and serves on several boards of companies including General Motors, Lululemon and Stash Financial.

## Lessons on Innovation and Growth from Inside Tesla

- Disruption, leadership, innovation and the Tesla case: the electric car everyone is watching
- Sleeping in the Tesla factory: experiences and lessons learned with Elon Musk
- How to generate a culture of trust and innovation among employees
- Detecting and promoting disruptive and innovative ideas within your organisation: how to create an idea's factory
- Taking risks: when it is time to move from analysis to action

LEADERSHIP

# Francesca Gino

Behavioural scientist and award-winning Harvard Business School professor



A professor at Harvard Business School, Francesca Gino is an award-winning researcher who focuses on why people make the decisions they do at work, and how leaders and employees have more productive, creative and fulfilling lives. She is the author of *Rebel Talent: Why it Pays to Break the Rules in Work and Life* and will be publishing her latest book in September 2023.

Gino has won numerous awards for her teaching, including the HBS Faculty Award by Harvard Business School's MBA Class of 2015 and has been honoured as one of the world's Top 40 Business Professors under 40. Her studies have also been featured in leading publications including *The Economist*, *The New York Times*, and *The Wall Street Journal*.

## Leading Collaboration in Diverse Teams

- Why more diversity does not automatically result in more inclusive workplaces
- Key ways to leverage diversity
- Best practices to manage conflict effectively
- Why inclusion requires vulnerability: looking at ourselves and committing to a different future
- Lead teams by creating spaces of psychological safety
- How-to turn conflict situations into opportunities

SELF MANAGEMENT

# Felipe Gómez

Pianist and expert in entrepreneurship, innovation and virtuosity



With more than 25 years of entrepreneurial and senior management experience, Felipe Gómez has developed a powerful set of proven tools that helps leaders, teams and organizations to reach extraordinary performance. Leveraging his passion for music and with a grand piano on stage, **Gómez** will inspire his audience and provide tools to consistently aim for operational excellence, create meaningful connections and build effective cultures of innovation. **Gómez** is the author of the best-selling book, *Attitude-E: The Method for Being Entrepreneurial and Fulfilling your Dreams.*

## The Power of Virtuosity

- What it means to be a "virtuoso" and why it's an important quality for organizations in today's world
- Identifying the keys to be a virtuoso in everything we set out to do
- The mindsets and behaviors that leaders and organizations should adopt to thrive in the #NewNormal
- The importance of perfecting our methods, being more aware of the attitudes we assume and doing everything we do with love and passion

# AGENDA

World Business Forum 20° MILANO

| Mercoledì 15 Novembre | | Giovedì 16 Novembre | |
|---|---|---|---|
| **9:00 - 10:30**<br>90 min | **Francesca Gino**<br>LEADERSHIP | **9:00 - 10:30**<br>90 min | **Jon McNeill**<br>IL CASO TESLA |
| **10:30 - 11:15**<br>45 min | Coffee Break | **10:30 - 11:15**<br>45 min | Coffee Break |
| **11:15 - 12:00**<br>45 min | **Presto un nuovo speaker!** | **11:15 - 12:15**<br>60 min | **Muhammad Yunus**<br>SOSTENIBILITÀ |
| **12:00 - 13:15**<br>75 min | **Greg Hoffman**<br>IL CASO NIKE | **12:15 - 13:15**<br>60 min | **Michael Phelps**<br>HIGH PERFORMANCE |
| **13:15 - 14:45**<br>90 min | Lunch | **13:15 - 14:45**<br>90 min | Lunch |
| **14:45 - 15:45**<br>60 min | **Beatrice "Bebe" Vio**<br>DIVERSITY & INCLUSION | **14:45 - 15:45**<br>60 min | **Jean Oelwang**<br>RELATIONSHIP MANAGEMENT |
| **15:45 - 16:15**<br>30 min | Coffee Break | **15:45 - 16:15**<br>30 min | Coffee Break |
| **16:15 - 17:15**<br>60 min | **Felipe Gómez**<br>SELF-MANAGEMENT | **16:15 - 17:15**<br>60 min | **Francis Ford Coppola**<br>CREATIVITÀ |
| **17:15 - 19:00**<br>105 min | 20th Anniversary Networking Cocktail | **17:15** | Fine lavori |

*L'agenda può essere soggetta a modifiche


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Best Western Hotels & Resorts

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Great Place To Work.

Social Impact Partner

art4sport

# Special Offer!

Valid until July 28, 2023 only for

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ITALIENISCHE HANDELSKAMMER FÜR DEUTSCHLAND

## Gold Tickets

| 1 Gold Ticket | 3 Gold Tickets | 5 Gold Tickets |
|---|---|---|
| **1.526 € + VAT** | **4.246 € + VAT** | **6.753 € + VAT** |
| Full Price: ~~2.400 € + VAT~~ | Full Price: ~~7.200 € + VAT~~ | Full Price: ~~12.000 € + VAT~~ |

## PLATINUM Experience: 600 € + VAT

**(for each ticket)**

| INCLUDED | GOLD | PLATINUM |
|---|---|---|
| Coffee Break / Lunch | ● | ● |
| Support material | ● | ● |
| Certificate of attendance | ● | ● |
| Simultaneous translation | ● | ● |
| Access to VIP area | | ● |
| Private lunch | | ● |
| Ticket delivered before the event | | ● |
| Reserved seat in numbered VIP area | | ● |

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WOBI

# Ideas To Lead

## WOBI Series



***A unique series of courses** bringing together management's great voices and minds to provide diverse perspectives and evolving ideas. Each course has a pay-per-view model, and is broken down into 5 engaging bite-sized chapters of 15-18 minutes, each with their own actionable takeaways*

***Benefits:***

- *Relevancy of topics*
- *Variety and diversity of world class perspectives*
- *Engaging format*
- *Actionable takeaways*

### *About Ideas to Lead:*

- *15+ different experts per course*
- *In each chapter you'll find:*
  *5 Questions for reflection + 5 Key takeaways + 5 Question quiz*
- *Get your diploma as an NFT*
- *You can watch them on WOBI's learning management system or embed them into your organization's platform*





***About Course 01: Leadership & Uncertainty***

*Chapter 1: Leading with Purpose, Meaning & Impact*

*Chapter 2: Navigating Paradox*

*Chapter 3: A Smarter Framework for Leadership*

*Chapter 4: Rethinking the Notion of Work*

*Chapter 5: Dealing with Uncertain Times*

Contact us at **ideastolead@wobi.com**

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Special offer only available until Friday, July 28

# World Business Forum Milano 2023

November 15th & 16th, 2023 | Allianz MiCo Milano Congressi

CAMERA DI COMMERCIO ITALIANA PER LA GERMANIA
ITALIENISCHE HANDELSKAMMER FÜR DEUTSCHLAND

World Business Forum MILANO

WBF/MD6/EN/ITKAM/2023

☐ 1 GOLD TICKET: **1.526 €** + VAT
N° _____

☐ 3 GOLD TICKETS: **4.246 €** + VAT
N° _____

☐ 5 GOLD TICKETS: **6.753 €** + VAT
N° _____

☐ WOBI*Pass*: **400 €** + VAT
N° _____

☐ **PLATINUM EXPERIENCE: 600 € + VAT**
(for each ticket)
N° _____

☐ Ideas To Lead: **99 €** + VAT
N° _____

## Personal Information

SURNAME: _____ NAME: _____

JOB TITLE: _____ COMPANY: _____

TELEPHONE: _____ E-MAIL: _____

ADDRESS: _____ ZIP CODE: _____

CITY: _____ PROVINCE: _____ COUNTRY: _____

## Invoice Information

BUSINESS NAME: _____ TELEPHONE: _____

REGISTERED OFFICE ADDRESS: _____ ZIP CODE: _____

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CREDIT CARD HOLDER: _____ ☐ VISA ☐ MASTERCARD ☐ AMERICAN EXPRESS

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BANCA INTESA: IBAN IT 52 J030 6909 4001 0000 0104 346 / SWIFT CODE: BCITITMM

1.- Terms and conditions of registration, payment and participation in HSM Italia Srl events.
1.1 Participation: in order to participate, it is mandatory to fill out the registration form in its entirety, send it to HSM Italia Srl and pay the registration fee within the specified date. It is mandatory to indicate the names of the participants at the time of registration. Any changes must be communicated within 45 days from the date of the event. 1.2 Confirmation: the registration will be confirmed by e-mail / fax via the contact details specified in the registration form. 1.3 Withdrawal and Reimbursement: the waiver is possible up to 180 days before the event by sending due notice to HSM Italia SRL, Via Fontana 18 - 20122 Milan, Italy. A fee of €350 per ticket purchased will be charged for organizational expenses. After this period, the cancellation will no longer be accepted. 1.4 Event Program: HSM Italia Srl reserves the right to modify the event program without prior notice.

Data: _____ Signature: _____

Pursuant to articles 1341 and 1342 of the Italian Civil Code the following clauses are specifically approved:
1.1. (Changes)
1.3 ("the waiver is possible up to 180 days before the event by sending due notice to HSM Italia SRL, Via Fontana 18 20122 Milan, Italy. 20% of the fee will be charged for organizational expenses.
After this period, the cancellation will no longer be accepted. "
1.4 (program modification

Signature: _____

Information pursuant to Article 13 of the GDPR (EU Regulation No. 2016/679) - Protection of Privacy. The data controller of your personal data is the HSM Italia Srl organization (hereinafter "WOBI"), VAT number 04135570960, with operational offices in Via Fontana 18, 20122 Milan. WOBI informs that the personal data collected with the registration form will be processed for: 1) registration and participation in the initiative and statistical processing necessary for the event; 2) to participate, if desired and with previous consent, in initiatives organized by the Sponsors during the event. In this case, the personal data will be communicated, via methods, even automated, strictly necessary for such purpose; 3) for the communication, if desired and with previous consent, of commercial information via electronic, postal and telephone means about products and services offered by WOBI, a company of the same group and Sponsors of an initiative. The legal basis for the processing of personal data is the execution of this contract and, for participation in initiatives by the Sponsors and for commercial communications, the express consent given by marking the relevant boxes at the end of this information. Personal data will not be disclosed to third parties, except in the cases mentioned above and provided for by law, and will be kept until a mutual interest exists and up to an express opposition by the interested party to the processing. It is possible to revoke your consent to receive commercial communications at any time and exercise your rights of access, rectification, cancellation, opposition, storage, limitation of data processing and portability by sending a written communication to WOBI to the postal address of the operative offices in Via Fontana 18, 20122 Milan or to the email address info.it@wobi.com. In particular, we inform you of your right to present a complaint to the Control Authority if you consider that the processing is not compliant with the current legislation. To consult the complete information, please visit our website https://www.wobi.com/privacy-policy/

Having read this information, the interested party:

☐ Consents ☐ Does not consent to the processing of his/her personal data for registration and participation in the initiative and for statistical processing purposes, as described in point 1) of this information
☐ Consents ☐ Does not consent to the processing of his/her personal data to participate in initiatives organized by the Sponsors during the event, In this case, as described in point 2) of this information
☐ Consents ☐ Does not consent to the processing of his/her personal data for the communication of commercial information via about products and services offered by WOBI, a company of the same group and Sponsors of an initiative, as described in point 3) of this information

SIGNATURE AND STAMP: _____

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