

IDEAS GENERATOR FOR BUSINESS LEADERS

OCTOBER 2019

SPEAKER BULLETIN

TURNING
AWARENESS
INTO ACTION

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FROM THE EDITOR

Sustainability in the Robot Age?

The great challenge is how to create a sustainable world as the basis of all - work, life and environment. It's become everybody's business! See pages 6-9 featuring Marga Hoek, author of The Trillion Dollar Shift and Jeremy Rifkin, author of The Green New Deal. Celebrities such as Leonardo di Caprio and Sir Bob Geldof are also committed supporters of a new Green World. Sir Bob recently said in an article: "How do we feed the world in the future without destroying the planet? Humanity faces profound challenges." The escalating climate crisis problems are systemic - fundamental societal changes are needed.

In the business world softer skills and actions are required to counter the ever-extending technologies in the approaching robot age. Dame Inga Beale talks about a more inclusive society and a workplace for all on page 15 and the BBC will be showing a new documentary featuring Helen Fielding, the creator of the amazing fictional character Bridget Jones who became an instant cultural phenomenon across the film world. You can read more on page 14.

Last but certainly not least, please view our new website www.speakers.co.uk. It will be live any day now.

I hope you enjoy the exciting varied articles of our eminent contributors...

Dagmar O'Toole | dagmar@csaspeakers.com

INGA BEALE

WORKPLACE EQUALITY ADVOCATE

Dame Inga Beale is a British businesswoman with over three decades of experience in global financial services. She was awarded a Damehood for services to the economy and for her contributions to driving the inclusion agenda for women. Inga has made diversity and inclusion a central tenet of her corporate message. Inga talks from experience about how to build an environment where people from all walks of life feel valued and can thrive at work.



KIRK VALLIS

COACH AND BEHAVIOUR CHANGE AGENT

Kirk Vallis is Google's Head of Creativity Development. He helps Googlers across the world to understand that it is not only about the approach, but vitally, the behaviours, that teams and individuals exhibit that time and again result in an awesome piece of innovation or a fresh way to solve a problem. He develops programmes for enhancing the relationship between culture and innovation, and creating and delivering the training to help individuals best realise their potential.




FABIAN WESTERHEIDE

ENTREPRENEUR AND INVESTOR FOR AI

Fabian Westerheide is an entrepreneur of the digital industry, author and investor. Fabian is CEO of Asgard, a family-owned Venture Capital firm based in Berlin. His passion lies in Artificial Intelligence and the Internet of Things. He defines AI and gives a comprehensive overview of the current state of technology. Fabian sets a high pace, explains complex contexts in a comprehensive way and encourages his audiences to think about AI, as it is about to become an important element of our daily (work) life.





LARS ULRICH
Metallica's Drummer

▶ 06:29

Lars discusses music from a marketing and creativity point of view. He talks about music as a business and the impact of digital on his world.



KEREN ELAZARI
Cybersecurity and Research Expert

▶ 16:28


Elazari is a celebrated researcher on all matters related to cybersecurity and hacker culture. She talks here about how hackers can be a force for good.



MARGA HOEK
International Thought Leader

▶ 25:07


Marga talks about the business opportunities of the Sustainable Development Goals. She emphasises that they are a compass for everyone, anywhere.



ANDRÉ NOËL CHAKER
Entrepreneur and Author

▶ 00:59


André Noël Chaker is a speaker, writer, performer, an entrepreneur and a business executive all rolled into one person. Here he demonstrates his ability to excite and involve the audience.



TANMAY BAKSHI
Cloud Computing Developer Expert

▶ 09:24

Tanmay delivers a compelling TED talk on his app for use in healthcare. It picks up on irregularities in a person's online behaviour and is an early warning system for at-risk teens.



PARAG KHANNA
Global Strategy Advisor

▶ 38:19

In this TED podcast **Parag** focuses on geopolitical complexity and explains about how he looks at globalism in a different way, with a focus on connectivity.

Thinkers50 2019 Awards



Every two years, Thinkers50 hosts a unique event in central London; a gathering of the very best minds in management thinking for a day of ideas, discussion, debate and networking. In the evening there are the awards and the announcement of the new Thinkers50 Ranking of the world's leading management thinkers. Started in 2001, today this ranking is widely considered the most influential of its kind.

The shortlist for 2019 covers people from a wide range of backgrounds and skillsets; **Clayton Christensen**¹, in his co-written book, focuses on the vexing problem of global poverty, while **Anders Indset**², in his book, argues that if we want to understand society, we must rethink the economy. They are both on the Breakthrough Idea Awards shortlist. Meanwhile, on the Innovation Award shortlist are individuals such as **Vijay Govindarajan**³ who introduced the concept of 'reverse innovation'. Over on Thinkers50 Radar - their list of management thinkers to watch - is **Marga Hoek**⁴ who is passionate about the need to bridge the gap between words and action if sustainability is to be more than empty and ironic rhetoric. We will have to wait until Monday 18th November, when the final ranking and presentation of the awards will be announced.

NEW CSA WEBSITE COMING SOON!



Scandinavian Insight

Scandinavia has long been known for a history of culture, innovative design, amazing landscapes and terrain and even the occasional pop group or two. There is far more to this region though, with a thriving business scene and entrepreneurial spirit. At CSA Celebrity Speakers we constantly aim to widen our reach and depth of speakers and to this end we are working with upcoming and established Scandinavian and Nordic voices.



Anssi Rantanen is a growth marketing expert, serial entrepreneur, and public speaker. He is interested in the omnipresent shift towards a more digital and integrated world and has helped over 50+ companies implement and execute growth strategies during a 3-year career at Google. Anssi is a growth coach for startups and corporates and is currently CEO at Growth Tribe in Finland, an education company that teaches companies the skills that they need in order to succeed. He delivers training courses on growth hacking and his content focuses on digital growth and automation.

André Noël Chaker is a speaker, writer, performer, an entrepreneur and a business executive all rolled into one. As an entrepreneur he has worked with some of the world's largest IT companies and has been a leading force in many science, technology, gaming and sports related startup ventures. As a speaker he is inspirational and as a moderator and host he is world-class. He focuses on leadership and changing attitudes, entrepreneurship, as well as communication and interaction.



Other speakers who are currently grabbing our attention include **Helena Åhman**, who is a coach for leadership and Boards; **Antti Merilehto** who is an author on AI and is ex Google; **Jukka-Pekka Heikkilä** who is an acclaimed impact-driven scholar and explorer; **Pekka Pohjakallio** – mentor and coach, formerly a Nokia Director and **Pekka Hyysalo** who is a Backfighter. All these fascinating individuals are available for speaking opportunities to make a difference and have a positive impact at your next event.



THE GREAT TRANSFORMATION

A GLOBAL GREEN NEW DEAL

Facing a global climate emergency, a younger generation of millennials and Gen Zs is spearheading an unprecedented planetary mobilization in support of a global Green New Deal to save life on Earth and setting the agenda for a bold political movement with the potential to revolutionize society.

In the United States, all of the major Democratic Party candidates for the U.S. 2020 presidential elections have announced their support of a Green New Deal, as has the United States Conference of Mayors. In the European Union, Ursula von der Leyen, the President-elect of the European Commission, has likewise made the Green New Deal the centerpiece of Europe's transformation into a zero-emission post-carbon society.

While the Green New Deal has become a lightning rod in the political sphere, there is a parallel movement emerging within the business community that will shake the very foundation of the global economy in coming years. Key sectors of the economy – ICT; power and electricity; transportation and logistics; and real estate – are fast decoupling from fossil fuels in favor of ever cheaper

solar and wind energies and the accompanying clean technologies, green business practices, and processes of circularity and resilience that are the central features of an ecological society.

The levelized costs of utility-scale solar and wind installations have plummeted and are now below the cost of nuclear power, oil, coal, and natural gas, leaving the old conventional energies and accompanying technologies behind. New studies are sounding the alarm that trillions of dollars in stranded fossil fuel assets could create a carbon bubble likely to burst by 2028, causing the collapse of the fossil fuel civilization. "Stranded assets" are all the fossil fuels that will remain in the ground because of falling demand as well as the abandonment of pipelines, ocean platforms, storage facilities, energy generation plants, backup power plants, petrochemical processing facilities, gasoline stations, auto service centers, and the myriad industries tightly coupled to the fossil fuel culture.

The leading oil-producing and consuming nations will be caught in the crosshairs between the

plummeting price of solar and wind and the fallout from peak oil demand and accumulating stranded assets in the oil industry. The marketplace is speaking, and governments everywhere will need to quickly adapt if they are to survive and prosper.

It is clear that the world needs a new economic vision that is compelling and executable by big cities, small towns, and rural communities if we are to make the transition from a dying fossil fuel civilization to an emerging green civilization. We are on the cusp of a Green New Deal Third Industrial Revolution that can take us into a post-carbon zero-emission green era. We need to be hopeful that we can get there in time.

Jeremy Rifkin is the author of *The Green New Deal: Why the Fossil Fuel Civilization Will Collapse by 2028, and the Bold Economic Plan to Save Life on Earth*. Rifkin is an advisor to the leadership of the European Union and the People's Republic of China, and a principal architect of their Green New Deal -style transitions.



"Returns on sustainable businesses are growing 20% better than their peers."

- Marga Hoek

its first actions being to donate US\$5 million to help protect the Amazon rainforest. "The largest rainforest in the world is a critical piece of the global climate solution," DiCaprio wrote in an Instagram post. "Without the Amazon, we cannot keep the earth's warming in check."

World renowned ethologist and conservationist Dr Jane Goodall founded Roots & Shoots, a global program that guides young people in nearly 100 countries in becoming conservation activists and leaders in their daily lives. Today she travels the world, speaking about the threats facing chimpanzees, environmental crises and her reasons for hope. In her books and speeches, she emphasizes the interconnectedness of all living

things and the collective power of individual action. Here she is in **conversation** with Guy Kawasaki.

Marga Hoek is a visionary, international figurehead recognised for her ongoing thought and business leadership on sustainable business and capital. Marga focuses on how business and capital have the responsibility, and opportunity to create sustainable value, and contribute to the solving of global challenges, using the UN Sustainable Development Goals (SDGs) as a framework. Working towards these SDGs is not just a goal on its own, by doing so tremendous opportunities and new markets become available. Watch Marga's TED video on page 2. Jeremy Rifkin is an American

economic and social theorist, writer, public speaker, political advisor, and activist. Rifkin is the author of 20 bestselling books about the impact of scientific and technological changes on the economy, the workforce, society, and the environment. He has just published his new book The Green New Deal and has written an article for CSA Celebrity Speakers discussing the Green New Deal to save life on earth (page 7).

Sustainability

is EVERYBODY'S Business

In 1983 the United Nations created the Brundtland Commission. The aim was to reflect about ways to save the human environment and natural resources and prevent deterioration of economic and social development. The Commission defined sustainable development as development that "meets the needs of the present without compromising the ability of future generations to meet their own needs."

This seems to be failing. Even with government departments and climate change meetings around the world we still appear to be heading towards an unsustainable future. Now the conversation is being not only joined by, but appearing to be led by, the people.

Individuals around the world are speaking up and making themselves heard on one of the most pressing

issues of our time. Celebrities are bringing the issue to the attention of those around them. Actor and climate change activist Harrison Ford has spoken about rainforests and climate change at events for some years, including the **Global Climate Action Summit** and the recent **UN Climate Action Summit**.

Meanwhile Leonardo di Caprio has formed 'Earth Alliance', with one of

"It is still possible to transform the global economy and save life on earth - if we act now."

- Jeremy Rifkin



Lightning Strike Bolt

USAIN BOLT



Jamaican **Usain Bolt**, nicknamed 'Lightning Bolt', is the most naturally gifted athlete and the fastest man on two legs the world has ever seen. His achievements are breathtaking and he is the reigning Olympic 100/200 and 4x100m gold medal holder; he won a total of 8 Olympic gold medals during his career.

His unparalleled athletic achievement combined with his personal appeal and unique style has won him fans all over the world and made him one

of the most marketable personalities in the world today. Usain enjoys life, enjoys people, and enjoys everything that comes with entertaining the world.

Since his retirement from athletics in 2017 he has been extremely busy with his business and charity work for the Usain Bolt Foundation. The Foundation is dedicated to the legacy for happy children; to enhance the character of children through educational and cultural development, as they live their dreams.

During a recent CSA client event Usain's credentials as a sports leader and achiever proved to be of the utmost inspiration for a motivated audience of thousands of promising young people. He took part in a moderated interview, along with autograph signing and a press conference. Contact with the audience was high on the agenda and Usain demonstrated perfectly how you can create powerful memories and motivation sharing on a one-to-one level.

Nassim Nicholas Taleb Taking Advantage of Uncertainty in an Uncertain World

What have the invention of the wheel, Pompeii, the Wall Street Crash, Harry Potter and the internet got in common? Why are all forecasters con-artists? What can Catherine the Great's lovers tell us about probability? And, why should you never run for a train or read a newspaper? This was our pitch to a leading and long standing CSA client in the private equity sector seeking to invite a top "name" for a fireside chat with their investors at a recent London event. Who better to invite than one of the world's leading thinkers who knows and understands the risks in the world of global investment inside out.

Our solution: **Nassim Nicholas Taleb** who is a former financial trader and author of best-selling books the most famous of which "The Black Swan" made his name.

Black Swans: the random events that underlie our lives, from bestsellers to world disasters. Their impact is huge; they're impossible to predict; yet after they happen we always try to rationalize them. A rallying cry to ignore the 'experts', "The Black Swan" shows us how to stop trying to predict



everything - and take advantage of uncertainty.

Many of our clients tell us they find a hosted Q&A more effective and personalised. Particularly when the subject matter is complex and specialist. Our client was delighted with this format. They received full value by Nassim attending a face to face briefing meeting prior and attendance at the event dinner.

Cliveden Literary Festival

The third Cliveden Literary Festival took place on 28 and 29 September in the magnificent surroundings of Cliveden House. Hailed by Alain de Botton as "the most dignified and beautiful literary festival on the planet", the 2019 Festival was an

unmissable weekend of wonder, with stimulating discussions and debates with the stellar speakers taking part.

Panel topics and sessions for this year's festival included: global power, conflict & conspiracy, the art of the novel, Victoria's legacy, the secrets of the universe and the secrets of the mind.

Alain de Botton, writer and philosopher of life, took part at the festival, talking about empathy, resilience, composure and the

essential tools of life. **Helen Fielding**, creator of *Bridget Jones*, discussed female protagonists and what makes them stand the test of time, whilst Rory Stewart talked all things politics with Simon Sebag Montefiore.



Interview with Chantal Rickards



Chantal Rickards is a former CEO and spokesperson for BAFTA, Los Angeles, running high profile events and talent-led initiatives. She talks to us here on how philanthropic and cause related content is being used to shine a light on pressing global issues, in addition to sharing her experiences and views about the power of content and brands working together.

You talk about the power of content and brands working together. What benefits does this have for both the consumer and the creator?

The creator of content is always looking for funding sources and since the dawn of soap operas, which were funded by soap powder manufacturers, there are increasing occurrences of content being supported by brands.

Brands on the other hand are always looking to increase awareness of a product with a view to a sale somewhere further down the transaction chain, not necessarily immediately. Content can also be used well to help position or reposition a brand in its market place. A consumer's brand sentiment can be massaged through the brands partnering with appropriate content. Think of all the brands now that

need an image change and want to look greener, more philanthropic and ethical. Greenwashing can be achieved through clever content marketing.

You have been working in Hollywood for a number of years; what do you feel is the most important or exciting insight you have gained during your time there?

Hollywood is a behemoth - it's 'deal town', and finding one's way around takes years, if only because people sit in their cars for an inordinate amount of wasted time driving from one side of the 405 to the other or from the West Side to the Valley. I managed four years with a bicycle and an Uber account and people thought I was crazy.

Hollywood has changed dramatically since my arrival, with the rise of the

importance of diversity to the MeToo campaign. Both needed to happen but they rocked Hollywood to its core. The changes in career opportunities and recognition for women, people of colour, the LGBTQ+, and other under-represented communities is immense. Hollywood, which may have seemed like a concept stuck in the Golden Age of yesteryear for some decades, has evolved at an ever increasing rate in recent years. The pace of change has accelerated as technological change pushes us harder towards a place where the future is now. What we can conceive can be created seemingly which makes me worried for our ability to form new types of creative expression quickly enough. But with VR we have found a device, a concept and art form all rolled into one that is on the cutting edge of technology yet pushes emotional boundaries in vital and visceral ways.

Can you tell us a little about philanthropic and cause-related content and how it can benefit people around the world?

I will probably never go to Mexico and stand on the border at night as a refugee trying to enter the USA, but for anyone who saw the VR exhibition at LACMA by Alejandro Inarritu of the extraordinary *Carne y Arena* you will have been left in no doubt about the power of VR to persuade, cajole, move, mesmerise and shock. As for cause related issues, it really moves the needle. Having no idea what to expect, I experienced Inarritu's story of migrants on the Mexican border both clueless and shoeless; after removing my footwear and donning my headset I found myself tiptoeing

across a midnight landscape of sand and rocks, while the 'wind' from Border Patrol helicopters tousled my hair and whipped around my ankles, accompanied by the din from the thunderous flying engines which thumped in my chest.

"Content can be used well to help position or reposition a brand in its market place."

My fellow VR travellers, parents and children alike, cowered behind boulders bringing the all-too-real awfulness of the scene up far too close and far too personal. Guns were brandished, people shouted, children cried and it all simply broke my heart; if there had been anyone at the end of the experience asking for money to support displaced and dispossessed peoples I would have emptied my purse there and then. But how wonderful to have been fully transported to another time and place; the power of VR is not to be underestimated.

You have moderated events and interviewed many stars; what is the best approach to ensure that you get the best from people on the day?

Prepare, prepare, prepare. Know where people are going to sit, the order they come on stage, the

background colour of the set, the music you will use to 'play them on', whether they might have trouble climbing stage steps, whether they are hard of hearing or need a lapel mic instead of a handheld mic. Those are the basics. After that, it's all about the interview and knowing how to extemporise, and knowing the subject. Always add humour as it calms people down, always smile, rarely look at your notes and be self deprecating. Always be more interested in them than yourself. Years of writing interviews for David Frost and working with chat show host Michael Parkinson stood me in good stead for taking on Hollywood's finest.

From all your time working on major shows and with some of the top names and celebrities, is there one anecdote which stands out above all others?

Crikey - it would take me a ton of time to find the best - there have been so many. Losing Joe Cocker for three days before the Lennon concert in Liverpool, not recognising Lenny Kravitz when he walked on set, organising phone calls from the White House which ended in disaster, waiting three infuriating hours for an Oscar winner and then not even mentioning she was late, forgetting to book an audience of 300 people for a show with two hours' notice, being hexed by a white witch we had just interviewed, seeing spoons bend in my own hands after Uri Geller handed them to me, losing all lighting live on air and completing the show on a couple of torches and one lamp. I have many more!

BBC Announces Bridget Jones Documentary

Helen Fielding is an English novelist and screenwriter, best known as the creator of the fictional character *Bridget Jones* and a sequence of novels and films beginning with the life of a thirty-something singleton in London trying to make sense of life and love. One of the defining figures of the 1990s, Helen Fielding's brilliant comic creation was an instant cultural phenomenon. *Bridget Jones' Diary* coined some of the era's buzzwords, from "sad singletons" to "smug marrieds". And it helped launch a new genre, termed "chick lit".

In 2020, a quarter of a century later, BBC Two is making a documentary which will celebrate *Bridget Jones* and the legacy of Helen Fielding's character. In the age of *Fleabag* and #MeToo, the documentary explores how *Bridget's* story reflects changing attitudes to women - and the way their stories are told. *Being Bridget* will feature interviews with **Helen Fielding** and the friends who inspired the original characters along with rarely seen archive and celebrity fans playing tribute.



Turning Awareness into Action

Dame Inga Beale is a former CEO of Lloyd's of London and a workplace equality advocate. A British businesswoman with over three decades of experience in global financial services, Inga talks here about the progress being made toward a more inclusive society and workplace for all.

Last year we celebrated 100 years of a very special milestone for women in the UK and Ireland. In February 1918 history was made when, after decades of campaigning, women were given the right to vote - a real breakthrough towards achieving a more equal, inclusive world.

So how inclusive is our world today? How inclusive are our societies and our businesses?

While much has improved and we have a growing new industry - diversity & inclusion consulting - there's still much more to do.

Gender pay gap reporting this year showed a quarter of firms have a pay gap of more than 20% in favour of men. And this has serious consequences for financial

independence later in life as the average pension wealth of women in the UK aged 65 is £35,800 - just 1/5th of men the same age. It starts early on in life even to the extent that female apprentices earn 21% less per hour than their male counterparts.¹

This is just a reflection of one section of the workforce but when we look at others there are worrying facts...

- almost one in five LGBT staff (18%) have been the target of negative comments or conduct from work colleagues in the last year because they're LGBT²
- just 84 of the 1,048 director positions in the FTSE100 companies last year were from an ethnic minority, and that had fallen from 85³

- the UK unemployment rate of the 7.6 million people of working age reporting a disability is 8% vs 3.3% for those without disabilities⁴

Many people are of the view that if we can solve the gender imbalance, we can solve the imbalance for other under-represented groups. I say it's up to all of us to take diversity seriously and to think about how to create inclusive societies and workplaces for all.

¹ <https://www.insuringwomensfutures.co.uk>

² <https://www.stonewall.org.uk>

³ <https://www.theguardian.com>

⁴ <https://reserachbriefings.files.parliament.uk>

Legacy and Liability

Andreas Ekström

I was born and raised thinking about legacy. Most of us are. We don't intend to, but we become versions of our parents. We choose equivalent jobs, we pick similar spouses, we tend to often remain in the same geographical area. What is all this, if not entertaining the idea of a legacy? The strength of history, of roots to your tree?

I am the first reporter in my family – but as a keynote speaker, I am more than anything a teacher. Just like mom and dad, and many other people in my extended family past and present. And I like that. I like the sense of belonging to an idea, a context, a sort of saga: This is who we are, and this is what we do. Of course, these thoughts limit us tremendously, too.

I came to think of that as I heard a quote from a young Swedish business tycoon – a guy who is going to be running a big family business, after fathers and mothers before him have done the same for more than a century. His magical words? Legacy is a liability. I immediately loved and hated that.

I believe in a sense of purpose that can be drawn from a long history or

a solid intellectual idea. But I also believe that the limits we set – for ourselves, for others – are stifling. For the young business leader I mentioned, legacy is likely to be holding him back. I can only imagine how sick and tired he must be of old school ideas of what the family business "should" be – when all he wants to do is to reinvent.

And I suspect these same mechanisms may apply on an individual level as well.

Letting other people do what they want to do and be who they want to be is a good start for any enlightened human being.

But how about yourself? Are you letting yourself do what you want to do? Be who you want to be?



Andreas Ekström is a futurist and commentator on digital revolution. His passion is to educate for digital equality and he aims to understand the companies and behaviours that have become drivers of change at all levels of society. He talks here about legacy and what it means for each individual.

What You Say About Our Speakers

“

“**Martina Navratilova** was excellent. She had great content and was absolutely wonderful, charming, inspiring, interesting and humble.”

Global Insurance Agents

“

“**Joschka Fischer** thrilled our guests with his knowledgeable speech on European policy perspectives. We got great feedback.”

Professional Services Provider

“

“**Michael Johnson** was fantastic. He gave a truly motivational speech as well as a meet and greet. He couldn't do enough for us.”

IT Services Company

What You Say About CSA

“

“You delivered great service from initial recommendations of potential speakers to quickly securing a booking. Good level of correspondence and a lovely team.”

Training Group

“

“You were, as always, responsive and providing excellent service, always coming up trumps with great speakers. We couldn't ask for more.”

Professional Organisation

“

“Your service levels are excellent. You all go the extra mile, which is greatly appreciated. You have some stars working on your team.”

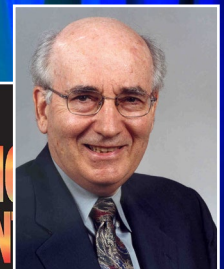
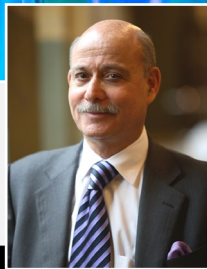
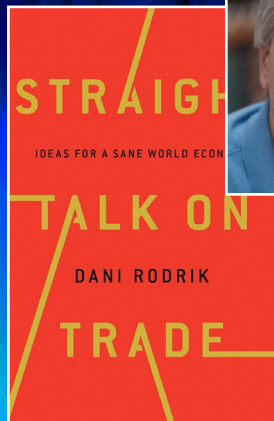
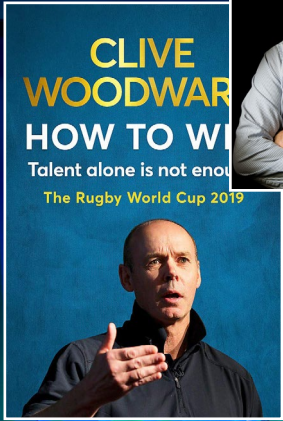
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