

IDEAS GENERATOR FOR BUSINESS LEADERS

JANUARY 2020

SPEAKER BULLETIN

2020



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WORLD IN 2020

**THE ROLE OF TECHNOLOGY
AND GEOPOLITICS**

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FROM THE EDITOR

Social, economic and environmental challenges of 2020 are forcing business leaders to redefine a new responsible leadership. In our January issue you will find amazing comments from our unique contributors about the most pivotal issues such as the climate and environmental challenges - see the WEF article (**page 4**) and Marga Hoek talking about 'The Decade of Sustainability' (**page 7**).

With reference to the Munich Security Conference, the world renowned transatlantic dialogue on Foreign Policy & Security, Klaus Schweinsberg says the Western liberal order is under siege (**page 12**) whilst Charles Armstrong promotes the need to 'Shift Capitalism in a More Balanced Direction' (**pages 8/9**). Our feature about the upcoming International Women's Day tackles the issue of diversity and inclusion (**pages 14/15**).

To add some sparkle to this first 2020 issue we are directing you towards our special expertise highlighting some of the brilliant music maestros (**pages 10/11**) such as Bruce Dickinson, Bob Geldof and Lars Ulrich - who are doing so much more than just music!

Dagmar O'Toole | dagmar@csaspeakers.com



Former CEO of Zipcar ROBIN CHASE

Robin Chase is the founder and former CEO of Zipcar, co-founder of Buzzcar and GoLoco, an online ridesharing community. These ventures are disruptive and innovative: they used technology and marketing to change the way people own and use cars. Robin helps individuals, companies and governments understand where exactly to look for innovation and how to enable it. She benefits companies by sharing her compelling insights and success with companies around the world, ultimately moving us towards a sustainable planet.



Nuclear Futurist MARK SCHNEIDER


Mark Schneider is a leading expert in emerging Gen IV Nuclear and the President of Gen IV Nuclear Inc. He has over two decades of experience in the nuclear industry, both in the US Navy and as a commercial plant operator. Mark explains to audiences worldwide why he believes nuclear is much safer and cleaner than commonly believed. He sees nuclear energy as the greenest solution for decarbonising the grid and talks about the widely held belief that nuclear produces a lot of waste as being out of date with new developments. Watch his video on page 2.

A New Website FOR A NEW DECADE

Even in these challenging times CSA Celebrity Speakers is forging ahead, creating improved communications with you, our clients, starting with a brand new UK [website](http://www.speakers.co.uk).

With a brand new look we are continuing to offer you global and local speakers and are confident that our new site will increase the speed and quality of communications between us. This will help deliver improved levels of service and even greater quality of business; making choosing and booking a speaker with us, from start to finish, a hassle-free and delightful experience. Please let us know what you think.





Professor Noreena Hertz has an impressive track record in predicting global trends. At the recent WEF she talked about how to make smart decisions.

NOREENA HERTZ
Economist & Decision-Making Guru ▶ 29:48



Kishore Mahbubani is an authority on Asia and global affairs. He discusses here how the West needs to find ways to adapt to the new global order.

KISHORE MAHBUBANI
Authority on Asia & Global Affairs ▶ 17:46



Mark Schneider is a leading expert in emerging Gen IV Nuclear. He explains here how nuclear energy can be a green solution.

MARK SCHNEIDER
Nuclear Futurist ▶ 21:03




Anssi Rantanen is a renowned growth marketing specialist, educating companies in this as well as AI utilisation; here he shares some of his expertise.

ANSSI RANTANEN
Growth Marketing Expert ▶ 44:22



Marga Hoek is a visionary, international figurehead recognised for her business leadership on sustainable business and capital, which she examines here.

MARGA HOEK
International Business & Thought Leader ▶ 45:06



John Thackara is a design expert and global authority on innovation and sustainability. He talks here about regeneration of cities.

JOHN THACKARA
Innovation & Sustainability Specialist ▶ 25:05

WORLD ECONOMIC FORUM ANNUAL MEETING 21-24 JAN 2020



The Forum engages the foremost political, business, cultural and other leaders of society to shape global, regional and industry agendas. They stand on a platform for impact. Their annual meeting in Davos took place 21-24 January 2020. The meeting's theme was Stakeholders for a Cohesive and Sustainable World. On the meeting

agenda were four global issues that clearly stand out as urgent and important:

CLIMATE AND ENVIRONMENTAL CHALLENGES

TRANSFORMATION OF INDUSTRY

GOVERNING TECHNOLOGY

ADAPTING TO DEMOGRAPHIC, SOCIAL AND TECHNOLOGICAL TRENDS

This year participants included **Mariana Mazzucato**, **Kishore Mahbubani**, **Lord Stern**, **Christiana Figueres**, **Lynda Gratton** and **Renée Mauborgne**.

Dambisa Moyo joined Stanford's Niall Ferguson and Oxford University's **Ngair Woods** for a panel on 'Democratic Capitalism: Dead End or Shared Destiny?' Dambisa also joined a New York Times Davos dinner panel: with a cameo from Greta Thunberg on 'Global Risks'.

In the 'How to Survive the 21st Century' panel, **Yuval Harari** gave food for thought when he argued that artificial intelligence combined with biometrics means algorithms will know our biology, which is way scarier than the machines knowing whose post we liked or what shoes we bought. "We are no longer mysterious souls," he said. "We are now hackable animals."

THINKERS50 AWARDS ANNOUNCED

Thinkers50 Awards have been announced and one of our recently booked speakers **W. Chan Kim**, along with **Renée Mauborgne**, are top ranked this year. Others in the top 25 alone include **Erik Brynjolfsson**, **Simon Sinek**, **Lynda Gratton**, **Herminia Ibarra**, **Pankaj Ghemawat**, **Martin Lindstrom**, **Anil K Gupta** and **Haiyan Wang**, all of who are outstanding keynote speakers.

Started in 2001 the Thinkers50 today includes a range of activities that supports its mission of identifying and sharing the best management thinking in the world.

That mission is based on three core beliefs:

IDEAS HAVE THE POWER TO CHANGE THE WORLD

MANAGEMENT IS ESSENTIAL TO HUMAN AFFAIRS

NEW THINKING CAN CREATE A BETTER FUTURE.

The Thinkers50 Ranking remains the premier ranking of its kind, and the Thinkers50 Awards (introduced in 2011) are widely regarded as the "Oscars of Management Thinking".

When Climate Activism and Nationalism Collide

KEMAL DERVIŞ



Kemal Derviş is Senior Fellow, Global Economy and Development, at the Brookings Institution. He was head of the UN's Development Programme. Kemal focuses on global economics and emerging markets.

Given the importance of the fight against global warming, the conflict between nationalist narratives and green internationalism could become the dominant political divide of the 2020s. If so, then the climate debate may import global issues into national politics like never before. There is an overwhelming consensus among scientists that this decade will be the last window

for humanity to change the current global trajectory of carbon dioxide emissions so that the world can get close to zero net emissions by around 2050, and thus avoid potentially catastrophic climate risks. But although the massive technological and economic changes required to achieve this goal are well understood, their political implications are rarely discussed.

While climate activists have built an impressive international movement, broadening their political support and crossing borders, the nationalist narrative has been gaining ground in domestic politics around the world.

[Read more](#)

Why Financial Markets' New Exuberance is Irrational

NOURIEL ROUBINI

Nouriel Roubini is Professor of Economics, NYU's Stern School of Business and CEO of Roubini Macro Associates. He is a successful forecaster of the current financial crisis, with distinctive insight into its course going forward.

Owing to a recent easing of both Sino-American tensions and monetary policies, many investors seem to be betting on another era of expansion for the

global economy. But they would do well to remember that the fundamental risks to growth remain, and are actually getting worse.

This past May and August, escalations in the trade and technology conflict between the United States and China rattled stock markets and pushed bond yields to historic lows. But that was then: since then, financial markets have once again become giddy. [Read more](#)





THE ROLE OF Technology & Geopolitics

Technology is at the centre of the global competition between the world's democracies on one side and autocracies such as China and Russia on the other side.

The artificial intelligence race will not only affect national security but also influence how multinational corporations and financial institutions operate.

While independent multinationals serve consumers and many diverse shareholders, Chinese corporations underpin the technological and political ambitions of the Communist Party. Under pressure, some Western governments are tempted by more

interventionist and protectionist policies to win the battle for technological dominance. In this brave new world, geopolitics and cyberspace are likely to become ever more interconnected, especially as technology transfers are becoming politically more sensitive.

Multinational corporations will find it hard to stay away from geopolitical issues. Now more than ever, private companies have a role to play in safeguarding the world in which we all live and prosper. Now is the time to strengthen cooperation between the world's democracies and ensure that technological development is anchored in democratic norms.

The race for AI supremacy, Europe's attempts to achieve 'digital sovereignty', and the role of tech in geopolitics are matters that I plan to work and speak on in the months and years ahead.

Anders Fogh Rasmussen is a former Prime Minister of Denmark and Former NATO Secretary General. Anders is a keynote business speaker and now runs his own consultancy, where he focuses on international security challenges, from both a technology and business view, and geopolitical trends.

THE DECADE OF Sustainability

We are about to enter not only a new year, but a new decade as well. A decade in which sustainable business and capital will develop and grow in an unprecedented way. Throughout the 2010s, technology has proven to be the definite game-changer. This will continue in the 2020s, yet the perspective will be from society at large, as the shift to sustainable business and capital will no doubt be the most significant shift of the next decade.

It is absolutely vital that business and capital use technological means to

make this shift to sustainability. The numbers tell us that business will fail in a world that is falling apart due to climate change, resource scarcity, lack of drinking water and growing inequality.

Public concern on the impact of climate change is growing rapidly and rightfully so. The whole point of setting the Sustainable Development Goals for 2030 is that with this deadline in place, we will aim to achieve them in time to safeguard a functioning and lasting world and economy. [Read more](#)



Marga Hoek is a renowned international business and thought leader on sustainable business and capital and the shift from the linear to the circular economy.

2020 GLOBAL Predictions



THE ECONOMY: What is good news, or bad news? Uncertainty and nervousness will prevail.

STRESS POINTS: Climate change, energy, low interest rates, currency volatility, political tensions.

PROTECTIONISM: From job protection to national security rhetoric. Market access jeopardized?

GLOBALIZATION: The global value chain is still thriving. Regionalization will be prioritized. [Read more](#)

Fons Trompenaars is an authority on leadership and cultural diversity. He is known worldwide for his work on the subject of culture and business transformation.



SHIFTING CAPITALISM

in a More Balanced Direction

Charles Armstrong is a leading social entrepreneur and business innovator. He is Founder & CEO of The Trampery, one of London's largest providers of workspace and training for entrepreneurs. Since 2009 The Trampery has opened 12 facilities, helping more than 1,000 businesses to grow. Working with the UK Prime Minister's team, Charles played an instrumental role realising London's "Tech City" innovation district. Outside of the UK Charles also led strategy for the City of Oslo's "Tøyen Startup Village" initiative, creating a new entrepreneurial district in

the city's most ethnically-mixed neighbourhood. Here he writes about how social entrepreneurs are pointing the way to a broader shift in capitalism.

I believe the coming decade will bring a sea change in the way capitalism works. It's easy to assume capitalism is a static system, but actually it's evolved constantly from its origins in the 17th century. Over the next ten years it will go through its biggest shift yet.

Currently businesses aren't held to

account for the wider consequences of their activities. So long as a company stays within the law, it's free to do whatever makes the greatest profit for its shareholders. Today we can see the results of this arrangement around the world: environmental degradation, exploitative working practices and extreme social inequality.

More and more people are concluding capitalism can't continue like this. In 2019 the USA's top 200 CEOs issued a statement that "maximising shareholder value"

should no longer be the goal of business. A month later the Financial Times declared that "capitalism needs a reboot". The question is, what do we want the next version of capitalism to look like?

The answer lies in a new generation of "social entrepreneurs". Over the past 20 years this movement has quietly been developing approaches to business that deliver social and environmental benefits as well as profit. Up to now this has been seen as a niche, separate from the mainstream of business practice. But over the coming decade I believe this balanced approach will become established as the norm, and all businesses will be expected to work this way.

I've been part of the UK's social enterprise movement since 1997. Ten years ago in 2009 I founded The Trampery, which is now one

of London's largest providers of workspace and support for startups. During the past decade The Trampery has opened 12 workspaces and helped more than 1,000 businesses get started and grow. A vital part of The Trampery's mission is helping to shift capitalism in a more balanced direction.

Many of the businesses working at The Trampery are already demonstrating how the new approach can work. LemonAid is a fast-growing soft drink manufacturer that buys its ingredients from farming communities in the developing world and then reinvests a share of profits back into those communities. Petit Pli is a fashion business that's reducing the waste generated from children's clothing with a patented pleating technology that enables garments to expand as a child grows. Change.org is a for-profit software company which has brought millions of people

around the world into democratic activism via its petitioning platform. Companies like these are the future of capitalism.

As well as running workspaces, The Trampery also offers courses to help businesses change their approach. In 2019 we launched the Sustainable Fashion Accelerator, an intensive course to help the UK's most talented fashion labels reduce their environmental impact. Later this year we'll launch Trampery Evo, an accelerator to help business leaders from any sector get a broader view of the role their company plays in society and prototype ways they can deliver positive impact alongside profit.

If you're interested in learning more about Charles Armstrong, or supporting the Trampery's work, contact your preferred CSA office.



MORE THAN JUST MUSIC, MAESTRO!

Did you know that some of the most famous names in music also enthral business audiences? If you want to bring a different and unique perspective to your next event CSA Celebrity Speakers can help you. We can bring you together with some of the major names in music for either an inspirational talk or for an on-stage interview. We feature a selection of your favourite music legends here.



BRUCE DICKINSON
Businessman,
Pilot and Lead
Singer of Iron
Maiden

Lead singer of one of the world's greatest rock bands, **Bruce Dickinson** is also a hugely successful businessman, across a range of industries including brewing and aviation. He fascinates business audiences with topics covering business start-ups, creativity, entrepreneurship and turning customers into fans.



SIR BOB GELDOF
Activist,
Businessman
and Musician

Sir Bob Geldof is the musician best known for Live Aid and Live 8 and is now a proven businessman and a self-styled campaigner, tremendously well informed on a broad range of global and national issues. He is an outspoken and celebrated global activist invited to give talks on globalisation, leadership, green issues, inspiration and motivation.



LARS ULRICH
Metallica's
Drummer

Lars Ulrich is a founding member of the heavy metal band Metallica. He is a vital part of the song writing core and also a supreme communicator. Lars offers unique and flexible corporate events customised for individual organisations. He relates stories from his own life and challenges and inspires participants to step beyond perceived limitations.



KT TUNSTALL
Singer –
Songwriter

KT Tunstall is an award winning singer-songwriter who is also a mesmerising live talent. KT is a natural raconteur and an insightful speaker with a relaxed and relatable style. A strong female role model and a supporter of several charities, she is comfortable talking about anything from music to the socio-political and cultural topics of the day.



TONY IOMMI
Black Sabbath
Guitarist

Tony Iommi was lead guitarist of Black Sabbath, the pioneers of heavy metal. His musical career faltered after suffering an accident, but through sheer determination he overcame his challenges and continued his music. Tony provides a truly inspiring, uplifting and motivating talk, helping put into context the challenges we all face from time to time.



ROB HALFORD
Lead Vocalist
for Judas Priest

As Judas Priest's lead vocalist, **Rob Halford's** singing style has been hugely influential and instantly recognisable. He is considered one of the most powerful singers in rock. Rob shares his compelling and funny stories and experiences and shows how his 'rock star' life lessons can be perfectly translated to inspire people in their business life.



MIDGE URE
Award
Winning
Musician and
Co-organiser of
Band Aid

In addition to being an award winning musician, **Midge Ure** is the co-organiser of the ground-breaking events of Band Aid, Live Aid and Live 8. These global events have gone down in history. Midge is a fantastic story teller and offers first hand insights into the creative process and how to get the best from talented individuals and how to stay at the top.

MUNICH SECURITY CONFERENCE IN TURBULENT TIMES

by Klaus Schweinsberg



Photo Credit: Serviceplan

The Western liberal order is under siege. And in 2020 we will see some decisive battles between the defenders of (liberal) faith and its (authoritarian and libertarian) attackers. It can be expected that the first massive showdown between the combatants will take place at the Munich Security Conference (MSC) from 14 to 16 February. Founded 51 years ago as a platform for transatlantic dialogue, the MSC is now the most important conference on Foreign Policy and Security issues worldwide. It attracts considerably more Heads of State and Prime Ministers than the World Economic Forum in Davos. But above all: it is probably the only global forum where politicians are truly talking straight. If one wants to get a sound feeling how good or bad international relations really are, the sharp and highly emotional panels in Munich are the place to

go. I remember the particularly belligerent interventions of Benjamin Netanyahu, Iranian Foreign Minister Zarif and Saudi Foreign Secretary Adel al-Jubeir last time as well as the almost aggressive silence of the audience after the speech of US Vice-President Mike Pence.

Without any doubt the talks this year will be even more fierce and hostile. Since 2020 marks a historical date. Exactly 100 years ago, in January 1920, the Versailles Treaty came into effect - and changed the world. In 2020 we have to realize that the old wounds are still not healed. The main actors in current conflicts and tensions are almost the same as 100 years ago: France, Russia, Turkey, UK, the US and last but not least Germany. Not to forget China, where the Versailles Treaty spurred student protests which finally prepared the ground for the communist revolution.

And it bears mentioning that in 1920 it was not only Europe to be recast but so too was the Middle East. It was in the 1920s that many of the issues that have come to preoccupy us now in 2020 - jihad, Arab-Israeli conflict, Iran, oil, insurgency - date back to the 1920s. The very question is: will the Western liberal forces team up in order to secure peace and a liberal global order? Or will the enemies of the liberal global order further gain ground? The organizers of the MSC seem to be very skeptical. The internal working title of this year's conference is "west less ness".

Klaus Schweinsberg is a Professor for Strategy, Chairman of the Centre for Strategy and Higher Leadership and Founding Board Member of the European Center for Digital Competitiveness of ESCP Europe.

REWILDING A.I.

MACHINE LEARNING, CONVIVIAL TECHNOLOGY, SUSTAINABILITY



"I have a hammer, but I need a nail".

The old Swedish proverb applies well to Artificial Intelligence: What is AI actually for? The best-selling author of *How to Thrive in the Next Economy* has a surprising answer: AI can help reconnect man and nature, and thereby help us accelerate the transition to a truly ecological economy.

Seventy five years ago, in 1944, the science fiction writer Isaac Asimov published his First Law of Robotics. It stated: "A robot may not injure a human being nor, through inaction, allow a human being to come to harm". If we think of Artificial Intelligence as a kind of robot, then Asimov's law could easily be updated today: "AI may not injure a human being nor, through inaction, allow a human being to

come to harm'. But that formulation is too passive: "Do No Harm" lacks ambition. We surely need to ask: What positive benefits can AI bring? And, are these benefits things that the world actually needs?

By far the most important purpose of AI is to reconnect man and nature. What could be more important, after all, than seeking answers to the climate crisis, and the decline in biodiversity?

Right now, we either don't think about rivers, soils, and biodiversity at all - or we treat them as 'resources' whose only purpose is to feed 'the economy'. This cultural disconnection - between the man-made world and the biosphere - lies behind the grave challenges we face today. AI - as a medium of immersive experience and ecological monitoring - can help us 'see' the life

that surrounds us - but invisibly: from the billions of bacteria in a teaspoon of soil, to the fungal networks that make up the 'wood wide web'. Within this framework of AI for life, I propose three other ways that AI can fulfil its potential. AI can help us accelerate the transition to **ecological agriculture**. It can be a relocalisation engine. And AI can function as a **convivial technology** that enables diverse actors to work together to grasp the opportunity of leaving the world a healthier place.

John Thackara is a Founder of Doors of Perception, a visiting professor at Tongji University in Shanghai, and Senior Fellow at the Royal College of Art in London, John travels the world looking for real-world but below-the-radar examples of what a sustainable future can be like.



International Women's Day

Sunday 8th March 2020

International Women's Day is a global day celebrating the social, economic, cultural and political achievements of women. The day also marks a call to action for accelerating gender parity - a catalyst to change mindset and behaviours. Already established for 100 years, International Women's Day is now coming to the fore as a powerful differentiator as companies around the globe are bringing this to the top of their agenda, not just as an afterthought. This year's theme is **#EachforEqual**, pointing to the fact that an equal world is an enabled world. We can collectively choose to challenge stereotypes, fight bias, broaden perceptions, improve situations and celebrate women's achievements. Collectively each one

of us can help create a gender equal world. The race is on for the gender equal boardroom, a gender equal government, gender equal media coverage, gender equal workplaces, gender equal sports coverage, more gender equality in health and wealth... so let's make it happen. Let's be **#EachforEqual**.

CSA Celebrity Speakers works with the brightest and the best women around the world who can create a positive impact through keynote speeches and workshops, bringing an extra edge and delivering real value to your next event. We feature a selection of our favourites [here](#).





Good News For 2020

Martin Lindstrom is a leading expert on business, brand and culture transformation, a Time 100 and Thinkers50 Laureate. He shares what it takes to transform commodity-driven organisations into thriving entrepreneurial businesses. He writes here about his positive predictions for 2020.

As Tom Peters, the twentieth-century management guru, once told me: "You only have to be five minutes ahead of time in order to predict the future." With this in mind (and taking the view that the glass is always half full), here come my three positive predictions for 2020.

WE'VE SPIED SPROUTS OF RETAIL HOPE.

Way back in 2008, in my book Buyology I predicted that communities would die. And, oh my, they did!

But here's the good news: they're finally making a comeback. The first sign is that small mom-and-pop stores are opening their doors in rural areas - and, most surprising, they're competing head-on with the Walmarts of the world. Just last week, MDI Merchants Distributors, Inc., a U.S. food distribution company that is one of my clients, spotted something highly unusual. One of their independent stores, the Sprinkle's Neighborhood Store, opened just behind Target and Aldi. Yes, we're talking about a regular, small-sized supermarket competing head-on with some of the world's largest retailers.

The development of independent retailers may not seem like a big deal, but hold your scepticism. It's the first sign that the once-broken ecosystem is reviving: independents = local gravity = local growth = community growth = more independents.

THE PHONE-LESS WEEKEND (LET'S START CALLING IT THE PHONE-END).

What I might call the holy grail of good news - the smartphone-free weekend - is gaining momentum. We humans love our shiny new devices. They're irresistible, especially when they're brand new. Yet every pendulum reaches its limit and begins to swing back. I've begun to spot signs of weekends on which phones (work phones, anyway) are switched off. Fewer emails ... fewer texts ... fewer diners with a fork in one hand and a phone in the other ... even people forgetting their phones entirely. All this would have sounded like utopia just two years ago, but weekends across the western world are increasingly phone-free. It points to a bright new future - one in which, at long last, more of us might actually be present in our own lives. [Read more](#)

What You Say About Our Speakers

“

"Professor Kim was brilliant at our CEO Symposium. His keynote on Blue Sky thinking and non-disruptive creation was quite inspiring."

Global Training Partners

“

"Baroness Greenfield's neuroscience keynote at our Symposium was rated excellent. She was fantastic and the audience feedback was great."

IT Consultancy

“

"Oscar van Weerdenburg was funny, unique and he has a great style. His keynote on managing diverse culture was inspiring."

European Distributor

What You Say About CSA

“

"As ever your service was excellent, you were great at setting up conference calls and relaying the relevant information."

Scientific Research Company

“

"You were so helpful, delivering excellent service and being very professional, ensuring that all the details were covered."

Engineering Corporation

“

"Your company was outstanding; you gave wonderful speaker recommendations, and supported us throughout."

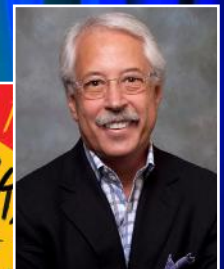
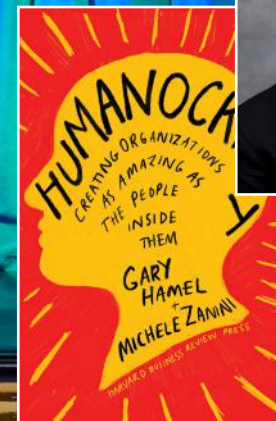
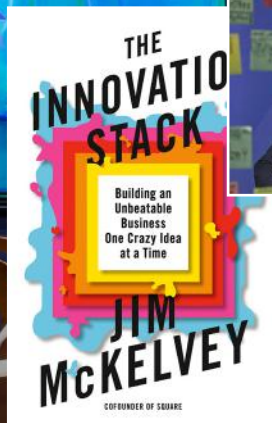
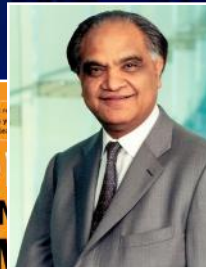
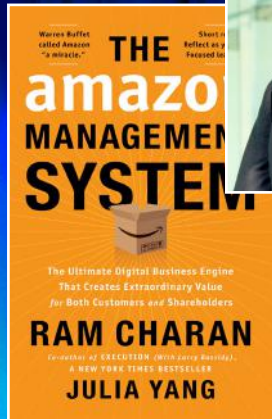
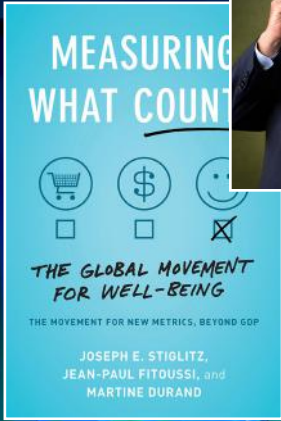
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