

# speaK ASIA

A Quarterly roundup of news and events by The London Speaker Bureau~SouthEast Asia & HongKong



## Movie Magic

**ALVY RAY SMITH**  
Co-founder of Pixar

Dr. Alvy Ray Smith's vivid career has been as extraordinary as the company he co-founded, and the films that followed. He first met Ed Catmull at the New York Institute of Technology, and they became founding members of the Lucasfilm Computer Division.

Lucasfilm developed computer graphics software; including early render technology which is used to generate the stellar imagery Pixar is known for today. It was at Lucasfilm that Smith led the success behind the major movie, *Star Trek II: The Wrath of Khan*, with its first use of full computer graphics. He also hired the young John Lasseter, a Disney-trained animator, and directed him in his first computer graphics film, *The Adventures of André & Wally B*, now exhibited at the Museum of Modern Art in New York.

Alongside Catmull, he went on to co-found Pixar, and gave it its name; a made-up Spanish verb meaning 'to make pictures', drawn from his upbringing in New Mexico. Pixar, which initially produced short animated films to promote their computers, including *Tin Toy*, a film told from a small toy's perspective. The success of *Tin Toy* caught the eye of Disney, which approached Pixar to produce a computer

animated feature. Hence with an idea they had sat on for 20 years waiting for technology to catch up, and with funding from Steve Jobs, they created *Toy Story*.

Smith initiated and negotiated the Academy Award-winning CAPS (Computer Animation Production System) project between Pixar and Disney, the system that Disney used for years for full production of all its traditional 2D animated feature films, including *Beauty and the Beast*, *Aladdin*, *The Lion King* and *Hercules*.

Yet his achievements didn't end there; Smith went on to co-found Altamira Software Corporation, which has since been acquired by Microsoft. He articulated Microsoft's vision for multimedia authoring, incorporating Altamira technology and philosophy into Microsoft products such as PhotoDraw 2000 and Microsoft Digital Image Pro. During this time, he played star witness in a trial that successfully invalidated five patents that threatened Adobe Photoshop. He was also instrumental behind establishing standards for HDTV.

Smith left Microsoft in 1999, and now devotes his time to digital photography, scholarly genealogy and historical writing, on which he speaks extensively. With a plethora of knowledge under his belt, and his infectious charisma, Smith is sure to captivate audiences and share a little magic.



## MARC RANDOLPH

Co-Founder of Netflix

MARC RANDOLPH IS A VETERAN SILICON Valley entrepreneur, advisor and investor. He was co-founder and the first CEO of the on-line movie and television streaming service Netflix.

Although best known for starting Netflix, Randolph's career as an entrepreneur spans more than four decades. He's been a founder of more than half a dozen other successful start-ups, a mentor to hundreds of early stage entrepreneurs, an investor in numerous successful and, as he says, "an even larger number of unsuccessful" tech ventures.

Most recently, Randolph co-founded analytics software company Looker Data Sciences, and currently serves as an advisor to numerous other start-ups, serving variously as a mentor, CEO coach, and/or board member.

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## A selection of our speakers recently in the region



### Charles Leadbeater

**Author, thinker and strategic adviser on innovation whose advice is sought by governments, cities and corporations across the world.**

The New York Times declared Charlie's idea, The Pro-Am Revolution as one of the biggest global ideas of the last decade. His TED talks on innovation have been viewed over a million times.



### Ben Saunders

**Polar explorer and record-breaking long-distance skier, with five North Pole expeditions under his belt.**

Humble and self-effacing, Saunders is an explorer of limits, whether it's how far a human can be pushed physically and psychologically, or how technology works hundreds of miles from civilization. His message is one of inspiration, empowerment and boundless potential.



### Michio Kaku

**Physicist, futurist, The Rock Star of Science.**

The question today is: what is the fourth wave? The first wave was steam power, the second wave was electricity, the third wave was high technology — all of it unleashed by physicists. What is the fourth wave of wealth generation? It's going to be on the molecular level: nanotech, biotech and artificial intelligence.



### Kevin Gaskell

**A business leader with a record of driving growth, and delivering substantial improvements in companies already considered to be market leaders.**

Passion is the essence of his leadership success. It is not about *what* drives and inspires, but *who* drives and inspires. It is truly all about engagement and how to get ordinary people to achieve extraordinary results.



### Lewis Pugh

**Environmental campaigner, maritime lawyer and endurance swimmer.**

As he was trying to fulfill his quest to be first to swim across all seven oceans, he experienced firsthand the effects of global warming and the alarming rate at which he observed glaciers melting and animals disappearing.



### Lord Paddy Ashdown

**Former marine and diplomat, one of Britain's most respected politicians.**

The former leader of one of the UK's main political parties says the world will undergo more resource wars and huge movements of desperate people unless it tackles climate change effectively.



# Competing on New Frontiers

THE INDUSTRIAL LANDSCAPE IS BEING RESHAPED IN RADICAL WAYS, and not just because of recent problems in the global financial system. New 'game-changing' dynamics are altering traditional views of competition and value creation. The evolution of the Internet, new access technologies, changing customer lifestyles and expectations, and regulatory demands are causing top executives to rethink some basic questions, including:

- How do we bring a new perspective to market opportunity and risk?
- What is the source and size of underleveraged value in our business portfolio?
- How do we create and deliver new forms of value for customers and shareholders?
- How do we find an antidote to margin erosion and commoditisation?
- How do we discover new forms of organic growth in mature industries?
- Where is competitive advantage in a world where everything can be copied?
- How do we enable our businesses to execute faster without undue risk?
- Do we really have a 'strategy', or just an extended operating plan?

## BENEFITS

The workshop enables executives to develop fresh and more relevant techniques to:

- Analyse their market environment, the changing basis of competition, where future advantage really lies, who could be the next unorthodox competitors
- Formulate and implement strategy in a 'new game world'
- Take collaborative venturing to a new level across the organisation, while still holding executives accountable for divisional performance
- Identify the core assumptions and orthodoxies in their own dominant logic, and show how to bring them in line with new competitive realities



**Gordon Hewitt** is one of the world's leading authorities on the challenge of creating superior value in dynamic, complex markets. As a consultant he has extensive experience for more than 25 years of discussing these issues with CEOs and boards of major corporations such as Time Warner, Pfizer, Honeywell, Verizon, Diageo, Warner Bros, HSBC, Humana, Deutsche Post/DHL and Viacom. Gordon retains a long-standing academic post at the Ross School of Business, University of Michigan, but spends most of his time travelling, speaking and consulting worldwide. He is a former international golfer and supports charities for the theatre and journalism professions.

## MASTERCLASS CONTENT

Gordon focuses on four key issues:

1. Gaining early and deep competitive insight into 'game-changing' dynamics, and shaping them to advantage rather than reacting too late.
2. Implanting a 'new game' approach to business strategy rather than relying on legacy models of incremental planning.
3. Enabling the organisation to access complex opportunities and manage complex risks which often cross internal boundaries, resulting in new capabilities and scorecards for collaboration.
4. Avoiding the anchors of 'dominant logic', which stem from deeply entrenched assumptions in the mental models of executives, and creating new mindsets for new games rather than just better processes for existing games.

## FEATURED KEYNOTE

A photograph of Nik Wallenda walking a tightrope over the Niagara Falls. The water is turbulent and white with foam. The name 'Nik Wallenda Walks the Line' is overlaid in large white text on the left side of the image.

# Nik Wallenda Walks the Line

NIK WALLEENDA FULFILLED HIS LIFE-LONG DREAM OF BECOMING the first person to walk a wire directly over Niagara Falls in June 2012, and not only joined the ranks of legendary daredevils, he proved to an audience of over 13 million that no obstacle is too great to overcome in pursuit of one's dreams.

The heart-pounding event took two years of strategic planning which included geological surveys, engineering feats and political lobbying of U.S. and Canadian officials to change laws in both countries that, for the past 116 years, banned daredevil stunts at Niagara Falls. Walking directly over the 600,000 gallons per second roaring over the Horseshoe Falls, he battled wind swells and dangerously thick mist at the centre of the falls, before emerging to the delight of 120,000 fans on the Canadian side awaiting his arrival.

In 2013 he completed yet another life-long dream, this one 6 years in the making, becoming the first person to cross the Grand Canyon on a wire. His network partners, Discovery Channel, allowed him to undertake the walk in the Wallenda family tradition, completely untethered, and broke new ground as a network, broadcasting the event live in 183 countries.

## Pierluigi Collina

**UEFA  
CHIEF REFEREEING  
OFFICER**



PIERLUIGI COLLINA WILL REFEREE A CHARITY MATCH NEXT MONTH between a Great Britain and Ireland XI captained by David Beckham taking on a World XI captained by France legend Zinedine Zidane at Old Trafford.

Sir Alex Ferguson will manage the Great Britain and Ireland XI team and his counterpart for the World XI will be former Chelsea, Real Madrid and AC Milan boss Carlo Ancelotti.

Money raised from ticket sales for the match on 14 November will be donated to children's charity Unicef.

## Jamie Woodruff

**THE  
ETHICAL HACKER**

JAMIE WOODRUFF MAY LOOK LIKE ANY OTHER FIRST YEAR university student, but he's also the 21 year-old who managed to hack into Facebook and receive an award for it; the Certified Penetration Expert title and prize from the IT Security Experts (ITSE).

Jamie is an 'ethical hacker', termed 'white hat' as differentiated from the unethical 'black hat' hackers. He works with large companies worldwide, like Bloomberg and Twitter, by hacking into their systems and highlighting any vulnerable code.

Jamie has set up the Bangor University Ethical Hacking Society, which aims to focus on collecting bounties—where companies pay ethical hackers to find weaknesses in their software code. The Society then intends to use these bounty earnings to attend more hackathons across the country. He hopes that he will be soon be able to link all universities together by organising a virtual hackathon, which has never been done before.

Jamie is passionate about Internet security and protecting information systems from 'black hats' hence everyone in the Society is bound by an agreement and code of conduct. His easy-going personality, new ideas, and fresh approach to conveying Internet security by 'live hack' demos makes Jamie a riveting speaker.



## Nassim Taleb

**AUTHOR OF  
THE  
BLACK SWAN**



NASSIM TALEB EXPLAINS HIS LATEST 'ANTIFRAGILE' THEORY, WHICH divides the world economy into three categories: fragile, robust and antifragile.

The theorist's main idea is that vertical systems and systems with too much control find it problematic to survive. More chaotic systems that have experienced trauma and know how to react to disaster are considered to be 'antifragile' and better investments.

"We need to measure upside and downside of every event to understand the level of its fragility. For example, the US economy is very antifragile, and is resistant to unpredictable surroundings. Taleb considers uncertainty to be a positive thing. The counter example is Saudi Arabia, which has never experienced a major economic upheaval.

The Lebanese native and naturalized American citizen spent years as a derivatives trader at Credit Suisse UBS, Banque Indosuez, Deutsche Bank, and BNP Paribas. Currently, he is an honorary professor of risk analysis at New York University's Polytechnic Institute.



# Sebastian Coe

## NEWLY APPOINTED IAAF PRESIDENT

SEBASTIAN COE, BRITAIN'S SPORTING GOLDEN BOY IS ONCE again in the spotlight, having been appointed President of IAAF (International Association of Athletics Federations) in August, succeeding long-serving Lamine Diack.



Lord Coe famously led the bid to host the world's biggest sporting event in 2012, as Chairman of the London Organising Committee for the Olympic Games. He also holds two Olympic gold medals for 1500m track and field.

The appointment was welcomed by Coe. "For me this is the pinnacle. It's my sport. It's my passion. It's the thing I always wanted to do."

The responsibility taken on by Coe will be an arduous one, in a sport riddled with scandals and suspicions of doping. Coe once pushed for life bans on major doping violations, and is no stranger to the subject. He



himself had been challenged for this, after his own breakthrough performances in the 1970's.

"What we need to get across is there has to be some proportionality in this. Our sport is not a monologue of blood and urine. It is Jesse Owens and Emil Zatopek and Fanny Blankers-Koen."

Coe has plans to outsource testing to an independent body outside of the IAAF, and intends to start up a committee focused on values. He hopes that by reaching out to young athletes early in their careers and educating them about the sport's history and will prepare them to face avoidable ethical conflicts.

With Coe's legacy, political skills and strategic know-how, the sporting world can be sure he's up for the challenges in store.

# Roger Fisk

## OBAMA AIDE AND OPERATIVE

ROGER FISK HAS HAD A KEY "BEHIND THE SCENES ROLE" IN President Obama's organization since then-Senator Obama



announced his run for president in February 2007. He has seen from the beginning the development of cutting-edge organizing strategies, the application of agile on-line organizing tools, and a truly innovative, thoroughly modern mobilization of social media. With 6 months of service on the President's successful 2012 re-election, Roger has worked with all of those tools as they were perfected in the second campaign.

Roger started working for the first Obama campaign in 2007. He was hired by the Obama Team as the National Director of Special Events. Here he helped create and manage a nationwide grass-roots fundraising team that revolutionized modern political fundraising.

Since the historic 2012 re-election, Roger helped design and manage the social media contingency plans for the 2013 Presidential Inauguration and in late January 2013 watched as his former boss and mentor John Kerry became Secretary of State.



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Jamil Qureshi shares practical insights into the psychology of attaining high performance as an individual or team, and optimizing human potential. Having worked fifteen years with the world's best in sport and business, he defines 'the difference that makes the difference'.

Jamil has delivered over 1,000 talks and seminars to a host of global clients in 24 different countries. He recently did a webinar for an audience of 150 across SouthEast Asia with 'learning points' on :

- The psychology of successful attitudes
- Personal ownership and responsibility for individual and team behaviours leading change
- Practical behaviours associated with change
- Understanding the role of a 'values ambassador'



## Arnold Schwarzenegger honoured with Golden Icon award

ACTION STAR ARNOLD SCHWARZENEGGER HAS BEEN honoured with the Zurich Film Festival's top award, the Golden Icon, for his work in film and politics.

Schwarzenegger is best known as the hardman of cult movies such as the *Terminator* and *Conan the Barbarian*.

He served two terms as California governor from 2003 to 2011 before returning to acting in *The Expendables*.

"I'm happy to be back into acting and that I did my public service. I will be doing many more movies," he said.

Austrian-American Schwarzenegger, 68, was at the festival presenting his latest film, *Maggie*, in which he plays a farmer struggling to look after his dying daughter, played by *Little Miss Sunshine* actress Abigail Breslin.

## Guy Kawasaki's 10 Steps to Getting Started in Business

GUY KAWASAKI, FORMER CHIEF EVANGELIST FOR APPLE, CURRENT chief evangelist for Australian design company Canva and member of the board for the Wikimedia Foundation, knows what it takes to build a successful company. Kawasaki recently spoke at the Wired for Wonder event in Melbourne, sharing with the audience 10 steps to master the 'Art of Start'.

### 1. Ask Simple Questions

Great companies start with people asking very simple questions. When you look at Microsoft or Google or Apple, you'd be surprised to learn that most of these companies start with questions like, "Therefore, what?"

### 2. Make an MVVVP

Most people are familiar with the concept of a minimum viable product, but I would like to add 'valuable'. The final 'V' is validating. It should validate your vision, your perspective, and your hope for the world.

### 3. Get Going

Kawasaki admitted that one of his pet peeves is when an entrepreneur says they have a great idea but doesn't put their plan into action. "All the focus groups, all the market research is just a waste of time if you truly want to change the world."

### 4. Define a Business Model

Kawasaki advises to be specific but simple in defining your business model. "Don't open up a dual front trying to innovate on your business model."

### 5. Weave a MATT

Start with Milestones and follow this with Assumptions, Test and Tasks accordingly.



### 6. Tell Your Story

Make it personal. The founder of eBay tells a story that the reason he started eBay was because his wife wanted to sell her Pez dispenser collection. "It's total bullshit, but it's a great story."

### 7. Hire Infectious People

Kawasaki said the worst thing a business can do is hire someone who is qualified but who isn't passionate about the business. He advises entrepreneurs to focus less on education and work experience, and take a risk in hiring someone 'infectious'. "Hire people who love what you do."

### 8. Socialise

Social media is the best thing that ever happened to entrepreneurs because now marketing is fast, free and ubiquitous.

### 9. Seed The Clouds

"That is, to make it rain — the American colloquialism for sales."

### 10. Don't Let The Clowns Grind You Down

Kawasaki said Thomas Watson, the former chair of IBM, once said there was a market for just five personal computers in the world. He believes strongly that entrepreneurs should rely on their gut instinct when it comes to either accepting or ignoring advice. "Don't let the rich, famous bozos drag you down."



## Khailee Ng sees upcoming trends in SouthEast Asia



KHAILEE NG IS KNOWN IN CIRCLES TO BE A business futurist, with his position as Venture Partner at 500 Startups, a Silicon Valley based global seed fund and start-up accelerator, overseeing a USD10 million micro-fund to invest in the next generation of South East Asia's most promising start-ups.

At a recent talk, Khailee named five upcoming trends in SEA which could produce the next 'start-up unicorns'; a term used by venture capitalists to denote start-ups whose valuation surpasses the USD1 billion mark.

### 1. Peer-to-peer (P2P) Lending

Ng noted the large amount of P2P lending companies in China and the US, which has yet to follow in SEA, due to the difficulties faced, such as legality. He explained that the US was a good place for P2P lending because of high credit card debt which people get P2P loans to pay off, which is not the case in SEA.

### 2. Payment-related businesses

This is a space for solutions used by merchants to accept payment from customers. He believes that the space for this is a lot wider than is provided for by companies at the moment.

### 3. Enterprise services

"A lot of enterprises target niche but what you are building has to be what every company needs."

### 4. On-demand revolution

Ng pointed out the region's uprising of the mobile revolution has made SEA ripe for on-demand revolution, which companies can leverage on. He notes the sub-trend of on-demand services via text short message service (SMS) as a highly lucrative one.

### 5. Media

Drawing comparison to media companies like BuzzFeed and Vice, Ng states there is no equivalent in SEA. "Media is particularly local; you need to have local team, local flavour and adaptability to build a local media company."

## Jorge Quiroga campaigns for the 'Book of The Sea'



FORMER PRESIDENT OF BOLIVIA, JORGE 'TUTO' Quiroga was recently in New York for a political forum, the Concordia Summit, and met with US Vice President Joseph Biden to deliver the "Book of The Sea", as part of his campaign for a Bolivian maritime claim against Chile.

This document summarizes the historical, legal and diplomatic arguments of the Bolivia's demand for sovereign access to the Chilean sea, an argument that went all the way to The International Court of Justice in The Hague.

"Quiroga passionately defends the maritime cause wherever he goes," said Quiroga's apokesperson, Luis Vasquez, calling him "a patriot who will continue this campaign because the commitment is to the country, with history, with our maritime claims."

### FEATURED BOOK

#### The Girl with Seven Names: A North Korean Defector's Story

by Hyeonseo Lee is an extraordinary insight into life under one of the world's most ruthless and secretive dictatorships – and the story of one woman's terrifying struggle to avoid capture/repatriation and guide her family to freedom.

As a child growing up in North Korea, Hyeonseo Lee was one of millions trapped by a secretive and brutal communist regime. Her home on the border with China gave her some exposure to the world beyond the confines of the Hermit Kingdom and, as the famine of the 1990s struck, she began to wonder, question and to realise that she had been brainwashed her entire life. Given the repression, poverty and starvation she witnessed surely her country could not be, as she had been told "the best on the planet"?

Aged seventeen, she decided to escape North Korea. She could not have imagined that it would be twelve years before she was reunited with her family.

She could not return, since rumours of her escape were spreading, and she and her

## Yanis Varoufakis, former Greek Finance Minister



YANIS VAROUFAKIS, MEMBER OF PARLIAMENT for Syriza, Professor of Economics at the University of Athens, and most impressively, former Finance Minister of Greece.

The self-proclaimed "accidental economist" has been described as John Maynard Keynes with a hint of Karl Marx, and led key negotiations with Greece's international creditors through the financial crisis.

Varoufakis studied economics in the UK, first at the University of Essex and secondly mathematical statistics at the University of Birmingham. He has a PhD in economics. Varoufakis is the author of several books on game theory and is also a recognised speaker who often appears as analyst for national news media. He has taught in universities around Australia, Greece and the US.



family could incur the punishments of the government authorities – involving imprisonment, torture, and possible public execution. Hyeonseo instead remained in China and rapidly learned Chinese in an effort to adapt and survive. Twelve years and two lifetimes later, she would return to the North Korean border in a daring mission to spirit her mother and brother to South Korea, on one of the most arduous, costly and dangerous journeys imaginable.

This is the unique story not only of Hyeonseo's escape from the darkness into the light, but also of her coming of age, education and the resolve she found to rebuild her life – not once, but twice – first in China, then in South Korea. Strong, brave and eloquent, this memoir is a triumph of her remarkable spirit.



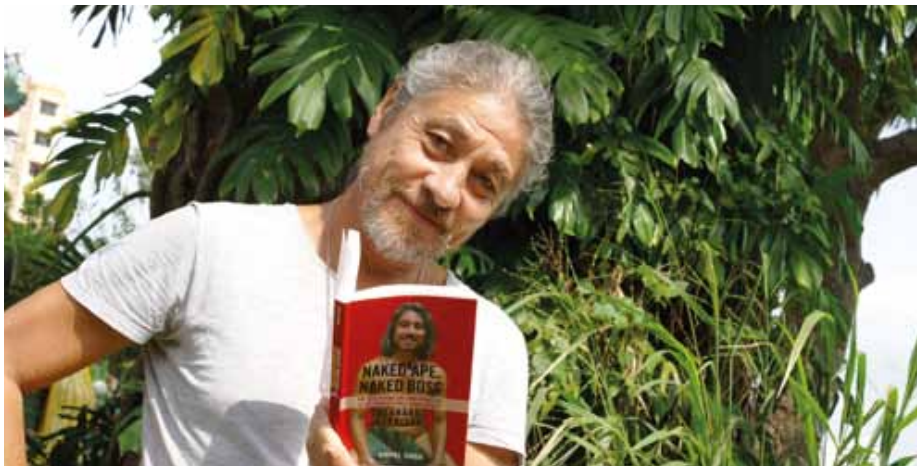
## ANN OSMAN MMA Fighter

ANN OSMAN IS MALAYSIA'S FIRST FEMALE MIXED MARTIAL ARTIST TO BE SIGNED AND fight for Asia's biggest MMA organization, and she is ensuring that she won't be the last. Her tough as nails approach translates both in the ring and out of it by challenging the status quo, and fighting stereotypes for women everywhere.

"To be honest, yes, there's still some discrimination. Even at this point, after three fights and being with ONE FC for one year, people still don't really take women's MMA that seriously."

Ann is a top contender to change that, with TIME Magazine naming her as one of their Next Generation Leaders, paving the way for equal recognition for women in sports. She has also caught the eye of Al Jazeera, who profiled her on their 101 East Documentary show. "Once you're in that cage, it actually reveals your true self," she told Al Jazeera, "Are you a fight or flight kind of person? For me, I'm a fighter."

Ann owns and runs her own fitness and sport centre, alongside being a radically exceptional public and motivational speaker.



## BERNARD HARRISON Award-winning CEO of Wildlife Reserves Singapore

BERNARD HARRISON HAS PRACTICALLY become synonymous with the Wildlife Reserves Singapore (WRS) Group, one of the finest and most profitable zoological institutions in the world. The WRS boasted a net profit of US\$10 million in 2009, and operates the Singapore Zoological Gardens, Night Safari and Jurong Bird Park. Bernard's innovative open concept of animal display has brought the Singapore zoo to international acclaim.

After completing his studies in animal behaviour and zoo planning, Bernard started as a humble Assistant Administrative Officer at the Singapore Zoo, only to rise to become CEO of the WRS.

He was also host of a wildlife conservation awareness slot on Discovery Channel for many years called 'Ask Bernard'. His work and conception of the famed Night Safari led him to receive the American Creativity Associations'

## IDRIS JALA Driving Transformation

DATO' SRI IDRIS JALA IS THE CHIEF Executive Officer of The Performance Management & Delivery Unit (Pemandu), the organisation with the momentous task of spearheading Malaysia's transition towards high income status by 2020.

Up until recently, he served as Minister in the Prime Minister's Department. Idris Jala most notably worked as CEO of Malaysia Airlines from 2005 to 2009, asked to step in by the Malaysian government due to massive losses at the company. In the year of his appointment, he announced the



airline's business turnaround plan. MAS went from a 9-month loss of USD400 million to achieve a record profit of USD260 million in 2007. His leadership skills and innovative ideas in turning around MAS is still highly commended and talked about today.

Idris Jala had a career spanning 23 years with Shell, where he rose to Vice President, and led successful business turnarounds in the UK, Malaysia and Sri Lanka.

In 2014, Bloomberg ranked Idris Jala among the top 10 most influential policy makers in the world.

Champion of Creativity Award in 2008. He was also awarded the Lifetime Achievement Award in 2010 by the South East Asian Zoos Association and the Outstanding Science Alumni Award from the National University of Singapore in 2007.

Today Bernard is working at his own consultancy, which focuses on the development and sustainable operation of zoological and botanic gardens, national parks, and eco-tourism attractions.