

# speaK ASIA

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



**Get Together of Global Achievers**  
Faster, better, higher, further

MASTERCLASSES & WORKSHOPS

## Executive Learning

London Speaker Bureau is revolutionizing corporate education. Going beyond keynotes, the Bureau is now bringing world-class practitioners and business leaders to their clients' corporate learning experience. These in-depth and focused masterclasses provide a richer dialogue with experts. Tailored to an organization's individual challenges and goals, these half- or full-day sessions are designed to ensure clients can successfully meet the challenges of tomorrow.

### Tommy Weir

**LEADING GROWTH:  
GROWING AGAINST  
THE ODDS**



Dr. Tommy Weir is a hugely successful executive coach, bestselling author and inspiring speaker. CEOs around the world turn to Dr. Weir for trusted leadership advice on how to become the best they can be and how their organisations can achieve rapid growth.

### Lorraine Hahn

**INGREDIENTS OF A  
WORLD CLASS  
COMMUNICATOR**



Lorraine Hahn is based in Hong Kong and has twenty years of experience in journalism focused on Asian business and political issues. Lorraine has developed a renowned reputation as a presenter and talk-show host, being called-upon to interview business leaders and heads of state.

### Paul Craven

**THE MAGIC OF  
BEHAVIOURAL  
ECONOMICS**



Paul Craven's aim is to promote Behavioural Economics in business through coaching, consulting, and writing, believing that it provides a strong competitive advantage to those firms and individuals who embrace it, whether in investment, sales, or in society at large.

continues on next page ■



Top, left to right – David Coulthard, thirteen time Grand Prix winner, in conversation with Idris Jala, Richard Branson and Usain Bolt.

### LSB speakers meet in Kuala Lumpur

Left – Chris Gardner speaks about *The Pursuit of Happyness*

Below left – Richard Quest means business with Virgin founder Sir Richard Branson

Below right – David Coulthard and the RedBull F1 car on stage with Mark Gallagher in *The Business of Winning*



# LONDON SPEAKER BUREAU A S I A

The London Speaker Bureau is the world's leading speaker and advisory network for

:: Keynote Speakers ::

:: Executive Learning ::

:: Boardroom Advisory ::

We represent and work with some of the most influential people in the world, from politicians and economists to thought leaders and entrepreneurs.

Between them, they cover a vast range of topics, from leadership, management and finance to technology, education, innovation and the environment.

Our network is extensive and unique, with 18 offices around the world, operating on every continent; and we provide keynote speakers and advisors for all types of events, be it small or large, in-house or external.

*"The world's only  
global speaker bureau"*

- International New York Times

## MALAYSIA

A-16-15, Level 16, Menara UOA Bangsar,  
No. 5, Jalan Bangsar Utama,  
59000 Kuala Lumpur, Malaysia  
Tel : +60 3 23010988 | Fax: +60 3 23010989

## HONG KONG

35F Central Plaza, 18 Harbour Road,  
Wanchai, Hong Kong  
香港灣仔港灣道18號中環廣場35樓  
Tel : +852 2824 8650 | Fax : +852 2593 1222

## SINGAPORE

Level 39, Marina Bay Financial Center Tower 2,  
10 Marina Boulevard,  
Singapore 018983  
Tel : +65 6818 6172 | Fax : +65 6818 6111

## PHILIPPINES

Suite 22C, Level 22,  
Tower One Ayala Triangle, Ayala Avenue,  
Makati City, Manila, 1226 Philippines  
Tel : +632 368 5624 | Fax : +632 368 5656

## INDONESIA

Menara BCA 50th Floor,  
Jl. MH. Thamrin No. 1,  
Jakarta 10310 Indonesia  
Tel : +62 21 2358 4468 | Fax : +62 21 2358 4401

info@londonspeakerbureauasia.com

www.londonspeakerbureauasia.com

## EXECUTIVE LEARNING



Annicken R. Day

# ELEVATED LEADERSHIP

The culture of an organization is the single most powerful driver of its future performance.

Winning cultures are created through elevated leadership, deploying teams that are highly engaged, innovative and high-performing.

'Elevated Leadership' harnesses the energies of individuals who are motivated to deliver the highest levels of achievement – not because they have to, but because they want to.

In this powerful masterclass Annicken R. Day demonstrates how mindsets, behaviors and actions can build, reinforce and transform your corporate culture into one with infinite possibilities.

## Lift Your Corporate Culture to New Heights

### MASTERCLASS LEADER

ANNICKEN R. DAY, CEO AND FOUNDER OF Corporate Spring, is a respected specialist in corporate innovation, motivation, collaborative teams and technologies. As Chief Cultural Officer and VP HR at Tandberg, a large Norwegian electronics manufacturer, she helped transform the company from a 300-employee start-up into a 1,700-employee global market leader, while leaving its unique culture intact. When Tandberg was acquired by Cisco, Day seamlessly integrated the two organizations' cultures without losing business momentum and served at Cisco as Culture Ambassador.

### WHAT IS COVERED

The masterclass is full of practical examples and is structured around '7 Elevators' for leadership:

**Purpose:** Inspire team members to define their own personal purpose

**Identity:** Be clear about who you are as a team, what you stand for and believe

**Trust:** Trust your team and they will trust you

**Care:** Coach your team with empathy, even when you have to say something they don't want to hear

**Growth:** Help people to learn, grow, stretch and develop themselves by creating a safe environment in which to do so

**Passion:** Always look for opportunities to inspire passion in your team and yourself

**Joy:** Enjoy yourself at work and inspire others to do the same

### WHO WILL BENEFIT

» Executives and team leaders of various functions and levels

» Organizations going through M&A, change of leadership and culture

» Change champions and those wanting to make their business more productive

### THE VALUE AND EXPECTED OUTCOMES

» An in-depth understanding of how culture and engagement can deliver success

» New insights into how to think, work and lead in the 21st century

» Tools that will take your leadership and team culture to new heights

» Strategies for creating a culture based on passion, trust, empathy and a clear vision that inspires and motivates individuals to grow and innovate

## NEW SPEAKERS

### Angela Lee

#### WORLD'S YOUNGEST MIXED MARTIAL ARTS CHAMPION

Angela Lee became the youngest world champion of the Mixed Martial Art (MMA) when she was crowned ONE Championship's Atomweight World Champion in 2016 at the age of 19, earning her comparisons with boxing legend Mike Tyson who won his first world title at the age of 20.



A rising star of Singaporean-Korean descent, Angela comes from a family of impressive martial artists where both her parents are martial arts competitors and instructors. Her three younger siblings all practice martial arts too. Angela holds a 1st degree Black Belt in Taekwondo and Total Defence System (TDS), and a Brown Belt in Brazilian Jiu-Jitsu.

With the sport of MMA gaining explosive popularity in the last five years, Angela has helped propel the sport that is now being broadcast to potentially 1 billion households worldwide. She is recognised as one of the top 50 most marketable athletes and is reportedly one of the top 5 earners in this sport.

A beacon in a male-dominated sport, Angela recognises that she is in an influential position of being a role-model for women in Asia and she continuously encourages women in Asia to believe in themselves and strives to achieve their dreams and aspirations.

### Sir Bernard Hogan Howe

#### FORMER METROPOLITAN POLICE COMMISSIONER

Sir Bernard Hogan-Howe was the most senior police officer in the UK. He led an organisation of nearly 50,000 people with a budget of £3.2 billion.

Sir Bernard's career has been characterised by high achievement, having successfully delivered numerous strategic objectives and efficiency improvements while holding weighty appointments with substantial responsibilities. He has a wealth of experience in creating cultural change, developing and implementing new strategies to transform corporate identities. He has built his success on the simple strategy of Total Policing. This involves a war



on crime and care for victims.

As Commissioner of the Metropolitan Police and Chief Constable of Merseyside he delivered significant reductions in crime during his 5 year tenure, by 20% in London and 36% in Merseyside. In both regions he reduced the murder rates, in London by 25%. Despite a loss of £600 million of budget in London, he uniquely maintained police officer numbers while the rest of England and Wales lost 20,000 police. When taking over the Metropolitan Police he inherited a city of 8.4 million people in crisis following the large scale riots of 2011, an organisation in crisis with the loss of half the Management Board and a matter of weeks to plan to deliver a safe city, a safe Olympics and save £600 million.

Despite a 'Severe' threat level and attacks throughout Europe, only one terrorist attack got through during his command. The UK police and Security Service partnership is recognised as the best in the world with its profound links to neighbourhood-based community policing.

Sir Bernard has extensive experience of policing major public events. These include the successful 2012 Olympics Games, 2008 Liverpool European City of Culture, State Visits, State opening of Parliament and multiple large scale public political protests on the streets of London.



### Dr. C. Otto Scharmer

#### 2016 WORLD'S TOP 30 EDUCATION PROFESSIONALS

Otto Scharmer is a Senior Lecturer at MIT, a Thousand Talents Program Professor at Tsinghua University, and co-founder of the Presencing Institute. He also chairs the MIT IDEAS program for cross-sector innovation in China and Indonesia. He is author of Theory U and co-author of Presence and Leading from the Emerging Future. In 2015 he co-founded the MITx u.lab, a massive open online course that has generated a vibrant global eco-system of profound societal innovation and personal renewal. The u.lab attracted more than 75,000 registered users from 185 countries in its first year.

Otto earned his diploma, with distinction, and PhD (summa cum laude) from Witten/Herdecke University in Germany. He received the Jamieson Prize for Excellence in Teaching at MIT (2015) and the EU Leonardo Corporate Learning Award for the contributions of Theory U to the future of management and learning. In 2016 he was also named one of the world's top 30 education professionals by globalgurus.org.

### Daniel Yergin

#### WORLD AUTHORITY ON THE FUTURE OF ENERGY & PULITZER PRIZE WINNER

Daniel Yergin is a globally respected authority on energy, international politics, and economics. He is Vice Chairman of IHS and Founder of IHS Cambridge Energy Research Associates.

A Pulitzer Prize winner, Yergin is the author of the bestseller *The Quest: Energy, Security, and the Remaking of the Modern World*. The New York Times said it is "necessary reading for CEOs, conservationists, lawmakers, generals, spies, tech geeks, thriller writers," among many others.

He is known around the world for his number one New York Times best-seller: *The Prize: The Epic Quest for Oil Money and Power*, which was awarded the Pulitzer Prize.

Yergin serves on the US Secretary of



Energy Advisory Board and chaired the US Department of Energy's Task Force on Strategic Energy Research and Development. He is a director of the Council on Foreign Relations and a trustee of the Brookings Institution. He is a member of the National Petroleum Council, a director of the United States Energy Association, the New America Foundation, and of the US-Russia Business Council.

## Jo Salter

### UK's first female fighter pilot

Jo Salter was the UK's first female fast-jet pilot in the Royal Air Force.

Through her work, Jo has first-hand experience of challenge and change, requiring tenacity, determination, flexibility and an excellent sense of humour. She now works in a number of different training capacities including programme management, transformational change, strategic reviews and high performance coaching. She has run and facilitated various training workshops and seminars.

Jo is the author of two books focusing on using personal energy for high achievement.



## Jon Duschinsky

### World leading innovator and entrepreneur

Jon Duschinsky is one of the world's leading social innovators and entrepreneurs. He believes passionately that today's consumers will only support those brands and companies who stand for something they care about. And companies that ignore this do so at their peril.

"There is a new business reality in our post-digital, watched-and-watcher world: you need to give people something to belong to, own, align with, share and get excited about. You can have the best products in the world, but if people don't care then you are doomed to failure."

Recently voted the world's second most influential communicator in social innovation, second only to Bill Clinton, his powerful, game-changing message has received global recognition and the opportunity to share speaking platforms with leaders such as Mikhail Gorbachev, Kofi Annan and Steve Wozniak.



## Jamil Qureshi

### Specialist on the mindset and attitude for high performance

Jamil Qureshi has delivered over 1,000 talks and seminars to a host of global clients in 24 different countries. His knowledge in the area of optimising human potential comes from his experience of working with top performers in the world of sport and business, many of which have been in the top ten in the world in their chosen profession, and indeed in a few cases, number one.

In 2006, he was appointed the first-ever official golf psychologist to the European Ryder Cup team. The team made history in winning by a record-equalling margin. Since then he has had a significant influence on the world of golf, he has worked with over 22 golfers inside the World Top 50. Ranked amongst the most influential figures in British sports in 2009, Qureshi was voted into the top 100 powerful men in golf by his international peers. He is one of the few external experts chosen to work with Astronauts on the NASA space programme.

## Anil Gupta

### Prize winning author and leading expert on strategy, globalisation and entrepreneurship

Dr. Anil K. Gupta is widely regarded as one of the world's leading experts on strategy, globalization and entrepreneurship. Ranked by Thinkers50 as one of the world's "most influential living management thinkers," he has been named by The Economist as one of the world's "superstars" in a cover story on Innovation in Emerging Economies. The UK-based HotTopics has also named him as one of the world's "100 most influential professors of entrepreneurship." Further, he is one of only three professors in the world to have been elected by his peers as a Lifetime Fellow of the three most prestigious bodies in the field – Academy of Management, Strategic Management Society, and Academy of International Business, with a combined membership of over 25,000 scholars worldwide.

Anil is the author, co-author or co-editor of several highly acclaimed books including *The Silk Road Rediscovered*, *Getting China and India Right*, *Global Strategies for Emerging Asia*, *The Quest for Global Dominance*, *Smart Globalization*, and *Global Strategy and Organization*, as well as over 70 papers in leading academic journals. *Getting China and India Right* received the 2009 Axiom Book Awards' Silver Prize as one of the world's two best books on globalization/international business and was short-listed for the Asia Society's Annual Bernard Schwartz Book Award.



## Alexandra Panayotou

### Renowned Endurance Runner

Alex Panayotou is a record holding extreme endurance runner.

She has run more kilometres than most people have driven. She started running late at 30 years old, and quickly reached championship level. She was second in the 2004 Barcelona Marathon, and won many races before she turned to solo extreme distance running for charity. She is one of only about 5 women in the world who have run such distances and completed such challenges.

Her methods for success are easily applicable to all areas of life – business, personal, and leisure. Her executive development programs not only deal with the development of executives as individuals and leaders, but also provide all the key secrets and tools for long-term executive success and endurance. Her sports camps are inspirational and educational, and her personal development work is life changing.

Alex is a TEDx Speaker who is working on her second book about performance and mindset.





EXCLUSIVE

Tan Sri Megat Zaharuddin

CHAIRMAN OF MAYBANK, 2009 - 2017

Tan Sri Megat Zaharuddin served in Maybank, first as Director from 2004, then as Chairman from 2009-2017. Under Tan Sri Megat's Chairmanship, the Maybank Group strengthened its regionalization across Indonesia, Philippines, Singapore, Thailand, Myanmar, Greater China and Vietnam. He played an integral role in positioning Maybank as Malaysia's top brand and a leading financial institution in Asia. He is passionate about employee engagement, ASEAN and building a global brand.



Tan Sri Megat Zaharuddin had previously served as the Regional Chief Executive Officer/Regional Business Managing Director of Shell Exploration & Production International (Netherlands) covering countries of North Africa, Middle East, South/Central Asia and Russia from 1999 to 2003. He built an outstanding career in the oil and gas industry for 31 years with the Royal Dutch Shell Group of Companies. He served as the Chairman and Chief Executive of Shell group companies in Malaysia from 1995 to 1999, leaving Shell in 2004. Tan Sri Megat, a keen sports enthusiast and an avid golfer, holds a BSc. (Honors) in Mining Engineering, Royal School of Mines, Imperial College of Science and Technology, University of London, England.

FEATURED KEYNOTE

Dr. William Tan
Turning Adversities into Opportunities, Setbacks to Comebacks

DR WILLIAM TAN IS THE PERSONIFICATION of both passion and compassion. He contracted polio at the age of two and is paralysed from the waist down. Notwithstanding his disability, he has shown outstanding strength in overcoming adversities. Upon graduation from the National University of Singapore and joining the Civil Service, he ventured abroad for postgraduate studies, with dreams of becoming a scientist and medical doctor. He graduated from Harvard University with a First Class Honours in Physiology, and trained at the world-renowned Mayo Clinic.

Dr Tan is also an accomplished sportsman. An Asian-Pacific Games triple gold medalist, he has also competed in the 1988 Seoul Paralympics, the World Games as well as the Commonwealth Games. He holds six endurance marathon world records including the "Fastest time to complete Three marathons in Three Consecutive Days in Three countries."

However, upon realising that, "winning medals, trophies or prize money should not be an end to itself. It should be a means to further goodness and to help people," he has devoted to championing as well as fundraising for needy causes in worldwide. He has sky-dived, water-skied, sailed and even climbed a 14-storey building to raise money. He has helped raised more than \$18 million on a voluntary basis for charities locally and internationally, over the last 22 years. Some of his humanitarian efforts include Polioplus for the worldwide eradication of polio and Operation Smile.

In 2007, Dr Tan became the first person in the world to accomplish a marathon in a wheelchair in the North Pole in 21 hours and 10 mins despite overwhelming obstacles and extreme conditions of -25°C to raise funds for Global Flying Hospitals. The very same year, he became the fastest person in the world to complete 7



marathons across 7 continents in 26 days to raise funds for international charities on 7 continents.

In 2009, Dr Tan was diagnosed with Stage 4 (end-stage) leukemia. True to his fighting spirit, he turned this adversity into opportunity. Throughout his 6 months of toxic chemotherapy followed by bone marrow transplant, he championed for needy cancer patients who cannot afford the high cost of cancer treatment in Singapore. On 26 September 2010, he achieved his best time ever in para-cycling at the Berlin Marathon. One year after his bone marrow transplant, he accomplished two full marathons back to back with finishing times better than his pre-leukemia days.

In 2014 and 2015, he hand-cycled from London to Paris in four days to raise funds for lymphoma and leukemia research in USA, UK, New Zealand and Singapore. His battle against end-stage leukemia however, has been his longest and most painful race. It has transformed him into a more compassionate physician and invigorated him to dedicate his new lease of life to doing more for humanity. His journey of resilience and reinventing oneself to scale greater heights in the face of adversity continues to inspire many individuals and corporate leaders.

Dr William Tan will participate in the Bloodwise London-Paris 500km cycling event, from the heart of London to a dramatic Arc de Triomphe finale, over 4 days in September 2017. The London Speaker Bureau is proud to support Dr Tan's efforts to raise funds for blood cancer research and we will donate all our agency fees from his speaker bookings between now and September to this worthy initiative. Bloodwise funds world-class research and offers expert information and support to anyone affected by leukaemia, lymphoma, myeloma and other blood cancer related disorders. The organization has funded 4 out of 5 blood cancer researchers, and has made great progress with many major cancer medicine advances coming first from blood cancer research.

## COMMUNITY



# LSB Supports the Hope School Educating Syrian Refugee Children

THE HOPE SCHOOL OPENED IN OCTOBER 2015 and continues to support and teach 500 Syrian refugee children in the Bekaa Valley, Lebanon. The school contains twelve classrooms, a playground, library and conference room.

London Speaker Bureau has partnered the charity NADJANOW to support the school's ongoing work.

Scattered throughout Lebanon's Bekaa valley, thousands of informal tented settlements lie on the fringes of farms and villages and farms that fill the rural area. Living in these tents are families fleeing from the war in Syria. Facing a long winter in harsh conditions and with limited access to even the most basic of services, these families dream of giving their children an escape from a life they did not ask for. Like any parents, their greatest desire is to provide a safe space for their children to receive the basic education they so desperately need to have a chance at building a future of hope and opportunity.

Since the beginning of the Syrian conflict in 2011, an estimated 11 million people have fled their homes. Syria's neighbouring countries, already facing their own socio-economic problems, have borne the brunt of the ever worsening refugee crisis. UNHCR states that more than 1.1million Syrian refugees have registered in Lebanon, a country roughly half the size of Wales. The Lebanese government estimates that real numbers lie somewhere around 1.5 million. Syrian refugees now make up over a quarter of the

Lebanese population. This is placing huge strain on an already underfunded and overburdened public sector. Syrian children often face seemingly insurmountable challenges to gaining access to basic human rights—those of education and protection from child labour.

Rising to the challenge facing the Lebanese school system, the Lebanese government has taken several positive steps to adapt to the crisis situation and enroll as many Syrian students as possible into formal education. Yet, with no end to the conflict in sight, the public education system has struggled to keep pace.



Currently, 250,000 children—approximately half of the nearly 500,000 school-aged Syrian children registered in Lebanon—are not attending school. Some have never even stepped inside a classroom.

And if opportunities for school places do arise, large discrepancies in education level due to language barriers or missed school time presents another challenge to Syrian children. Syrian children are

ever-increasingly facing the threat of becoming part of a lost generation. Children are the future peace-builders of Syria, and it is vital that their education is prioritized.

In order to meet the needs of Syrian refugee children, non-governmental organisations have set up hundreds of non-formal education schools. These schools are filling a crucial gap in the education sector by providing some of the most vulnerable and marginalised children a safe place to learn and play with others. One of those NGOs is NADJANOW.

With the support of the London Speaker



Keynote speaker and alternative artist Red Hong Yi recently visited the Hope School and gave a presentation to the children about harnessing creativity and her own journey to becoming an artist using alternative tools such as basket balls, chop sticks and socks to name a few!

Bureau, NADJANOW founded a school 2 years ago that now provides 400 children with the education they so desperately need. These children now spend their days with teachers who care about them, attending maths, English and Arabic lessons, in the hope that one day they may be able to integrate into the Lebanese school system.

The Al Amal (hope) school operates year-round with ten teachers and a head teacher, Lina Hassad. All of the staff are Syrian refugees themselves, bright young graduates tasked with not only the role of educator, but also as caregivers, working tirelessly to significantly reduce the stress and trauma many of the children face in their everyday lives. They rise to the challenge of providing a positive and supportive environment so that all children, no matter their home life, have a place to relax, learn and for the entirety of the school-day. They instill in the children a sense of confidence and self-belief that goes along with gaining new skills and interacting with other children.

Besides providing essential education to Syrian children, the Al Amal school also acts as a much-needed community center for both Syrian and Lebanese people living in the area. NADJANOW partners with other NGOs and grassroots organisations in the area to provide workshops for those in need. This has included workshops for computer skills for youth and a sewing workshop for women. The school will also soon be part of a puppet-theatre project that aims to provide psychosocial support for young Syrian children through making and performing puppet shows that spread



awareness of issues related to children's rights and peacebuilding.

The running of the school is currently entirely reliant on private donations. Financial insecurity and lack of resources threatens the school's continued operation. In order to continue playing a pivotal role in the lives of Syrian children, the school is currently searching for further funding to ensure it can sustainably run as a trusted learning center well into the future.

## TRENDING TOPICS

OVER TWO BILLION PEOPLE DO NOT HAVE bank accounts, with many having no choice but to turn to predatory lenders to get by. Keynote Speaker Inma Martinez, considered by FORTUNE and TIME as one of the world's leading digital media strategists, argues that this is where fintech companies can emerge as the "champion of the unbankable and under-banked, bridging the gap between finance and philanthropy".

It is thought that the fintech sector has the power to lift low-income communities out of poverty and give them access to finance.

Chandran Nair, founder of the Hong Kong-based think tank GIFT-The Global Institute for Tomorrow, stated that the relationship between finance and technology has huge potential impact socially, and bringing financial literacy and accessibility to the unbanked is just the beginning.

"We need to move beyond banking the unbankable," he says.

"How can we have finance and technology pretend to sit comfortably with each other when they are fundamentally at war with the planet? We have an economic model that is increasingly at war with people."

Speaking at the Innovate Finance Global Summit, Nair explains that our current economic model is counterproductive to success.

"We need to ask how finance and technology can challenge our economic model. Having the pizza you ordered delivered in two minutes and via drone is yesterday's news. We need to think beyond that and see how policy, finance and technology can merge to serve the world at large," he argues.

It starts with how we value and price consumption, he adds. "This is not a Greenpeace rant. It's a genuine economic discussion. The alternative mode starts with us looking at how we price CO2. Our economic mode is based on excessive consumption and underpricing resources.

We need a different way of thinking

about how consumption is priced and can be restrained, without adversely affecting quality of life. How would that look like? Finance and technology can be used to fingerprint consumption and in identifying those who over consume so that they pay for it."

## Fintech could be the key to solving the world's biggest problems

He goes on to explain that the world's majority's best interest is actually not in line with the current push for automation and robotics.

"Why would you need robots replacing people in markets with large populations? These first world discussions don't apply to the rest of the world. It only affects 15 per cent of the global population."

Inma Martinez agrees stating: "When you develop AI as I do, you inevitably get asked two questions: are the robots going to kill us? Or are they going to take our jobs? And of course there are two camps in the artificial intelligence community.

One is Google's position, where you build technology and see how it develops, without a purpose or a goal in mind. The other camp, backed by Bill Gates, Stephen Hawking, and others

including myself, is one that puts humanity first, and AI after. It's going to be all about human capital in the coming years. We need to look at how people need to be working, how we can maintain them, incentivise them and most importantly, retrain them with new skills they'll need as technology evolves," she says.

"I was in a panel with Bob Geldof, where he said that it is through our work that we find purpose and an identity for ourselves. And that's a very important point we need to remember as we develop intelligent technologies. Human beings are meant to create. If you take that away from us, we may not find other things that will bring us pleasure to do, and that could destroy us," she explains.

She envisions a future where humans can lead in peace and prosperity alongside a society where machines are incredibly smart. But that can only be realised if humans are trained for their creativity and intuition.



## FEATURED BOOKS

### WE DO THINGS DIFFERENTLY

Mark Stevenson



Futurologist Mark Stevenson introduces the unlikely innovators breaking the rules to make our world better.

Our systems are failing. Old models—for education, healthcare and government, food production, energy supply—are creaking under the weight of modern challenges. As the world's population heads towards 10 billion, it's clear we need new approaches. Futurologist Mark Stevenson sets out to find them, across four continents.

From Brazilian favelas to high tech Boston, from rural India to a shed inventor in England's home counties, *We Do Things Differently* travels the world to find the advance guard re-imagining our future. At each stop, he meets innovators who have already succeeded in challenging the status quo, pioneering new ways to make our world more sustainable, equitable and humane.

Populated by extraordinary characters, *We Do Things Differently* paints an enthralling picture of what can be done to address the world's most pressing dilemmas, offering a much needed dose of down-to-earth optimism. It is a window on, and a roadmap to, a different and better future.

Mark Stevenson is a writer, entrepreneur, broadcaster, futurologist and founder of The League of Pragmatic Optimists. He has written for The Times, Wall Street Journal, Guardian and New Statesman, and is the author of the critically acclaimed *An Optimist's Tour of the Future*. He lives in London and is an adviser to the Virgin Earth Challenge and Atlas of the Future.

### THE VALUE OF EVERYTHING: MAKERS AND TAKERS IN THE GLOBAL ECONOMY

Mariana Mazzucato

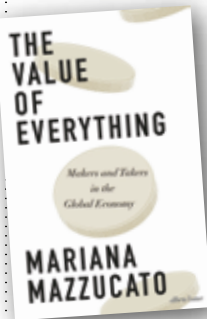
Who really creates wealth in our world? And how do we decide the value of what they do? At the heart of today's financial and economic crisis is a problem hiding in plain sight. In modern capitalism, value-extraction—the siphoning off of profits, from shareholders' dividends to bankers' bonuses—is rewarded more highly than value-creation: the productive process that drives a healthy economy and society. We misidentify takers as makers, and have lost sight of what value really means. Once a central plank of economic thought, this concept of value—what it is, why it matters

## Our Speakers in Print

to us—is simply no longer discussed.

Yet, argues Mariana Mazzucato in this penetrating and passionate new book, if we are to reform capitalism—to radically transform an increasingly sick system rather than continue feeding it—we urgently need to rethink where wealth comes from. Who is creating it, who is extracting it, and who is destroying it? Answers to these questions are key if we want to replace the current parasitic system with a type of capitalism that is more sustainable, more symbiotic: that works for us all. *The Value of Everything* will reignite a long-needed debate about the kind of world we really want to live in.

Mariana Mazzucato is Professor in the Economics of Innovation & Public Value, University College London (UCL), where she is establishing a new Institute for Innovation and Public Purpose. She is author of the highly-acclaimed book *The Entrepreneurial State: debunking public vs. private sector myths*, and winner of the 2014 New Statesman SPERI Prize in Political Economy and the 2015 German economic Hans-Matthöfer-Preis. She advises policymakers around the world on how to deliver 'smart', inclusive and sustainable growth, including work

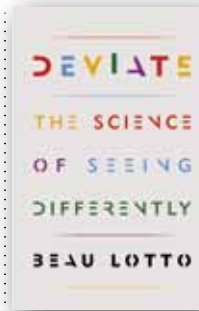


commissioned by NASA, the European Space Agency, and the Inter-American Development Bank. She is a member of the Scottish Government's Council of Economic Advisors; the World Economic Forum's Council on the Economics of Innovation and SITRA's (Finnish Innovation Fund) Advisory Panel. In 2013 she was named as one of the '3 most important thinkers about innovation' in the New Republic.

### DEVIATE Beau Lotto

World-renowned neuro-scientist Beau Lotto reveals the truths of human perception and devises a cognitive toolkit for how to succeed in a world of uncertainty. Perception is the foundation of human experience, but few of us understand how our own perception works. By revealing the startling truths about the brain and perception, Beau Lotto shows that the next big innovation is not a new technology: it is a new way of seeing.

In his first major book, Beau Lotto draws on over a decade of pioneering research to



show how our brains play tricks on us. With an innovative combination of case studies and optical- and perception-illusion exercises, *Deviate* will revolutionise the way you see the world.

With this new understanding of how the brain works and its perceptive trickery, we can apply these insights to every aspect of life and work. *Deviate* is not just an engaging look into the neuroscience of thought, behaviour and creativity: it is a call to action, enlisting readers in their own journey of self-discovery.

Dr Beau Lotto is a neuro-scientist as well as Founder and CEO of Lab of Misfits Studio, the world's first neuro-design studio. The lab creates unique real-world 'experiential-experiments' that places the public at the centre of the process of discovery. By spanning social and personal boundaries between people, brands and institutions, the Lab's aim is to create, expand and apply their insights into what it is to be a perceiving human.

### WHAT WAS I THINKING? Gurmit Singh

If Phua Chu Kang's yellow boots and permed hair are all you know about Gurmit Singh, you need this book. The actor, host, singer and now entrepreneur, shares not just his funny moments in life but also bares his personal moments in *What Was I Thinking?* and proves that the funnyman image is just one of his many real facets. Read about the first car he drove as a child, the neighbour with the EYE, the rat that almost ate his finger when he was a baby, how he dealt with the loss of his parents and many more stories.

Caution: This is not a how-to book on being a better entertainer, but you will walk away with a better understanding of this man.

Gurmit Singh is an award-winning actor, funnyman and TV host. He has acted in movies and TV series. He is most famous for his role as Phua Chu Kang, and won five awards for it. He is also a proliferate TV host, anchoring shows like Gurmit's World, Singapore Idol, Amazing Race and the National Day Parade. Gurmit is also a Christian who is passionate about his family. He is happily married to Melissa and they have three children. *What Was I Thinking?* is his first book.

