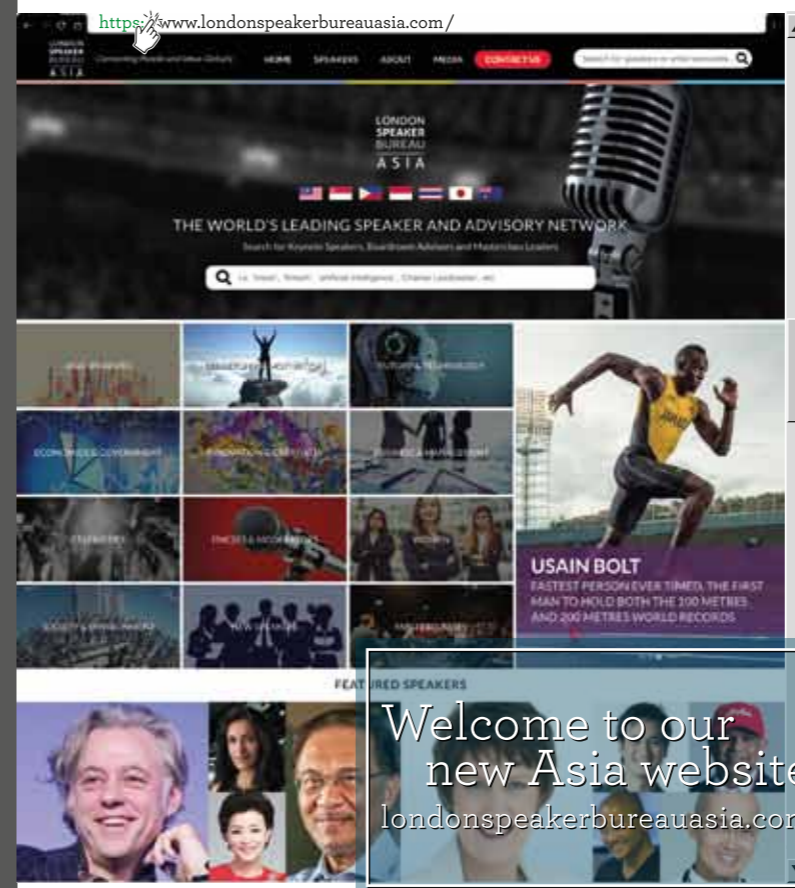


speaK ASIA

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



Welcome to our new Asia website
londonspeakerbureauasia.com

INVESTIGATIVE JOURNALIST Clare Rewcastle Brown

CLARE REWCASTLE BROWN IS AN INVESTIGATIVE JOURNALIST BORN IN the former British Crown Colony of Sarawak (now part of Malaysia) to British parents. She attended a local primary school, moved to the United Kingdom when she was eight, attended private boarding school and subsequently obtained her masters degree in international relations from the London School of Economics. She became a journalist, joining the BBC World Service in 1983.

New look, new features

Our regional website has been given more than just a cosmetic make-over. Featuring more speakers and with the latest additions to the speaker database highlighted, with more media resources like speaker video clips, the site now has improved search functionality and more efficient and quicker navigation. The LSB Asia site is now mobile-friendly and allows bookmarking speakers to share speaker profiles with team mates on your contact list.

In 2010, she founded Sarawak Report, a blog seeking to highlight the destruction of Sarawak's tropical rainforests for profit and alleged corruption at the highest levels of the state government.

Her relentless pursuit of wrongdoings by Malaysia's political elite that resulted in the widespread destruction of the Borneo rainforests and the impacts on civil and indigenous rights as well as on the environment eventually led her to prominence when she was the first journalist to expose the 1MDB Development Fund scandal.

Her story rocked the global financial



LSB EXCLUSIVE Nouriel Roubini

Renowned Economist who predicted the 2007 Global Financial Crisis and Credit Crunch
NOURIEL ROUBINI IS PROFESSOR OF Economics at New York University's Stern School of Business and Chairman of Roubini Macro Associates, a global macroeconomic consultancy firm in New York.

Roubini has extensive policy experience as well as broad academic credentials. He was Co-Founder and Chairman of Roubini Global

Economics from 2005-16 - a firm whose website was named one of the best economics web resources by Business Week, Forbes, the Wall Street Journal and the Economist.

From 1998-2000, he served as the Senior Economist for International Affairs on the White House Council of Economic Advisors and then Senior Advisor to the Undersecretary for International Affairs at the U.S. Treasury Department, helping to resolve the Asian and global financial crises, among other issues. The International Monetary Fund, the World Bank and numerous other prominent public and private institutions all draw upon his advisory expertise.

Nouriel Roubini has published numerous theoretical, empirical, policy papers on international macroeconomic issues and the book *Crisis Economics: A Crash Course in the Future of Finance* in 2010. He also co-authored *Political Cycles and the Macroeconomy* and *Bailouts or Bail-ins? Responding to Financial Crises in Emerging Markets*.



community; helped put the off-shore finance industry on the run; embarrassed some famous figures in Hollywood, Las Vegas and New York, and contributed to the unprecedented defeat at the polls of Malaysia's sole ruling party of 61 years.

Fortune Magazine named her one of the World's 50 Most Influential Figures in 2016; she was named one of Britain's Women of the Year 2016. In 2013 she received the International Press Institute's Pioneer of Media Freedom Award; in 2014 she received Queensland University's Communication for Social Change Award and in 2018 the Guardian Award by the Association of Certified Fraud Examiners.

LONDON
SPEAKER
BUREAU
ASIA

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

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Rajeev Peshawaria

CEO OF THE ICLIF LEADERSHIP AND GOVERNANCE Centre, author of the Wall Street Journal and Amazon best-seller *Open Source Leadership*, and *Too Many Bosses, Too Few Leaders*, co-author of *Be the Change* and a regular writer for Forbes, Rajeev is an out-of-the-box thought leader on leadership, management and corporate governance. He has extensive global experience in leadership and organizational consulting, with a particular focus on uncovering personal and organizational "leadership energy."

Rajeev has provided speaking, coaching, consulting and advisory services globally. His clients include Deutsche Bank, HSBC, Mitsubishi, Johnson & Johnson, MetLife, The World Bank, US Treasury, US Securities & Exchange Commission, amongst others. He also serves as guest faculty at leading business schools in the US, Europe and Asia.

Rajeev is a sought after international speaker and has been widely featured in international media platforms such as Bloomberg TV & Radio, CNN, Knowledge@Wharton, European Financial Review, National Public Radio (NPR), Harvard Business Review, CNBC, Fast Company, Leader to Leader, American Management Association (AMA) magazine, Leadership Excellence magazine, The Times of India, The National Dubai, Mint-Wall Street Journal and the Conference Board.

In 2014 and 2017 he was named one of Top 100 Global Thought Leaders for Trustworthy Business by 'Trust Across America.' Rajeev and his family have lived in fourteen cities in eight countries.



OPEN SOURCE LEADERSHIP

From taxi rides, hotel stays, car driving, to communicating and paying, everything we knew as normal has changed beyond recognition. To lead effectively in today's brave new world, you have to question EVERYTHING. For the first time in human history, knowledge is free and almost every boundary to communication has been lifted. This open source world has permanently altered the business landscape. And you can count on the fact that the pace of change will only accelerate. Yet... companies still rely on management tools and practices that were, at best, mildly effective in their heyday. In *Open Source Leadership*, Rajeev Peshawaria reveals the vision, insight, and practices he has used to help some of today's largest and most influential organizations meet the open source world head on. It all starts with asking the right questions:

- >> What's the most effective leadership style in a world of 24/7 connectivity?
- >> How has the very concept of leadership changed in the open source era?
- >> How do you inspire and reward performance in the "gig economy"?
- >> How do you measure engagement and

Uri Levine

URI LEVINE IS A PASSIONATE SERIAL entrepreneur and disruptor. He co-founded Waze, the world's largest community-based driving traffic and navigation app, with more than 250M drivers around the globe, which was acquired by Google on June 2013 for more than \$1.1 billion.

Since then, he has pursued his dream to create great value for large audiences, through the series of startups he has founded. His vision is specifically intended to disrupt inefficient markets and improve under-functioning services with a focus on solving big problems and saving consumers time and money, while empowering them and changing the world for the better.

Uri Levine is a Co-Founder, Chairman or Board Member for several startups including FeeX, Moovit, HERE, Engie, FairFly, ZeeK, Roomer, WeTrip, Seetree, Refundit & Lifecare.

Levine has been in the high-tech



Waze
co-founder
Uri Levine

industry for the last 30 years, with half of this time spent on startups. He has seen everything ranging from failure, middle success to extreme success.

Uri Levine is an expert on entrepreneurship, disruption, evolution vs. revolutions of markets, mobility and startups.



FEATURED KEYNOTE

Thomas J. Sargent



Macroeconomic policy,
bank regulation, and
monetary policy

THOMAS J. SARGENT IS THE WINNER OF THE 2011 NOBEL PRIZE IN ECONOMIC SCIENCES and Professor of Economics and Business at New York University. In the midst of today's economic crisis, Tom Sargent looks at answering the questions about the role of government policy and regulation.

Thomas J. Sargent was the winner of the 2011 Nobel Prize in Economic Sciences for his pioneering work in macroeconomics over the last forty years. One of the founders of the rational expectations model and the freshwater economics movement, Tom is one of

today's most influential economists. He holds the W.R. Berkley Professorship of Economics and Business at New York University and is the author of many significant books and articles, including the classic economic textbooks, *Macroeconomic Theory and Dynamic Economic Theory* with 2013 Nobel Laureate Lars Peter Hansen.

The crucial insight behind rational expectations is this: people make decisions based on a reasonable mental model of the economy, and, crucially, based on their understanding of the government's economic policies. This means that, since consumers and investors adjust their behaviours whenever the government shifts policies, these policies rarely have their intended effect. This is an insight that revolutionised economics in the post-Keynesian era, and it continues to dominate economic thinking today.

For The
Community

The LSB Asia team devotes week-ends to helping care for strays and abandoned pets at the PAWS animal shelter, as well as aiding the Kechara effort to provide free meals to some of the city's homeless.

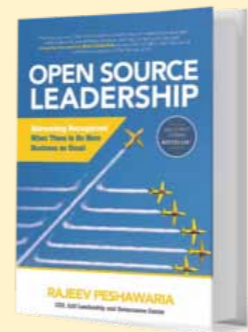
In October, we will start the LSB Tree Planting project which aims to revitalize urban green spaces.



effectively address the gaps?

>> How can you lead innovation—quickly and continuously?

Open Source Leadership rewrites the rules of management, giving you a unique look at the most common misperceptions, illusions, and downright wrong information you've been getting about what works and what doesn't. It provides a new, counterintuitive model for seizing competitive edge in any industry. Among other issues the book argues convincingly that "positive autocracy" must replace democratic leadership; talent and innovation are abundant not scarce; early identification of high-potentials is counter-productive; and setting employees free to do as little as they want will increase productivity.





TRENDING TOPICS

Asia

Haiyan Wang is an Adjunct Professor of Strategy at INSEAD. She is concurrently also the Managing Partner of China India Institute, a Washington, DC based research and consulting organisation with a focus on creating winning global strategies that leverage the transformational rise of China and India. She is a highly coveted speaker at conferences on smart globalisation in the age of China and India.

Haiyan serves as a regular columnist for BusinessWeek and a Contributing Editor for the Chief Executive magazine. She is the co-author of two highly acclaimed books: *Getting China and India Right*, and *The Quest for Global Dominance*.

Drawing on her broad international experience, she consults with clients and speaks at conferences on building and exploiting global presence with a particular focus on leveraging the rise of China.

Haiyan has been listed by Thinkers 50 in "On the Guru Radar" and short listed for the "2011 Global Village Award." She has also been named as a "New Guru" by The Economic Times, India's #1 business daily.



Dr William Tan receives the Commonwealth Points of Light Award



Singapore's well-known para-athlete, medical doctor and charity fundraiser, Dr William Tan, was presented with the Commonwealth Points of Light Award for his long history of charitable achievements. The award was presented by the British High Commissioner to Singapore, His Excellency Scott Wightman.

The Commonwealth Points of Light highlights the innovative and inspirational volunteering efforts in communities across the Commonwealth. Individuals named as a Commonwealth Point of Light will receive a personalised certificate signed by Her Majesty The Queen as Head of the Commonwealth.

Stephane Garelli



Founder of IMD World Competitiveness Centre and professor at the University of Lausanne, Garelli served as Managing Director of the World Economic Forum and of the Davos Annual meetings for many years.

COMPETITIVENESS
 STRATEGY
 GLOBALISATION
 MANAGEMENT TRENDS

Ben Hammersley

A thought-provoking futurist who brings a practical, proactive approach to the digital era. Editor-at-Large of UK's WIRED magazine and writer and presenter of Netflix and BBC TV series Cybercrimes, inventor of the popular term, 'podcast'.

AI & VIRTUAL REALITY
 BIG DATA
 CYBER SECURITY
 DIGITAL TRENDS
 SUSTAINABLE LEADERSHIP IN THE DIGITAL AGE



Mark Gallagher



Grand Prix Motor Racing Executive, author of the book "The Business of Winning: Strategic Success from the Formula One track to the Boardroom."

Mark Gallagher has worked in the high performance environment of Formula One motor racing for the past 30 years.

HIGH PERFORMANCE TEAMWORK
 CHANGE MANAGEMENT
 SAFETY & RISK
 INNOVATION
 LEADERSHIP
 ENGINEERING
 BIG DATA

Anil K. Gupta

Prize winning author and leading expert on strategy, globalisation 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."

CORPORATE INNOVATION AND ENTREPRENEURSHIP
 ASSESSMENT AND REDESIGN OF GLOBAL STRATEGIES
 DEVELOPMENT OF STRATEGIES FOR CHINA AND INDIA
 STRATEGY AND COMPETITIVE ADVANTAGE



SPEAKERS HEADING TO ASIA

One of these subject matter experts might be just right for your upcoming event this year.

Please contact us for more details on speaker availability and dates.

Richard Quest

Renowned CNN Business Correspondent, and presenter of "Quest Means Business", the definitive word on how we earn and spend our money. Based in New York, he is one of the most instantly recognizable members of the CNN team.

ECONOMICS AND FINANCE
 BUSINESS OF INNOVATION
 PRESENTER AND FACILITATOR
 AVIATION AND TRAVEL
 MANAGEMENT



Malvika Iyer



Bomb blast survivor, social worker, disability rights activist and fashion model, Dr. Malvika Iyer is an Award-winning Disability Rights Activist with a Doctorate in Social Work. She is the recipient of the "Nari Shakti Puraskar", the Highest Civilian Honor for Women from the President of India.

Iyer is an International Motivational Speaker, a TEDx Speaker, a member of the United Nations Inter Agency Network on Youth Development's Working Group on Youth and Gender Equality, a Model for Accessible Fashion and a Global Shaper at the Global Shapers Community (an initiative of the World Economic Forum).

THE ONLY DISABILITY IN LIFE IS A BAD ATTITUDE

F.C.

Co-Founder & Head of Ethical Hacking, Redacted Firm, F.C. aka Freaky Clown is a well-known ethical hacker and social engineer. He has been working in the infosec field for over 20 years and excels at circumventing access controls. He has held positions in his career such as Senior Penetration Tester as well as Head of Social Engineering and Physical Assess- ments for renowned penetration companies. As Head of Cyber Research for Raytheon Missile Systems, and having worked closely alongside intelligence agencies, he has cemented both his skillset and knowledge as well as helped steer governments take correct courses of action against national threats.



SECURITY
 PENETRATION TESTING
 PHYSICAL SECURITY
 SOCIAL ENGINEERING
 CYBER CRIME
 CYBER SECURITY

Marketing & Branding

Brad Jakeman was President, PepsiCo's Global Beverage Group, and led global category strategy, brand building, design, advertising, marketing, innovation and branded content for PepsiCo.

Brad Jakeman has a passion for developing category-disruptive innovation ideas and marketing programmes that challenge the status-quo and build famous, world-class brands. As a Senior Advisor and Consultant he now works with Founders, CEOs, Boards and CMOs on innovation, brand building and business models that drive disruption of existing industries and creates new economies.

For the past seven years as President, PepsiCo's Global Beverage Group, Jakeman led global category strategy, brand building, design, advertising, marketing, innovation and branded content for PepsiCo's global portfolio of beverages.



Policy & Governance

François Hollande was President of France from 2012-17. During his mandate, he carried out important reforms which began to restore the competitiveness and growth of the French economy.

Hollande's presidency was marked by the action he took against international terrorism and climate change. By deploying French troops to Mali in early 2013, Hollande stemmed the tide of violence caused by terrorist groups.

Hollande took historic steps to promote equality in France, lowering the unemployment rate, creating a "millionaire's tax," and legalising same-sex marriage.



Service Culture

Gerald Lawless was CEO of the Jumeirah Group until 2016, leading the team that built it into a global brand. He joined Jumeirah in 1997 as its Founding CEO. He started with a team of less than 30 employees and grew it to more than 14,500 by the time he stepped down in early 2016. During this time Jumeirah's international portfolio expanded to 23 hotels in 12 destinations by February 2016 with more than 100 food and beverage outlets.

Lawless has built Jumeirah's service philosophy on its brand promise of STAY DIFFERENT. It recognises that everyone is different which is why each of the Jumeirah properties is different and has a solid connection with its local community and culture. He personally took part in every orientation for new employees who joined the organisation through the years.



Creating Equilibrium

Steven Kotler's recent project "Creating Equilibrium" is a three-day, solutions-focused innovation forum designed to foster radical new approaches to solving critical environmental issues and build bridges between world-renowned technologists and world-saving environmentalists.



△ Award Winning Journalist and Futurist
△ Co-founder and Director of Research Flow Genome Project
△ New York Times Bestselling Author

STEVEN KOTLER IS A NEW YORK TIMES BESTSELLING AUTHOR, award-winning journalist and the Co-Founder and Director for Research of the Flow Genome Project, an interdisciplinary, global organization committed to advancing Flow science through open source research. His work has appeared in more than seventy publications, including New York Times Magazine, Atlantic Monthly, Time Magazine, Wired, and Forbes and has received praise from figures such as Elon Musk, Ray Kurzweil and Sir Richard Branson.

Kotler shows organizations how to realize their potential and achieve unforeseen levels of performance. His bestselling books, research and thought leadership decode how scientific and technological breakthroughs are revolutionising the world for both

businesses and individuals. Whether it's a bullish view of how technology and innovation can help us solve seemingly insurmountable obstacles; or how bold thinking and extraordinary technological changes have and will alter our lives in astounding ways; or how individual science – the science of "flow" can alter a person's way of engaging with the world to out-perform others; Kotler is an adept storyteller who unravels our brave new world with fervour and confidence to provide what Former President Bill Clinton called "a visionary roadmap for people who believe they can change the world."

A trailblazer in the fields of innovation, technology and human performance, Kotler has spoken to and consulted with everyone from Fortune 100 companies to the US Special Forces.

The World's First Leadership AI Lab

As founder of Emerging Markets Leadership Center, Tommy Weir has helped several thousand executives from more than 80 nationalities achieve better performance.



TOMMY WEIR IS THE AUTHOR OF THE BEST-selling, *Leadership Dubai Style* and advises CEOs around the world on how to improve their leadership in order to achieve rapid growth.

Emerging Markets Leadership Center has now launched its latest project: the world's first leadership Artificial Intelligence lab in Dubai. Its goal is simple: to use machine learning to help leaders lead the best they can.

The EMLC Artificial Intelligence Lab will highlight how people and machines lead better together.

The EMLC Leadership AI Lab disrupts leadership execution by combining traditional leadership approaches with cutting edge AI technology.

By observing data, employee behaviours and patterns, the Lab delivers

AI-enabled leadership that predicts the best actions and recommends which leadership nudges will result in minimized organizational input with maximized output: profit, performance and productivity. AI enabled predictions provide higher accuracy and deeper granularity, which allows leaders to focus on making the right judgment calls for decision-making and execution.

Tommy Weir commented: "About a year and half ago, I visited Tokyo to learn about applied AI. When I boarded the flight to Tokyo, I was sceptical about artificial intelligence, but what I learned from MIT Media Lab, Sony Labs, Google's driving cars and other progressive projects, made me wonder, "What's the relationship between AI and leadership?" That question has led to the opening of the EMLC

Leadership AI Lab, where our team of data scientists and leadership experts use AI to make leaders better and help organizations maximize their profit."

EMLC has hired global AI talent to work alongside the existing team of leadership experts to build the intent triggers and leadership nudges that improve individual leadership capacity and impact, supporting day-to-day leadership execution for organizations looking to grow their output.

EMLC's Lead Data Scientist, Vitalii Duk commented: "The opportunity to use machine learning to solve for leadership impact is a progressive move in the data science world. It is complex: combining internal company data, process mining, individual employee offsets, and leadership science to predict the best actions and ways for leaders to get results. Fortunately, Dubai has created an environment for the data science community to disrupt the ways AI is used and lead the way in global innovation."

Machines learning and humans leading is the next logical progression in both machine learning and leadership science.

EMLC is a boutique leadership science and technology firm that merges artificial intelligence with its decades of leadership research, working with executive leaders and practical experience.



Cybersecurity Workshop for Senior Executives

We are living in a knowledge economy where information has become incredibly valuable and experiencing a cyber attack or data breach impacts an organisation's bottom line. The cyber threat landscape is composed of malicious and non-malicious threats, which are both internal and external. Motivations for malicious attacks vary – and depending on your organisation's industry and the data it creates, receives, shares and stores, it will be the target of different attack actors and methods. Cyber security is about people, process, information and technology and as such is a business issue, not just an IT one. Effective business leaders need to understand what cyber security means to them and their organisations.

MASTERCLASS LEADER

Dr Jessica Barker is a leader in the human nature of cyber security. Co-founder of a cyber security consultancy, Redacted Firm, she is engaged by organisations of all sizes, from multi-national firms to SMEs. Her work surrounds the psychology and sociology of cyber security, particularly regarding cyber security threats, social engineering, how to effectively communicate cyber security messages, the psychology of fear and cyber security, and the language of cyber security. Jessica has recently chaired panels at the Commonwealth Cyber Security Forum in London, the Financial Services Summit 2016 in London and the GSMA Mobile 360 event in the Hague.

WHAT IS COVERED

Jessica will use real-life case studies to address:

- » The cyber security threat landscape, including the latest threats faced by organisations
- » Practical advice on incident management and what organisations should have in place to safeguard business continuity during and after a cyber crisis
- » The session will demystify the technical nature of cyber security to provide the audience with an understanding of cyber security that is required of modern board members
- » An exploration of the inherently human element of cyber security and the extent to which people are either an organisation's weakest link or first line of defence, depending on the approach and management of the organisation's leaders
- » The roles and responsibilities of senior business leaders in managing and mitigating cyber security issues in their organisations

VALUE AND EXPECTED OUTCOMES

- » An understanding of the holistic nature of cyber security and how all elements – people, process, information and technology – are best managed in an organisation
- » An awareness of how to assess the particular threats faced by individual organisations and how to use risk assessment and management frameworks to mitigate the risks
- » Working through an incident response scenario exercise to explore what happens when an organisation experiences a cyber attack or data breach and how to respond in the most effective way

RECENT EVENT



Michael Owen with LSB Asia's Harrieth Pillay

Two star speakers were featured at an exclusive gathering of top-performing Asian insurance professionals in Edinburgh.

International Footballer Michael Owen has played for Liverpool and Real Madrid and is the youngest player to score 100 goals in the Premier League. He is also England's youngest ever goal scorer, eventually amassing 89 senior international caps having represented England from schoolboy level.

The story of Chris Gardner's climb up the financial industry ladder from the very bottom, as a homeless single parent in San Francisco and the sole guardian of his toddler son, inspired the film "The Pursuit of Happyness" which stars Will Smith as Chris – entrepreneur, author, philanthropist and single parent whose work has been recognized by many esteemed organizations.



Chris Gardner and LSB Asia's Kenny Gan in Edinburgh

LSB LEARNING SERIES

Part of our effort to build talent: The LSB Learning Series continues with Philipp Diekhoner, Tan Sri Rafidah Aziz and Dr. William Tan as our featured presenters this Quarter.



PHILIPP DIEKHONER
Described as one of Asia's youngest established innovation practitioners and domain experts, Philip shaped the Asia innovation efforts of several Fortune 500 companies.



TAN SRI RAFIDAH AZIZ
Malaysia's longest serving Minister of International Trade and Industry, popularly known as the 'Iron Lady' as the most dynamic woman political leader that Malaysia has had.



DR. WILLIAM TAN
Dr. William Tan is the personification of both passion and compassion. An accomplished sportsman, a practicing doctor, brain scientist and Paralympian.

The Great Economists

BY LINDA YUEH

What can the ideas of history's greatest economists tell us about the most important issues of our time?

Since the days of Adam Smith, economists have grappled with a series of familiar problems, but often their ideas are hard to digest,

before we even try to apply them to today's issues. Linda Yueh is renowned for her combination of erudition, as an accomplished economist herself, and accessibility, as a leading writer and broadcaster in this field; and in *The Great Economists* she explains the key thoughts of history's greatest economists, how their lives and times affected their ideas, how our lives have been influenced by their work, and how they could help with the policy challenges that we face today.

In the light of current economic problems, and in particular economic growth, Yueh explores the thoughts of economists from Adam Smith and David Ricardo through Joan Robinson and Milton Friedman to Douglass North and Robert Solow. Along the way she asks, for example: what do the ideas of Karl Marx tell us about the likely future for the Chinese economy? How does the work of John Maynard Keynes, who argued for government spending to create full employment, help us think about state investment? And with globalization in trouble, what can we learn about handling Brexit and Trumpism?

In one accessible volume, this expert new voice provides an overarching guide to the biggest questions of our time.

The Winning Formula: Leadership, Strategy and Motivation The F1 Way

BY DAVID COULTHARD

Few people have made the transition from elite sportsperson to multi-faceted entrepreneur with as much skill, flair and success as Formula 1 driver David Coulthard. Winner of thirteen Grands Prix, Coulthard has also made his mark in hotel ownership, property, consultancy, film production and most famously media work, as lead TV pundit.

In *The Winning Formula*, Coulthard opens the doors to the secretive world of F1 and reveals in simple, entertaining and utterly compelling terms how he has been able to master this mind-boggling variety of disciplines by applying the skills honed

from his years at the top of the world's most demanding motorsport. By recounting his own stories, and combining them with first-hand experience of stellar individuals such as Michael Schumacher, Ron Dennis, Sir Frank Williams, Christian Horner and Sebastian Vettel, Coulthard provides a fascinating fly-on-the-wall insight into F1 but at the same time offers an invaluable guide to the business of sport and the sport of business.

NEW BOOKS BY LSB SPEAKERS

The Trust Economy

BY PHILIPP DIEKHONER

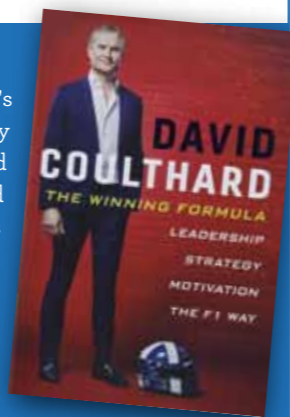
Alibaba to Carousell, AirBnB to Tinder: Technology is rewiring our notions of trust. The effect is nothing short of a revolution.

Trust is the core of our economy. Currencies, companies and the financial system rely on our collective trust. Doctors, lawyers, consultants and CEOs earn so well because we trust their decisions. Singapore owes its economic success to being a trusted place for business. The more we trust someone or something, the more value is generated, for us and for them. The moment trust leaves, value leaves with it. Take the Global Financial Crisis, or any public scandal.

The Trust Economy redefines trust as a measure of value realised. All value comes from trust. This means trust is a gatekeeper of innovation, because we will only adopt new things if they add value for us. Our world changes when trust shifts from established to new ideas. We change as soon as we value new alternatives more than existing ones. Once this shift reaches critical mass, it becomes a new status quo. Human progress is a result of where we collectively place our trust. Trust determines which new ideas become a success, and which don't. In any given situation, the most trusted players will succeed. It is fair to say that trust is the source of all value in the world.

Paradoxically, the business world is experiencing an all-time trust low. Everything around us speaks the language of distrust. Parking gantries, immigration checkpoints, legal contracts, apartment deposits, background checks. Digital technology is turning that on its head. The world's most successful tech companies are reimagining who, what and how we trust. Humans are wired to build trusted relationships with others. Tech platforms digitise and scale human trust, allowing us to trust each other with ease. Digital trusted intermediaries help us exchange value in new and better ways. They are upturning industries and transforming how the world does business. This makes them immensely valuable. As trust is evolving, our economy is evolving with it.

The Trust Economy explains this global shift in trust patterns. It argues every organisation needs a trust strategy to thrive in the digital economy. As trust is changing, our approach to building it must adapt. The book includes a six-stage method for effective trust building in the digital age.



Warmest Greetings,

We are delighted to announce our newly enhanced regional website www.londonspeakerbureauasia.com which we have spent a lot of time and attention on this last Quarter. Apart from a slick new look and improved functionality for quicker and more efficient navigation, we have also added new features which now allow bookmarking speakers and sharing speakers' profiles with your team mates on a mobile-friendly platform.

We continue to introduce new and exclusive speakers. And we invite you to talk to us to make a date with one of our speakers featured in this issue when they head to Asia over the next few months. Between them, they cover a wealth of expertise across a broad range of specialist topics.

As part of the only global speaker network, The London Speaker Bureau Asia is committed to providing the world's best and brightest contemporary thought leaders to local and regional organizations, be it as Keynote Speakers for any corporate event, customised Executive Learning programs or personalised Boardroom Advisory services.

Thank you for your interest, and we look forward to speaking with you.

Yours sincerely,



Harrienath Pillay

Regional Director

harrie@londonspeakerbureau.my