

speaK ASIA

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

The next few months will see many of the world's most famous and highly regarded speakers addressing audiences across Asia. More on page 4.

Speakers Heading To Asia



Francois Pienaar

RUGBY LEGEND FRANCOIS PIENAAR IS the epitome of true sportsmanship and leadership. As former captain of the South African Springboks, Francois led the famous victory at the World Cup in 1995. At the post match presentation ceremony Nelson Mandela declared,

“It was under his inspiring leadership that rugby became the pride of the entire country, his leadership extended beyond the field of rugby and he truly represents all South Africans. Under his inspiring leadership a nation was brought together.”

In 2009 Warner Bros produced the Oscar nominated movie *Invictus* focusing on the 1995 Rugby World cup in South Africa and how a once divided nation became world champions, with Francois played by Matt Damon.

Francois joined the Saracens Club in England in 1996 and later became the first player/ coach in game and later the CEO at Saracens. Under Francois' leadership they won their first ever trophy in 127 years.

Inducted in the International Hall of Fame, Francois truly is an inspiring leader, uncompromisingly committed.



Michio Kaku

DR. MICHIO KAKU IS A THEORETICAL physicist, bestselling author, acclaimed public speaker, renowned futurist, and popularizer of science. As co-founder of String Field Theory, Dr. Kaku carries on Einstein's quest to unite the four fundamental forces of nature into a single grand unified theory of everything.

“The human brain has 100 billion neurons, each neuron connected to 10 thousand other neurons.

Sitting on your shoulders is the most complicated object in the known universe.

You can mass-produce hardware; you cannot mass-produce software – you cannot mass-produce the human mind.”

Michio Kaku is a superhero of the incomprehensible.

He frequently keynotes major business conferences about the next 20 years in computers, finance, banking, and commerce. In particular, he has addressed major conferences for major corporations, many of them controlling hundreds of billions of dollars in investments.



Marshall Goldsmith

DR. MARSHALL GOLDSMITH HAS BEEN ranked one of the top 10 business thinkers in the world for three years in a row by the Harvard Business Review bi-annual Thinkers50 List.

He is the world's leading leadership thinker and million-selling author of 31

“People will do something—including changing their behavior—only if it can be demonstrated that doing so is in their own best interests as defined by their own values.

When we presume that we are better than people who need structure and guidance, we lack one of the most crucial ingredients for change: humility.”

books, including New York Times and Wall Street Journal best-sellers *MOJO* and *What Got You Here Won't Get You There*.

Dr. Marshall Goldsmith is one of the world's leading executive educators, coaches, and authors. He is a pioneer in helping successful leaders achieve positive, lasting change in behavior. His success is built upon a very practical, no-nonsense approach to leadership. His clients have included over 150 major CEOs.

LONDON SPEAKER BUREAU A S I A

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

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 management and finance to technology, education, innovation and the environment.

We provide keynote speakers and advisors for all types of events, be it small or large, in-house or external. If you want some ideas on how we can assist in any of the areas listed here, please do contact us now.

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NEW SPEAKERS

James Kerr

WHAT THE ALL BLACKS CAN TEACH
US ABOUT THE BUSINESS OF LIFE



James Kerr is a bestselling author, speaker and business consultant specialising in defining, designing and delivering change for leaders of world-class teams and organisations. His latest book, *Legacy*, reveals 15 leadership lessons from the All Blacks, the world's most successful sporting team. His corporate clients include HSBC, Boeing, Raffles, UBS and Shell. In the sporting arena he has also worked with UEFA, Team Origin, the RFU, Adidas and the Australian Kangaroos. His key message is that "higher purpose leads to higher performance" and that successful change begins with a values-based, vision-led, purpose driven mindset – and ends without it.

John Coates

DERIVATIVE TRADER TURNED NEURO
SCIENTIST

John Coates is author of the financial bestseller *The Hour Between Dog and Wolf*.

He is a former Research Fellow in Neuroscience and Finance at the University of Cambridge, and previously



traded derivatives for Goldman Sachs and ran a trading desk for Deutsche Bank.

Coates now researches the biology of risk taking and stress. Companies are increasingly eager to understand the biology underlying their employees' risk taking, fatigue and stress; how these differ between men and women and how they can be managed; meaning that there is a

growing interest in the science that Coates is conducting in the workplace.

Coates covers topics such as the biology of exuberance and pessimism and how this challenges risk management; wearables in the workplace and also explores how neuroscience can predict a company's profitability.

Dr William Tan

PASSION, COMPASSION, ACHIEVEMENT

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 3 marathons in 3 Consecutive Days in 3 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." Since then, he has devoted himself to championing as well as fundraising for needy causes worldwide.

He has skydived, water-skied, sailed and even climbed a 14-storey building to raise money. He has helped raise 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.

Cassey Ho

**AWARD-WINNING FITNESS
INSTRUCTOR AND ENTREPRENEUR**



Cassey Ho is an award-winning fitness instructor, entrepreneur and online personality. She is the creator of Blogilates, the #1 female fitness channel on YouTube with over 300 million video views and 2.8 million subscribers. In a revolutionary partnership, Cassey's unique format, POP Pilates which launched on YouTube in 2009, has become a live class that can be taken at every 24 Hr Fitness gym in the US. She's the author of the best-selling book, Hot Body Year Round and is the designer of her own activewear line, POPFLEX.



Sanduk Ruit

**EYE SURGEON WHO RESTORED THE
VISION OF 100,000 PEOPLE**

Sanduk is an award-winning Nepali eye surgeon whose small-incision cataract surgery, which utilizes inexpensive intraocular lenses has enabled over 100,000 of the needlessly blind across the

developing world to see again. He has taught his technique to eye surgeons around the world, and opened the Tilgana Eye Centre (TEC).

Today, TEC manages six regional primary eye-care centers in Nepal, operating Nepal's only successful eye bank.

The Centre treats 3,000 patients a week and has performed more than 90,000 operations since its inception. Surgery at TEC is inexpensive and pro-rated according to ability to pay; the poor pay nothing at all.

Today, Ruit's mobile eye camps have expanded to China, India, Bangladesh, Cambodia, and even to North Korea, where in June 2006 he and his team performed sight-restoring surgery on over 1,000 patients in six days.

Yvonne Chia

**A TRAILBLAZER FOR WOMEN IN
BANKING**

Yvonne Chia is the first woman to become Chief Executive Office of any commercial bank in Malaysia. Yvonne has been an international banker for over 30 years, she headed a distressed bank under the ambit of the Malaysian Central Bank during the Asian Financial Crisis while concurrently serving as the Managing Director of RHB Bank, a historical first.

Yvonne currently serves as Non-Executive Director of Astro and Director of Shell Refining Company in Malaysia. She also serves as Independent Non-Executive Director of Silverlake Axis, a company centres its business on Digital Economy Transformation.

Forbes Asia has named Yvonne among the '50 business women in the mix' in 2013 and she was two-time finalist in the CNBC Asia Business Award.

Yvonne is an acknowledged transformational leader in the region, known among regulators, industry captains and the business community as passionate and steadfast in her ethics, yet deeply compassionate with her peers.



Steve McMahon

**FORMER ENGLISH FOOTBALLER,
MANAGER AND SPORTS TELEVISION
PUNDIT**

Steve McMahon has made his mark in football from his incredible career as professional player to manager to sports television pundit. He began his career at Everton, and his commanding presence led him to becoming captain of the club. After 4 seasons and 11 league goals, he made his way to Aston Villa.



McMahon however is most known for his time as midfielder for Liverpool. Within two weeks of signing with the Reds, McMahon scored his first goal. During his time at Anfield, he went on to win three league titles and two FA Cup championships. Bob Paisley perhaps encapsulated Steve's dynamism in a red shirt best when he said: "When Steve McMahon plays well, I always think that Liverpool will play well."

After an injury-plagued season, McMahon went on to Manchester City where he made 87 league appearances. Manchester City ended up being the last team he played for, as he made the switch to football manager at Swindon. There he won the old Second Division title, which took him to Perth Glory in Australia.

Today McMahon appears as Premier League pundit for Asia-based ESPN Star Sports.



Sahar Hashemi

FOUNDER OF THE UK'S FIRST US STYLE coffee chain Coffee Republic, Sahar Hashemi built one of the most recognised High Street brands in the country, and became one of the main players in the 'coffee revolution' that transformed a nation of tea drinkers into one obsessed with 'triple decaf lattes.'

Sahar left the day-to-day management of Coffee Republic in 2001 and published the best-selling book *Anyone Can Do It – building Coffee Republic from our kitchen table* which has been translated into 6 languages and is the second highest selling book on entrepreneurship after Richard Branson's.

A former lawyer, Sahar was named 'Pioneer to the Life of the Nation' by The Queen and 'Young Global Leader' by the World Economic Forum in Davos.

Jamil Qureshi



Kevin Gaskell

KEVIN GASKELL HAD TWO EXCEPTIONAL stints heading auto marques Porsche GB and BMW GB before becoming a successful dotco entrepreneur with CarsDirect.com.

Few people have led three of the world's iconic brands to new levels of success and managed successful turnarounds of failing international companies. Even fewer have created a market leading business from nothing. Include experience of playing international sport and walking to both the North and South poles and you have someone with a unique set of skills.



A record of driving growth, and delivering substantial improvements in companies already considered to be market leaders.

Kevin draws upon these experiences and those of his ongoing chairmanship of a number of companies to share practical lessons of how people can be motivated to form teams that achieve extraordinary results.

JAMIL HAS WORKED WITH SOME OF THE most talented business and sports personalities around the world. In 2006, he was appointed the first-ever official golf psychologist to the European Ryder Cup team, resulting in the team making history by winning with a record-equalling margin.

A significant influence on the world of golf, Jamil has worked with over 22 golfers inside the World Top 50 and has been ranked amongst the most influential figures in British sports.

But his work is not limited to the world of sports. Just last year he worked with business leaders in 24 different countries, helping executives and their teams fulfil their potential by orchestrating change and performance programs.

Jamil is a world recognized speaker on all aspects of the psychology of performance, psychology of leadership, leadership attitudes, improving people, cultural change techniques, and employee engagement. He is one of the few external psychologists ever to be allowed to study astronauts on the NASA Space Program.

Jon Duschinsky

SOCIAL MEDIA HAS CONNECTED THE universe in a way that was inconceivable all those decades ago, and one man at the helm of the social revolution is Jon Duschinsky, international fundraiser and non-profit agitator.

CEO of The Conversation Farm, Duschinsky leads a global team of creative talent that brings fresh ideas designed to change the way people talk about issues, causes and brands. A global leader in marrying social profit with financial profit, Duschinsky is recognized as one of the world's leading thinkers and speakers on



"Go alone and you will go fast. Go together and you will go far."
 ~ CEO of The Conversation Farm, founder of bethechange, speaker, author & cage-rattler.

engagement, leadership and the future of business.

Duschinsky has been voted the world's second most influential communicator in social innovation, ranked next to Bill Clinton.

Hamish Taylor
 Business Turnaround Expert



Red Hong Yi
 Artist-Architect



NEW WEBSITE

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SIR BOB GELDOF

Founder of Live 8, Live Aid & Band Aid

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- Innovation & Creativity: Marketing, Branding, Innovators
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- Masterclasses: Exclusively designed for you

New Speakers on the circuit

- Alvy Ray Smith**: CO-founder of PIXAR
- Nazir Razak**: Chairman of CIMB Group
- Sanduk Ruit**: Award-winning Nepali Eye Surgeon
- Ann Osman**: TIME Next Generation Leader
- Jamie Woodruff**: Ethical Hacker & Cyber Security Expert
- Marc Randolph**: Co-founder of NETFLIX

Our leading speakers

- MARSHALL GOLDSMITH**: #1 Leadership Thinker In The World
- RED HONG YI**: Malaysia Artist-Architect
- MICHIO KAKU**: World Renowned Futurist
- KIRAN BEDI**: India's First and Highest Ranking Women Officer in the Indian Police Service

News and Views

- Steve Wozniak's Advice for Silicon Valley Entrepreneurs**: Apple co-founder Steve Wozniak has some advice for entrepreneurs hoping to make it big in Silicon Valley: Don't just think about getting rich...
- Red Hong Yi for Gucci**: Gucci recently rolled out its second edition of GucciGram artworks, and Red Hong Yi is already making waves for being the only Malaysian artist to have participated in the project...

Tweets by @LSB_Asia

London Speaker ... @LSB_Asia

Your local connection to a global resource

We are proud to announce the launch of the brand new LSB Asia regional website.

We understand the importance of a localised business, and our new site reflects just that—international speakers with an Asian focus.

Stay updated with latest speaker news and events on londonspeakerbureauasia.com or follow our Facebook and Twitter pages.

Speaker Showcase

London Speaker Bureau Asia featured five of our exclusive speakers at our first Speaker Showcase for the year.

Our invited clients and guests learnt about branding and marketing from the "master thief" Hamish Taylor, got inspired by artist Red Hong Yi, were led through the wild with Bernard Harrison, treated to the uninhibited anecdotes and reflections of Tan Sri Rafidah Aziz and motivated to embark on greatness with Rob Lilwall.

The event was a well-received introduction to the diversity of our speakers interacting with an appreciative audience, and we look forward to bringing you our next regional Showcase.



Tan Sri Rafidah Aziz
AirAsiaX Chairman



Bernard Harrison
Singapore Zoo,
Night Safari



Rob Lilwall
NatGeo
Adventurer



Speaking at the World Economic Forum

This year's lineup of speakers at the World Economic Forum in Davos, Switzerland, included several LSB speakers taking the stage. Framing the discussion, the question of whether we are on the brink of the Fourth Industrial Revolution and what the implications of this might be.

Navigating the next industrial revolution

Revolution Year Information

- 1 1784 Steam, water, mechanical production equipment
- 2 1870 Division of labour, electricity, mass production
- 3 1969 Electronics, IT, automated production
- 4 ? Cyber-physical systems

FACED WITH ARGUABLY ITS BIGGEST CRISIS since World War 2, European nations have struggled to reach an agreement on how best to resettle new refugee arrivals. At the forefront of this discussion was President of International Rescue Committee **DAVID MILIBAND**, who called it a 'crisis full of false choices'.



The four-day meeting included addresses from other LSB speakers such as Editor-in-Chief of The Economist **ZANNY MINTON BEDDOES** and neuro-scientist **BEAU LOTTO**.

Nobel Prize winner, TIME's 100 Most Influential in the World 2011, and world-famous economist **JOSEPH STIGLITZ** led at a panel discussion 'Europe at a Tipping Point.' He spoke about the lack of growth in emerging economies, and the digital revolution's failure to improve productivity or growth numbers.



Another highlight was a conversation with actor and director **KEVIN SPACEY** about his acclaimed performance in the series *House of Cards* and the theatricality of American politics in this election year.



Sir Richard Branson's Alaskan Virgin Deal

SIR RICHARD BRANSON HAS LANDED A \$780m windfall from the sale of Virgin America to US rival Alaska Air. The deal values Virgin America at \$2.6bn, or \$57 per share, above the \$2bn price tag that had been expected.

Alaska Air beat rival bidder JetBlue for the company, which business tycoon Sir Richard set up in 2005. It valued the purchase price at \$4bn, after accounting for the company's debt and aircraft operating leases.

To mark the sale, Sir Richard tweeted a picture of himself serving orange juice to Virgin America passengers, saying that the company originally launched because of his "frustration" with other airlines. "People thought we were mad and bound to fail quickly," he said. "Instead, we focused our airline on the touches so many travellers are looking for: better food, better entertainment, flat beds."

Alaska Air, which has a market cap of \$10.2bn, said the deal would make it the fifth largest US airline with more than 1,200 daily departures. It operates flights in the US, Canada, Costa Rica and Mexico.

The combined business, which will be based in Seattle, will have about 280 aircraft.

Steve Wozniak presents Silicon Valley Comic Con

CO-FOUNDER OF APPLE **STEVE WOZNIAK** recently held the inaugural Silicon Valley Comic Con, a convergence of techies, trekkies, and nerds of every stripe.

A sold-out crowd of 30,000 engineers, entrepreneurs and pop-culture connoisseurs congregated in San Jose California for the hybrid convention.

The event agenda included a panel devoted to the quantum realm and an "app alley" featuring products from technology start-ups. The



marquee attractions included William Shatner from the original *Star Trek* TV series and stars Michael J. Fox, Christopher Lloyd and Lea Thompson from the *Back to the Future* movie trilogy.

"The emotions we have for technology now are the same as we get for movies, celebrities, and the whole pop culture side of our lives," remarked Wozniak, with his never faltering veneration of technology that had helped turn Apple into an icon.



New York's Trendiest Dorm Room Restaurant



JONAH REIDER IS THE 22-YEAR OLD Columbia University student who runs a restaurant out of his dorm, and one of New York's hottest chefs. Jonah has garnered a lot of media attention, including a feature in *The New Yorker*, for serving up low-cost, intimate and gourmet meals at Pith, the trendy eatery he operates from the confines of his room. Most recently, Jonah appeared on an episode of *The Late Show* with Stephen Colbert, where he served the talk show host a "phyllo dough spanakopita dessert that's filled with honey, infused with black truffle."

Pith now has over a thousand people on their waiting list, much to the displeasure of the university, who have been 'less than pleased' with Jonah's venture. In the mix, he is currently developing a brand of high-end cooking products, and his dining adventures are in talks to becoming a television show and web series.

Perfection is Overrated!

ERNST & YOUNG EMERGING ENTREPRENEUR, Former Head of Asia Pacific for Groupon and Founder of KFit, **JOEL NEOH** shared his insights during the recent Startup Grind event in Kuala Lumpur.

As with his previous startups, the execution process for KFit was rapid; the service launched in May and already has more than 1,000 partners in 6 cities across Asia Pacific.

How does Joel take an idea and turn it into a success?

#1 Your product doesn't have to be perfect

"You don't have to optimise and create the perfect experience. You might end up building something that nobody wants to use. Don't be critical on the things that don't matter," he said.

According to Joel, Zalora was launched in three months. "There were only 20 people in the office when it started out. Oliver [Samwer] told them to just list anything that was fashion on Amazon and put it up on the website. Then when people buy, figure out where to get it."

FEATURED KEYNOTE

Game of Impossible Carl Lewis



"If you don't have confidence, you'll always find a way not to win."

CARL LEWIS IS ONE OF THE WORLD'S greatest athletes of all time, with 10 Olympic medals, including nine golds, and 10 World Championships medals with eight golds to his name. He was voted World Athlete of the Century by the International Olympic Committee.

He is the founder of the Carl Lewis Foundation, championing causes related to family, youth and education. Carl is also a United Nations Ambassador for the Food and Agricultural Organisation.

Olympian targets are goals and futures which are seemingly impossible to achieve. 10-time Olympic medallist Carl Lewis shares that it is possible to win the Game of the Impossible through out-of-box solutions, in both personal and contextual spheres. He shares on how such success can be achieved through unwavering focus and commitment to hard work.

- Rising to the challenge of setting Olympian goals which seem larger than life and achieving them within a set timeline.
- Looking at priorities required for success and the role of clear focus, dedication, commitment and hard work.
- Insights into the tools and skills which can be used to overcome setbacks and conquer the fear of failure.

#2 Fail at least once a day (or more)

Here's a simple gauge to check if you're moving at the right pace: If every day (or every week) you know what you're trying to improve, then you're executing fast enough.

"It's just about embracing failure. How fast you fail is how fast you execute," said Joel.

#3 The worst mistake is the one you don't correct fast enough

There's never a mistake too big... unless you take too long to make it right. "It's not about what you did but how long you let it persist. Focus on fixing mistakes quicker, rather than on not making mistakes at all," said Joel.

#4 The success of your startup rides on your team

In the beginning stages of your startup, it's important to have a team that excels at execution.

#5 Choose your co-founder the way you would choose a life partner

When it comes to startups, having the right co-founder is as important as the idea and its execution. Joel likened finding the



right co-founder to finding the right romantic partner, that it was best to find someone with opposite but complementary traits.

"Find someone with a similar mission, but with different perspectives. Both of you have to be humble and willing to learn from each other. That way, you'll come up with better solutions."

Lorraine Hahn

Ingredients of a World-Class Communicator

LORRAINE HAHN HAS TWENTY YEARS OF EXPERIENCE IN journalism focused on Asian business issues. She has developed a reputation as a renowned presenter and talk-show host, demonstrating a strong understanding of Asian economic and political issues and being called upon to interview business leaders, heads of state and other personalities, including 'live-on-stage' interviews.

Until November 2006 she was host of CNN International's regional chat show, Talk Asia, previously having anchored CNN's long-running Biz Asia. She spent 3 years at CNBC hosting its flagship program, Business Tonight, as well as The Winner, Talk of Asia, and NBC Asia Evening News. She was previously with Television Broadcasts Ltd (TVB) and Hong Kong's first 24-hour radio station, Metro Broadcasting.

Lorraine is currently working on freelance TV programming, as well as developing and anchoring Earth Factor Asia, an environmental education video series being aired around the world, including the US channel, Public Broadcasting Services (PBS). She has had the distinction of interviewing many of the world's heads of state including Vladimir Putin, Helen Clark, John Howard, Goh Chok Tong, Thaksin Shinawatra as well as moderated business dialogues with some of the world's most powerful CEOs.

THE MASTER CLASS

Lorraine is world-class communicator to the core. In her tailored masterclasses, she explores the secrets of communication both on and off the TV screen:

- How to get your message across
- Communicating within a constricted time-frame
- Presentation skills and decorum
- Asking the right questions
- Evoking the appropriate tone of emotions, and navigating tricky ones

BENEFITS

Lorraine's message is particularly vital to leaders, and those in HR. In an ever-changing world, it is important that we communicate our messages across as clearly and effectively as possible.



FEATURED BOOK

The Vanishing Flight of MH370: The True Story of the Hunt for the Missing Malaysian Plane

"From day one, Richard Quest's reporting on the mysterious disappearance of MH370 gripped our CNN viewers around the world. His new book now tells the story behind the story with clarity and precision. His expertise on aviation comes through on every page. What also comes through is his passion for uncovering the truth.



"Even if you think you know a lot about the greatest aviation mystery of our time, you must read *The Vanishing of Flight MH370*."—Wolf Blitzer, CNN Anchor

CNN's leading international business anchor Richard Quest recently published 'The Vanishing Flight of MH370: The True Story of the Hunt for the Missing Malaysian Plane' and the book has literally been flying off the shelves worldwide. When MH370 disappeared without a trace, carrying 239 people on board, the whereabouts and fate quickly became one of the biggest

aviation mysteries of our time. As one of the leading journalists covering the story, and the man in the now infamous selfie with co-pilot of the missing plane sixteen days before the doomed flight, Quest uncovers and lays out all the twists and turns in the investigation in textbook fashion.

