



Management Today

LEADERSHIP LESSONS



2022 EVENT AGENDA

DAY 1 - 22ND JUNE

DAY 2 - 23RD JUNE

LEADING INTO THE FUTURE



09:30

WELCOME REMARKS AND EXPLANATION OF KEY FEATURES OF THE DIGITAL PLATFORM FROM MANAGEMENT TODAY

To begin opening remarks from the chairperson and an explanation of the key features of the Digital Platform



09:35

GETTING INTO THE PSYCHE OF YOUR CONSUMER – HOW WILL CUSTOMER BEHAVIOUR CHANGE OVER THE NEXT 12 MONTHS?

The cost of living crisis is just the latest, but certainly most seismic, shock to affect consumer behaviour – and it has the potential to significantly reshape business models in everything from retail to management consulting. This session will outline the economic background to the new customer pandemic, the psychology in play during straitened economic conditions, and how smart businesses respond to such challenges.

- What are the main drivers behind the changes

- What are the main drivers behind the changes in consumer behaviour?
- How will that manifest itself in different markets and price points?
- What does this mean for UK business leaders?
- How should businesses respond to these changes?

Vanessa Jacobs, CEO, **The Restory**



10:05

THE METAVERSE – SHOULD BUSINESSES BE JUMPING IN?

This panel session will discuss the continuing prominent topic of the metaverse, discussing whether this should be the next step businesses need to take to drive their growth and sustain their profit for the future. With a special look at how Management Today have taken their own step into the world of the metaverse with their very own publication, with a demonstration and discussion around what this has shown them.

- Why should business leaders be interested in the metaverse?
- Is this a way businesses can reach new markets and new areas of potential growth in markets which are crowded and often competitive?
- How can the metaverse be used in your business?
- What are the advantages and disadvantages of using the metaverse in your business strategy? Are there any hidden dangers?

Kate Magee, Editor, **Management Today**

Malini T A, Senior Director, **Virtusa**

Moderator:

Robert Jeffery, Editor in Chief, **Management Today**



10:50

HOW TO LEAD WHEN EVERYTHING IS PUBLIC

With the power of social media, everyone is a reporter – which presents a new dimension for leaders today and for the future as their words

and business decisions no longer belong only to them. This session will explore, through a number of case studies, why it's imperative for leaders to be even more self-aware when it comes to their shareholder and stakeholder engagement, and what can happen when this communication goes wrong.

- What can you do as a leader to build your diplomacy skills? What can this do for your business?
- What happens when you get this communication and messaging wrong?
- Do leaders of the future have a greater responsibility around this given the power of social media?
- Do leaders need to be more proactive and transparent in their communications with stakeholders?
- Why is self-awareness as a leader so important?

Allyson Stewart-Allen, Author, Advisor, Educator, Broadcaster, Speaker, Judge, Non-Executive Director, **International Marketing Partners CEO**



11:30

SHOULD BUSINESSES HAVE A POLITICAL VIEWPOINT?

The invasion of Ukraine led to both concerted pressure and, in many cases, regulatory measures to force businesses to cease trading in Russia. This may have met with broad acceptance, but it also gives businesses a clear political dimension on a scale never seen before, and prompts the question: can and should business remain above politics?

- What were the moral and practical implications of the moratorium on business with Russia,

and in retrospect were the right calls made?

- Does acting at the behest of a state in effect make businesses political, and if so is this a desirable position?
- How should businesses factor future major political events into their forward planning?
- Do we have to give up on the idea that businesses can exist above the political fray?

Alison Goldsworthy, President & Co-Author of Poles Apart, **Accord**

Roger Steare, The Corporate Philosopher, Author & Speaker, **Roger Steare Consulting Limited**

Julian Baggini, Academic Director, Writer & Speaker, **Royal Institute of Philosophy**

Moderated by:

Kate Magee, Editor, **Management Today**

🕒 12:15-12:45 NETWORKING BREAK

PANDEMIC PROOF LEADERSHIP

RESPONDING WITH PACE AND PURPOSE

- How can a sense of purpose aid clarity of thought and drive through business growth?
- Why speed is of the essence and how projects can be completed despite obstacles and ever-changing rules?
- How to embed a sense of purpose throughout your team?
- Why climate change remains a top priority

Lindsay McQuade, CEO, **Scottish Power Renewables**

RESILIENCE

AMBITIOUS LEADERSHIP: HOW TO GROW A SUCCESSFUL BUSINESS AND STAY RESILIENT

This panel discussion will speak to three successful business leaders who have each grown multiple businesses from mid-sized firms to multinational entities. This session will explore their secrets to success, the key ingredients to

their secrets to success, the key ingredients to grow a business and talk about the importance of ambition in today's climate.

The panel will discuss:

- What are your secrets to success when growing a business?
- How do you implement a strategy for scaling up? How do you identify key growth areas?
- How important is ambition in today's economic backdrop?
- How do you embed ambition throughout your organisation?
- How do you work with partners to unlock your potential?
- What's your one key piece of advice for ambitious business owners looking to scale up?

Tracy Lewis, Non-Executive Director, Investor and Former CEO, **Eveden**

Martin McKay, CEO and founder, **Texthelp**

Gehan Talwate, Non-Executive Chairman, Entrepreneur and former CEO, **Ascend**

Chaired by: Robert Jeffery, Editor-in-Chief, Professional Associations Group, **Haymarket Business Media**



12:45

MASTER THE MEDIA AND WOW YOUR AUDIENCE

In the digital age, understanding how to cut through the noise is an essential skill. Guardian business journalist Jon Card provides a media savvy approach for you to succeed

- Ensure your business vision isn't left in the dark
- Make your ideas and innovations 'pop' when you pitch them
- Understand and apply the storytelling techniques of the world's most famous leaders
- Become an effective and quotable interviewee
- Learn how to gain press and publicity for your

business

Jon Card, Business Journalist at the Guardian & Director, **Full Story Media**



13:20

THE NEXT GENERATION OF LEADERS – HOW WILL LEADERSHIP STYLES OF THE FUTURE BE DIFFERENT TO ONES NOW?

To close the event, this session will run as a panel session, hearing from young leaders and businesses of the future.

- How do you approach your leadership differently?
- How do you undertake career development?
- How do you view your future as a leader?
- Do you see the last couple of years as having altered leadership approaches for the future? Were they a catalyst?
- How will leadership styles adapt, will businesses become more community led?

Nicky Stirling, Practice Director, **Alchemist**

Scott Steinberg, CEO & Futurist Trends Expert, **FutureProof Strategies**

Paul Wilson, Director, **Qbunk**

Josephine Liang, Co-founder, **Caulibox**

Moderated by:

Ellis Cronin, Writer, **Management Today**

Sponsored by: Alchemist



14:00

CLOSING REMARKS

To close the event, this session will run as a panel session, hearing from young leaders and businesses of the future.