

	4.00pm <i>Why should I be the next CMO?</i> Speed interviews – pitch why should I be the successor to the CMO and what help they need to get there – 2 minute pitch to potential mentor CMO's Connect with individual mentors – drinks and dinner		<i>Group exercise – break into groups, how would we brief our CEO's on the changes needed in marketing for 2022 and beyond.</i>			
GLOBAL THOUGHT-LEADERS	<i>Personal branding presentation – then one on one sessions if requested.</i> Jacqui Barratt, Singapore Founder / CEO Salt APAC Online	Leading with an Agile Mindset to Create an Edge for the Future – 4 x 2 hour workshop, UC Berkeley (to be confirmed) <i>Pat Reed is an experienced Agile executive, coach, transformational leader, Adjunct Professor of UC Berkeley</i> Leaders and managers are transformative forces in organizations. However, high performance and operational excellence are not sufficient to be an effective leader in agile environments. This workshop introduces advanced concepts and tools used by top performers to create an Agile or Learning Mindset and develop an Adaptive Leadership style. Students explore how to change their way of thinking through adaptive actions and how to design innovative paths forward for their organizations. Using challenging cases and inspiring activities to train their Learning Agility, students acquire the most	sought after skill sets to effectively lead organizations into an ever-changing future. On successful completion, students will be able to: <ul style="list-style-type: none"> ● Increase their awareness of why traditional management practices fall short; Understand imperatives for adaptive leadership and business agility as well as challenges and benefits; ● Clarify differentiating capabilities of future-ready leaders; ● Understand differentiating qualities of a healthy Adaptive Organization including safety, diversity, slack and tension, innovation, sense-making, managing complexity and the importance of cultivating learning experiences 		International keynote with Rinoti Amin, Malware Bytes <i>What Marketers need to know about Digital in 2022 and beyond</i> Online	
MENTORING	2 x one-hour mentoring per month		2 x one-hour mentoring per month		2 x one-hour mentoring per month	
Homework	Why should I be a ML of my organisation? What do I need to work on Group Project on UK initiative					Invitation to CMO event Personal: Why should I be a ML of my organisation? What do I need to work on – has this changed? One on One with Tony Gardner

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