



SEMINARS

CUBE SEMINARS SERIES 2019 - 2020

ORGANIZED BY

cube
Training & Consultancy Center
مركز كيوب للتدريب والاستشارات
www.cubegroup-kw.com

MARKETING PARTNERS



THE ART OF INFLUENCE, PERSUASION AND NEGOTIATION FOR LEADERS

📍 Seminar 📅 30th Oct 2019

📍 Jumeirah Messilah Beach



**JONATHAN
HOLLOWAY**

Jonathan has worked as a CEO and Artistic Director in two hemispheres, repeatedly bringing together international industry, business, commerce, politics and civic society to achieve the seemingly impossible and deliver city-changing results. From Bloomberg to Chevron, from IBM

to Yale University, Jonathan has used his communication, influencing and negotiation skills to enable delivery teams and board teams to deliver their personal and organisational best. He has led workshops and masterclasses with NAB Bank, Professional Speakers Australia, the National Theatre in London, Yale University, Royal Central School of Speech and Drama and the Universities of London, Western Australia and Melbourne. For four years he was the head of Creative Partnerships for the East of England: the UK Government's flagship programme for Creativity in Schools.

Jonathan is an intrepid visionary and audacious storyteller who is dedicated to changing the world through the power of creative solutions, cultural readiness and bold thinking. His professional focus is on innovating great organisations and environments; having run successful transformation projects from London's South Bank to major international arts festivals in Europe and Australia, there isn't a corporate, business or personal challenge that he cannot see ways to overcome.

Overview

A one-day masterclass exploring the art of persuasion for people who want to clarify what they want, communicate it through irresistible and game-changing messages, and close the deals that get great results. Jonathan will outline and practically explore a variety of proven techniques to suit any situation, enabling you to reframe your messages for success, and then use advanced tricks and methods to gain the agreement you need to achieve what you want.

You will leave the day with

- A set of exercises which you can use in the future to clarify your starting and finishing points
- A clear roadmap to successful persuasion
- Greater understanding of each of the stages of persuasion
- A toolkit of proven techniques for each stage of communication and negotiation
- A set of real-life examples from the world of innovation and creativity that bring the subject to life
- Methodology around adapting to change a "no" to a "yes, without losing authenticity
- A sense of confidence, and an eagerness to put the learnings into practice

LEADING BY ENGAGEMENT AND MOTIVATION

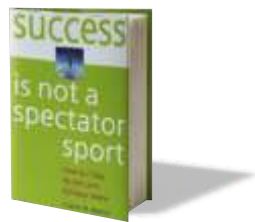
📍 Seminar 📅 17th Dec 2019

📍 Jumeirah Messilah Beach



**CHARLES
MARCUS**

Best-selling author of the internationally acclaimed book *Success is Not a Spectator Sport*.



An inspiration to millions of people worldwide sharing his rags to riches story of overcoming incredible adversity and winning against the odds.

Has achieved outstanding success in the business and entrepreneurship world.

Has been ranked as one of the 'Top 60 Motivational Speakers in the World' by hunger2succeed website.

Acclaimed leadership expert, customer service specialist and much sought after high content motivational & business speaker working for some of the leading and most prestigious organizations and companies globally.

Has incredible ratings across the board with his cutting edge insights on human potential, business and peak performance principles, innovative ideas and strategies which generate impact and real results.

Overview

The old ways of leadership do not apply anymore. Today it is about creating the environment that is critical to your success, which attracts the top fresh talent and encourages your brightest people to stay and grow with you. It is not about just managing systems, it is about leading people, showing empathy, and demonstrating emotional intelligence. Leadership is at its best when the vision is strategic, the voice authentic and the goals tangible and meaningful.

You will leave the day with

- Understand the 4 levels of employee engagement
- Assess oneself against the top qualities and best practices of great leaders and companies
- Diagnose and act on the stages of team development
- Align the I, WE and IT for optimal performance
- Know how to hire the right people
- Understand the impact of generational differences in the workplace today
- Identify/develop one's leadership brand
- Develop a culture of excellence over indifference

CREATIVITY IN SETTING GOALS & STRATEGIC PLANNING

📍 Seminar 📅 4th Feb 2020

📍 Jumeirah Messilah Beach



LAZAR
DZAMIC

After being the head of brand planning at Google Zoo, and with more than 20 years of strategic marketing experience, Lazar is one of the leading brand and marketing strategists in Europe. From the stage and the classroom, he shares his experience and know-how with

the world's largest companies to help them develop and curate authentic attention and brand relevance. Lazar speaks with authority on why resonant marketing content is crucial for driving deep customer engagement that leads to commercial

success. His memorable storytelling transforms audiences, giving them the insights to integrate a brand's purpose into the core of their business communications. Lazar is often asked to help leaders and companies adapt his marketing frameworks to launch new profitable business models and internal innovation strategies. Lazar's wealth of experience and a lengthy track record as a trusted adviser to major brands like Tesco, Peugeot, PwC and Virgin has enabled him to test and prove his fervent belief that meaningfully connect a company's

data to their unique story engages people both intellectually and emotionally at exponential rates. His accessible charm enables the ideas he shares to resonate across industries and organisations, helping anyone to rethink what attention marketing does to create stand-out business formulas. Audiences worldwide praise Lazar's inquisitive mindset and continual provocations into the data, digital and business strategies that are defining tomorrow's most sustainable and profound brands.

Overview

I often said at Google that these days it requires an equal amount of creativity to get to the strategy, and to express it in inspirational ways, as to get to a creative idea. This thought is based on several modules of the workshop based on understanding what insight is, why it is important, where does it come from and – crucially – how to turn it into an inspirational proposition, brief or a strategic document.

You will leave the day with

The modules for the day would be:

- What is insight and how people talk about it?
- Eight kinds of insight - examples
- Where do insights come from - sources?
- Turning insights into propositions – the importance of the strategic aphorism

Exercises

- If you personally are a brand, draw me a logo for yourself
- How to try to talk to teenagers to quit smoking
- Using insight to promote Serbia as a tourist destination in the UK
- Writing inspirational strategic propositions: flash fiction in action

CREATING A PEAK-PERFORMANCE CULTURE

📍 Seminar 📅 25th Mar 2020

📍 Jumeirah Messilah Beach



BEN RYAN

Ben Ryan is one of the most in-demand speakers of the year. Organisations and audiences around the world want to hear from the man who is fast achieving legendary status as one of the greatest coaches of his generation.

From his early years as a club rugby player, to seven years as the England Rugby 7s coach, he then took a job coaching the Fiji Rugby 7s team. Three years later, he had led them to gold at the 2016 Rio Olympics; just one of the many historic accomplishments that Ben coached them through during his time with the team.

He has learned a lot about leadership, talent management, collaboration, teamwork, communication, culture and success from these extraordinary accomplishments. His moving stories inspire new thinking on topics such as effective ways to manage talent by building trust, adapting your approach to the context, and how treating individuals in unique ways can make the difference between first or last place.

Ben, who also has a teaching degree from Cambridge University, is an engaging, charming, mesmerising speaker who will leave an audience on the edge of their seat, and empowered with tools to make real change in the way they lead in their jobs and manage the talent who look to them for direction and inspiration.

Overview

In this Seminar, Ben will look at how to get the best out of people and ways to manage all talent effectively.

He will share techniques and tools to enable the right culture to be nurtured, how to motivate people by treating them as individuals, the extreme benefit of creating collaborative environments, as well as some of the proven coaching techniques that he has used for effective results in both his teaching and sporting career.

His unique experiences provide the frameworks for the delegates to take away tangible tools that will allow them to approach every situation and context that they face in the most effective way.

It is Ben's extraordinary experience as the Olympic, gold medal-winning coach of the 2016 Fiji 7s Rugby team, that provides such moving, first-hand learnings into why to trust your instincts matters.

He brings the kind of A-game and stage presence event organisers crave. His understanding into the mindful development of people, open communication, the power of active listening and how to inspire peak performance are truly legendary.

You will leave the day with

- Effective ways to build trust
- How to channel motivation
- Ways to unlock individual passion
- Why it can be beneficial to trust your instincts
- How to minimise distractions and maintain focus
- The importance of measuring the right things

ADVANCED DECISION MAKING & PROBLEM SOLVING & RISK-TAKING

📍 Seminar 📅 15th Apr 2020

📍 Jumeirah Messilah Beach



CASPAR BERRY

Caspar started his working life at the age of 16 as an actor in the first two series of UK BBC drama Byker Grove with “Ant and Dec”. They went on to become two of the most famous people in the UK and Caspar went on to study economics at Cambridge where he had early commercial success directing

award-winning short films and TV commercials from the age of 18. He went on to write two feature films which were produced by Film Four and Columbia Tri Star before he had graduated. He did not get a very good degree. He went on to write and direct in the film and television industry for much of the next four years before deciding that he was heading towards the age of 30 without having lived much of life outside of that crazy and unreal world.

At the age of 29 he returned to the UK and set up Twenty First Century Media which he built to a team of 40 before selling to Bob Geldof's Ten Alps plc.

In 2005, Caspar has started speaking professionally so he moved to London to create a portfolio career as a trainer for the Mind Gym by day (delivering over 400 sessions to 100 companies).

In the last 14 years Caspar has delivered over 2,000 speeches and training sessions in more than 30 countries for nearly 500 organisations including the biggest companies in the world.

Overview

All of Caspar's sessions are predicated on the idea that ALL decisions are essentially investment decisions or allocations of scarce resources under conditions of uncertainty.

Caspar explains decision-making science (a little known and rarely understood academic subject) which explores how to optimally allocate scarce resources under uncertainty in order to maximize long term returns on such investments.

This academic underpinning of Caspar's work is really important. This is the body of knowledge that makes insurance, investment and, indeed, capitalism itself possible but which in turn has some highly counter-intuitive implications for the way we live our lives.

You will leave the day with

The entire body of Caspar's work that essentially covers four stages:

■ **Uncertainty:** Underpinning everything is the idea that the world is much more and profoundly uncertain than we like to think.

■ **The Economics:** The implications of this uncertainty are actually quite profound. The maths which describes this uncertainty reveals a number of counterintuitive implications.

■ **The Psychology:** Human beings don't like to fail.

■ **The Culture:** At the end of part 3 each individual has been on a journey of understanding why they're not innately hardwired for success as an individual.

cube

Training & Consultancy Center

مركز كيوب للتدريب والإستشارات

www.cubegroup-kw.com

In 2004, Cube group was established to be a supportive arm to the growing economy in Kuwait in the domain of event management and training service and one of the services is cube training and consultancy center, our aim is to be in a leading position locally and regionally in the industry of training business that can cater the best professional service in research, conducting market studies and sector readings that meets all the needs of our client. The center facilitates a professional team of specialist who enjoy remarkable record of achievements.



CUBE SEMINARS SERIES 2019 - 2020

CONTACT

+965 503-203-39
+965 552-306-60
+965 973-416-00

www.cubegroup-kw.com

info@cubegroup-kw.com

ATTENDANCE FEES

Registrants	Fees Per Registrant	Group Discount
PER ONE SEMINAR	350 K.D	0%
5 - 9	315 K.D	10%
10 - 19	280 K.D	20%
20+	Contact us for a special rate	

- ✓ Fees includes training material + certificate of attendance signed by the speakers
- ✓ Replacements and representatives are allowed, however the fees paid are not refundable



VISA

You can pay online and book your seat via K-NET and VISA through www.dawrat.com