

# Future Leaders Forum

**Martin** Lindstrom





















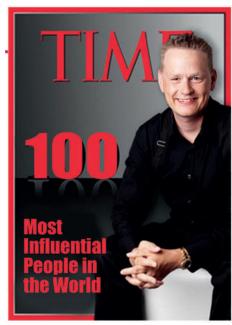
## **MARTIN LINDSTROM**

Martin Lindstrom is the founder and chairman of Lindstrom Company, the world's leading brand & culture transformation group, operating across five continents and more than 30 countries.

TIME Magazine has named Lindstrom one of the "World's 100 Most Influential People". And for three years running, Thinkers50, the world's premier ranking resource of business icons, has selected Lindstrom to be among the world's top 50 business thinkers. Lindstrom is a high profile speaker and author of 8 New York Times best-selling books, translated into 60 languages.

His book Brand Sense was critically acclaimed by The Wall Street Journal as one of the five best marketing books ever published", Small Data was praised as "Revolutionary" & TIME Magazine wrote this about Buyology: "A Breakthrough in Branding".





Time Magazine's 100 most influential people in the world



18<sup>th</sup> Best Thinker in the World

## **What You Will Learn?**

In 3 eye-opening presentations, Lindstrom goes underground with his audience. He shares first-hand recordings of disastrous customer interactions and, yes, surprised managers and CEO's who thought everything was perfect.

These 3 highly thought-provoking presentations are packed with videos and case studies, placing a revealing mirror in front of the audience.

### Session 1

- ✓ How to ensure that great conceptual thinking and big ideas don't drown in politics, bureaucracy, compliance with a lot of talk but no action.
- ✓ How to balance the short term (going from red to black) and the long term (the big idea) without losing the interest of the board, senior management and investors.

### Session 2

- ✓ The optimal, highly cost-effective way to design a unique customer journey.
- ✓ The pitfalls few think about but which, if avoided, can save your organization millions.
- ✓ The small, yet highly strategic, steps you should take first in order to immediately generate results, build momentum, and save money.
- ✓ Best practices from completely unrelated industries and what you should learn from their innovate ways of handling customer experiences.

#### Session 3

- About common sense initiatives (low-hanging fruit) that can, within weeks, infuse hope in the organization, boost morale, and improve productivity.
- ✓ The step-by-step roadmap to transform a bureaucratic organization into a powerful culture.
- ✓ The classic pitfalls and misunderstandings that jeopardize 9 out of 10 culture projects and how to systematically avoid them.

## Fees:



- Front Row Seating
- Buffet Lunch
- Personal Photo with Martin Lindstrom
- Signed Book From Martin Lindstrom
- Public Introduction by the MC
- Private Networking Room



- Front Section Seating
- Buffet Lunch
- Personal Photo with Martin Lindstrom
- Signed Book From Martin Lindstrom



- Attending the Seminar
- Buffet Lunch





