

## 21. LEADERSHIP CONFERENCE

# EVENT AGENDA

**DAY ONE: Virtual Leadership & Innovation in Teams** | 26. Jan. 2021, 16:00 -18:30

16:00 **Welcome & Introduction**

[Raj Hayer](#) – Conference Host & CEO, Tinybox

16:10 **KEYNOTE:** Innovation in Teams with TEDx speaker Christoph Burkhardt

16:50 Introducing our Panel members:

[Christoph Burkhardt](#) – CEO, Onelife GmbH

[Michael Schemel](#) – Director IT, UnternehmerTUM

[Laura Schulte](#) – CEO, Project Renaissance Innovation Advisory

[Juan Tejada](#) – Production Innovation Lead, McKinsey & Co.

[Stefanie Peters](#) – Founder & CEO, enable2grow GmbH

17:00 Q&A with the Panel addressing the:

**LEADERSHIP & MINDSET (CHALLENGES)**

- Challenges from the past year and the move to virtual platforms
- Increased need for buy-in to increase trust
- Creating cohesive teams to lead innovation

**PRODUCT INNOVATION (OPPORTUNITIES)**

- Impact of virtual leadership on innovation and growth
- Changes to, and acceptance, of technology and AI
- Failing fast culture and acceptance in Europe

**TECHNOLOGY AND FUTURE OUTLOOK (STRATEGIES)**

- Trends for acceptance of technology and AI
- Developing a narrative for marketing new technology
- Human-centred AI and future outlook

18:20 Introduction to the workshops

**WEDNESDAY: LEADERSHIP NARRATIVE & BRAND INTEGRITY**

Prepare by completing the Thought Leadership Program

**THURSDAY: LEADING THROUGH UNCERTAINTY & FUTURE VISION**

The experts are ready to address your challenges and share their outlook for the future

18:25 Closing & where to access the assessments and program



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**DAY TWO: Leadership Narrative & Brand Integrity** | 27. Jan. 2021, 16:00 -18:30

16:00 **Welcome & Introduction**

[Raj Hayer](#) – Conference Host & CEO, Tinybox

16:15 **WORKSHOP ONE: Personal Branding with expert Laura Schulte**

- What is personal branding
- Trust & Social leadership
- Aligning personal, product and company brands
- Digital network effect
- Building trust and your personal narrative

16:45 Introducing our Panel members:

[Laura Schulte](#) – CEO, Project Renaissance Innovation Advisory

[Meike Müller](#) – Associate Partner, enable2grow GmbH

[Romy Lindenberg](#) – Founder, SHAVENT

[Tom Acland](#) – CEO, Dassault Systèmes 3DEXCITE

16:55 Q&A with the Panel addressing:

**PERSONAL NARRATIVE (SUPERPOWER)**

- Why trust is the new currency
- How to instill trust through your personal story
- Developing an authentic narrative aligned to your organization's brand

**THOUGHT LEADERSHIP (CONTENT PILLARS)**

- How your core passions and skills help position you
- Overcoming barriers online by delivering core content pillars
- Building trust in your expertise on top of your personal narrative

**SOCIAL LEADERSHIP (LINKEDIN)**

- Why we trust brands
- How to differentiate
- Vision for leadership

18:25 Closing & where to find the tools and worksheets



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# EVENT AGENDA

**DAY THREE: Leading Through uncertainty & Future Vision** | 28. Jan. 2021, 16:00 - 18:30

16:00 **Welcome & Introduction**

[Raj Hayer](#) – Conference Host & CEO, Tinybox

16:15 **WORKSHOP TWO: Uncertainty Mapping with expert Laura Schulte**

- Challenges of leading through uncertainty
- Risk vs. Opportunity
- The urgency to change & overcoming fear
- Evaluation of market and technology factors
- Project prioritization & transformation

16:45 Introducing our Panel members:

[Laura Schulte](#) – CEO, Project Renaissance Innovation Advisory

[Dr. Tobias Rackow](#) – Unit Manager, Hilti AG

[Simon Philip Rost](#) – Marketing Executive, GE Healthcare AG

[Stefanie Peters](#) – Founder & CEO, enable2grow GmbH

[Dr. Alexander Börsch](#) – Chief Economist & Director of Research, Deloitte

16:55 Q&A with the Panel addressing:

**URGENCY TO CHANGE (PESTLE & IMPACT vs. UNCERTAINTY)**

- How politics and the pandemic have impacted business
- Impact to highly regulated sectors like healthcare
- Risk vs. opportunity in uncertainty

**ADAPTING TO CHANGE (CRITICAL SCENARIO MATRIX)**

- Adapting and agility in day-to-day activities
- Future of work and labour markets in the wake of the pandemic
- Uptake of digital processes and technology

**LONG-TERM STRATEGY (STRATEGIC INITIATIVES)**

- The economic outlook for organizations
- Increasing trust through transparency
- Long-term trends and the year ahead

18:25 Closing & where to find the tools and worksheets