

**GLOBAL  
LEADERSHIP  
FORUM**

# UNWRAPPING GENIUS

LEARN FROM LEADERS OF GLOBAL BUSINESS —  
IT WILL CHANGE THE WAY YOU THINK, AND DO BUSINESS

**SYDNEY  
CONVENTION  
CENTRE**

12 December 2011

—  
This event will  
sell out so book  
now to avoid  
disappointment.  
—



THE BUSINESS OF  
BUILDING A BRAND  
**Martha Stewart**  
Founder, Martha Stewart  
Living Omnimedia



THE POWER OF COLLABORATION  
**George Clooney**  
Actor, Activist, Co-founder Not On  
Our Watch and Satellite Sentinel  
Project



FIND AND KEEP: THE FUTURE OF  
HUMAN CAPITAL  
**Jeff Taylor**  
Founder, Monster.com



ONLINE AND ON-GUARD: HOW  
TO BUILD BRANDS AND PROTECT  
PRIVACY  
**Michael Fertik**  
Founder, Reputation.com



AUTHENTIC LEADERSHIP  
**Russell Simmons**  
Chairman and CEO,  
Rush Communications



SOCIAL BUSINESS:  
A NEW KIND OF CAPITALISM  
**Muhammad Yunus**  
CEO, Grameen Bank

Be inspired by leaders who revolutionised  
the way we communicate, invest, shop, use  
technology, act and live.

Unwrap the concepts, vision and motivation that made these breakthrough leaders capable of challenging business norms and inventing new ways of thinking, working and living.

**THIS IS YOUR BACKSTAGE PASS TO INSIGHTS THAT WILL CHANGE THE WAY YOU THINK ABOUT YOUR BUSINESS.**

This powerful one day seminar will cover:

- Ideas and trends that will shape the future
- Importance of managing your brand online
- Using collaboration for exponential growth and results
- Increasing profitability and longevity
- Strategies that help you dominate and lead
- Strategies to create positive change
- Leveraging technology for growth
- Inspiring your people through authentic leadership
- What it takes to get from initial concept to global success

**GLOBAL  
LEADERSHIP  
FORUM**

**BE INSPIRED BY THE PERSONAL JOURNEYS OF THESE PASSIONATE, PERSUASIVE MAVERICK LEADERS.**

“Without an open mind, you can never be a great success.”

**MARTHA STEWART**

“I know some people say “Keep your eyes on the prize,” but I disagree. When your eyes are stuck on the prize, you’re going to keep stumbling and crashing into things. If you really want to get ahead, you’ve got to keep your eyes focused on the path.”

**RUSSELL SIMMONS**

“I went to the bank and proposed that they lend money to the poor people. The bankers almost fell over.”

**MUHAMMAD YUNUS**

“I asked my clients what they thought of the Monster idea. My biggest client said, “Not only do I hate the name, I don’t like the business idea. No one will look for a job during the day while they’re at work”. The most popular time to look for a job is on Mondays at 2pm in a rolling time zone all around the world.”

**JEFF TAYLOR**

“Everybody likes to believe in transparency, until it affects their personal and professional lives. We’re reaching a tipping point, where radical transparency is getting close to radical invasion.”

**MICHAEL FERTIK**

“There is more attention on celebrity than ever before—and there is a use for that besides selling products....My job is to amplify the voice of the guy who is worried about his wife and children being slaughtered.”

**GEORGE CLOONEY**

# THE BUSINESS OF BUILDING A BRAND



**Martha Stewart**  
Founder, Martha Stewart Living Omnimedia

## INDUSTRY LEADER

Martha Stewart is one of the world's most recognisable brands and greatest entrepreneurs, having turned her personal passion for catering into the multi-million dollar Martha Stewart Living Omnimedia empire.

This one-woman powerhouse has more influence on how Americans, eat, entertain, and decorate their homes and gardens than any single person in our history. What's her secret for success?

During a rare visit to Australia, Martha Stewart will share the insights she has gained over her expansive career; in particular how she's exercised her personal strengths to build a highly visible, successful and admired brand that is leveraged across a remarkable range of channels.

Martha will take you on the journey of her amazing business success from starting a home-based business, to orchestrating a 'financial coup' by buying back her company from Time Warner, listing on the NYSE and more.

Martha Stewart is a powerful entrepreneurial voice whose experiences have taken her to tremendous heights

and anguished lows, but above all, her voice is one of enormous vision and wisdom from which we can all readily learn.

## ABOUT MARTHA

Martha Stewart started her first catering business in her basement kitchen in 1976 and over the years pioneered an entire lifestyle industry. Her vision of simple but elegant living reached the public through dozens of lavishly illustrated best-selling books, instructional videos and television specials, her own lifestyle magazine, branded home wares, and a daily television program. She is the "Queen of the Home" and America's premier lifestyle authority. She has faced her share of challenges as a public person, and corporate leader, but kept her good humor through crisis and controversy, which may prove the most remarkable accomplishment of all.



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# THE POWER OF COLLABORATION

(AP Photo/Kevorg Djansezian)



**George Clooney**  
Actor, Activist, Co-founder,  
Not On Our Watch, and  
Satellite Sentinel Project

## 21ST CENTURY STATESMAN

For the past five years, George Clooney has been working behind the scenes in the effort to help Southern Sudan. Newsweek recently labelled him a "Twenty-first century statesman". Using the business acumen he's acquired in Hollywood, together with his celebrity, George co-founded the Satellite Sentinel Project (SSP) which is an unprecedented collaboration between Not On Our Watch, the Enough Project, Google, the United Nations UNITAR Operational Satellite Applications Programme (UNOSAT), DigitalGlobe, the Harvard Humanitarian Initiative, and Trellon, LLC. And through this powerful collaboration he has been able to achieve exponential results.

The SSP uses satellite imagery and analysis to provide an early warning system to deter mass atrocities through enabling focussed world attention and rapid responses to these human rights and human security concerns.

In a rare public appearance, George will discuss how collaboration, negotiation and compromise have been critical to his success in business and his humanitarian work. George will discuss how we all use our circle of influence and personal power to make a difference to the issues that matter in our professional and personal lives.

## ABOUT GEORGE

George is an American actor, film director, producer, and screenwriter who has made over 40 films and received two Golden Globe Awards and an Academy Award. In 2007, George co-founded the Darfur aid organisation Not On Our Watch and began serving as a United Nations Messenger of Peace, receiving a UN Summit Peace Award with fellow actor Don Cheadle. In 2010, he conceived and co-founded the Satellite Sentinel Project with human rights activist, best-selling author and Enough Project co-founder John Prendergast.

# FIND AND KEEP: THE FUTURE OF HUMAN CAPITAL



**Jeff Taylor**  
Founder, Monster.com  
and Eons.com

## INDUSTRY VISIONARY

From the advent of job sites like Monster.com and social networking sites, the Internet has completely changed the dynamics of the employer-employee relationship. From the way we look for jobs to “friending” our employees, the landscape for business owners and managers has completely changed.

Jeff Taylor takes a fascinating look at the current employment environment and the challenges organisations face. Jeff explores how online job growth has changed the nature of human resources and talks about the importance of innovation in retaining the best and the brightest in the job market.

As an expert in technology, advertising, and human capital, Jeff zeroes in on what lies ahead. Envisioning ways to capitalise on these evolving trends with technology and the power of human capital, Jeff taps into his experience to advise businesses on how they can adopt a new mindset and break away from competitors.

## ABOUT JEFF

When Jeff Taylor has a vision, it becomes a reality. As the founder of Monster.com, he forever changed the way the world networks and builds careers. Recognised as an innovator and visionary in both internet and careers industries, Jeff reinvented the way the world looks for employment. Monster.com, the 454th registered dot-com, was envisioned as a giant online job search board and turned it into the first and only globally recognised brand for careers. Monster.com is now in nearly 50 countries with over 40 million monthly visitors.

A restless big picture entrepreneur, Jeff also tapped into the burgeoning generation of baby boomers. He harnessed the power of the internet to launch Eons.com, an innovative media company that challenges boomers and seniors to live the biggest life possible, which was acquired by Crew Media in May 2011. Jeff’s other web properties include obituary website Tributes.com and dating service Meetcha.com.

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# ONLINE AND ON-GUARD: HOW TO BUILD BRANDS AND PROTECT PRIVACY



**Michael Fertik**  
Founder, Reputation.com

## INTERNET ENTREPRENEUR

The internet has changed the rules for reputation. Once, both personal and business reputation was hard earned and carefully guarded. Today your reputation can be created and destroyed in just a few clicks. The internet is rich with opportunity and hope, but it is also still a rough and tumble place with many hidden dangers. Michael will share his tips on how to prosper in the new Wild West of online reputation. He will explain the rules of the new digital frontier, teach you to measure and analyse your online reputation and then give you the tools you need to defend and build it.

## ABOUT MICHAEL

Michael Fertik founded Reputation.com with the belief that businesses and individuals have the right to control and protect their online reputation and privacy. Credited with pioneering the field of online reputation management (ORM), Michael is lauded as the world’s leading cyber thinker in digital privacy and reputation. He is a serial

entrepreneur and one of Silicon Valley’s go-to thought leaders on innovation.

Michael is a member of the World Economic Forum Agenda Council on Internet Security and recipient of the World Economic Forum Technology Pioneer 2011 Award. Michael is a member of the Aspen Institute CEO Roundtable. Michael’s commentary on management, innovation, reputation, and privacy, can be found in his columns in the Harvard Business Review (HBR), The Huffington Post, Reuters and Newsweek. He frequently appears on national and international television and radio, including BBC, Good Morning America, Today Show, Dr. Phil, CBS Early Show, CNN, Fox, Bloomberg, and MSNBC. He is the author of the international bestselling book, “Wild West 2.0.” Michael founded his first Internet company while at Harvard College. He received his J.D. from Harvard Law School.



## AUTHENTIC LEADERSHIP



**Russell Simmons**  
Legendary Hip-Hop  
Entrepreneur; Chairman and  
CEO, Rush Communications

### CULTURAL REVOLUTIONARY

Since rising out of the New York City streets over 25 years ago, Russell Simmons has helped create ground breaking ventures including Def Jam Records, Phat Farm, and Def Comedy Jam, and is known the world over as “The CEO of Hip Hop”. Russell credits his success to his belief in a strong set of principles that place what’s in your heart instead of in your wallet, at the core.

Using this knowledge, Russell became one of America’s shrewdest entrepreneurs, achieving a level of success that most investors only dream about. But no matter how much material gain he accumulated, he never stopped lending a hand to those less fortunate.

Russell uses his rare blend of spiritual savvy and street smart wisdom to offer a new definition of wealth-and share timeless principles for developing an unshakable sense of self that can weather any financial storm.

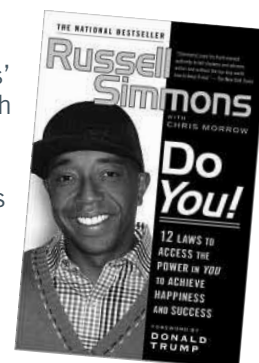
He will share unforgettable true stories from his own road to riches, delving into the principles and practices that have kept him energised and focused.

### ABOUT RUSSELL

USA Today recently named Russell Simmons one of the “Top 25 Most Influential People of the Past 25 Years,” calling him a “hip-hop pioneer” for his groundbreaking vision that has influenced music, fashion, finance, television and film, as well as the face of modern philanthropy.

Russell Simmons has been instrumental in bringing the powerful influence of hip-hop culture to every facet of business and media since its inception in the late 1970s. From producing and/or managing such early hip-hop artists as Kurtis Blow, Run DMC, Whodini and the Beastie Boys, to signing seminal luminaries like Jay Z, Foxy Brown and Ludacris, Simmons’ groundbreaking vision was crystallized with partner Rick Rubin in the creation of the seminal Def Jam Recordings in 1984, launching the cultural revolution known as hip-hop.

Russell is the author of New York Times bestseller *Do You!* and has just released his latest book *Super Rich: A Guide to Having it All*.



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## SOCIAL BUSINESS: A NEW KIND OF CAPITALISM



**Muhammad Yunus**  
CEO, Grameen Bank,  
Nobel Peace Prize Winner

### SOCIAL ENTREPRENEUR

By pioneering microcredit, Muhammad Yunus developed a visionary new dimension for capitalism to serve humanity’s most pressing needs which he calls, “social business”.

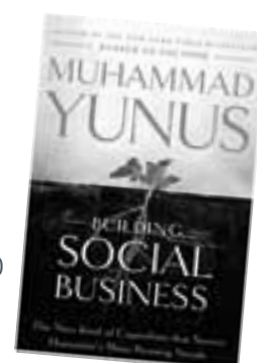
Social business harnesses the energy of profit-making for the objective of fulfilling human needs. Social business creates self-supporting, viable commercial enterprises that generate economic growth even as they produce goods and services that make the world a better place.

Muhammad shows how social business has gone from being a theory to an inspiring practice, adopted by leading corporations, entrepreneurs, and social activists across the world. He demonstrates how social business transforms lives; offers practical guidance for those who want to create social businesses of their own; explains how public and corporate policies must adapt to make room for the social business model; and shows why social business holds the potential to redeem the failed promise of free-market enterprise.

### ABOUT MUHAMMAD

Professor Muhammad Yunus established the Grameen Bank in Bangladesh in 1983, fueled by the belief that credit is a fundamental human right. His objective was to help poor people escape from poverty by providing loans on terms suitable to them and by teaching them a few sound financial principles so they could help themselves.

From Muhammad’s personal loan of small amounts of money to destitute basket weavers in Bangladesh in the mid-70s, the Grameen Bank has advanced to the forefront of a burgeoning world movement toward eradicating poverty through micro-lending. Replicas of the Grameen Bank model operate in more than 100 countries worldwide



# Win an unforgettable night with the speakers!

Register 4 or more before Friday, 25 November, and you and your colleagues will go in the draw to WIN one of 20 seats at the private dinner with the speakers.\*



## GLOBAL LEADERSHIP FORUM FACTS

**ONE DAY ONLY:** Monday 12 December 2011

**VENUE:** Sydney Convention Centre

**TIME:** 0830 – 1730

<b>FEES:</b>	VIP + Cocktail Party	\$1400	VIP Front Section Seating VIP Catering & Networking Area VIP Cocktail Party	<b>14 PLACES LEFT</b> < BOOK HERE >
	VIP	\$1100	VIP Front Section Seating VIP Catering & Networking Area	<b>SOLD OUT!</b>
	Premium Seating Non-member Rate	\$1100	Refreshment Breaks Networking Lunch	<b>65% SOLD</b> < BOOK HERE >
	The Growth Faculty Member Rate	\$880	Premium Seating	
	General New Seats Released!	\$595	Terrace Seating No Catering	Available through Ticketek only < BOOK HERE >

## GLOBAL LEADERSHIP FORUM

Bring your team, or host your clients at a business learning experience like no other!

Group discounts available.

\*Tickets purchased through Ticketek are not eligible for this competition

\*All speakers will be present at the dinner

\*Winners will be drawn at 12 noon on Monday 28 November 2011

To become a member and join The Growth Faculty community, go to [thegrowthfaculty.com.au](http://thegrowthfaculty.com.au). It's free to join!

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