

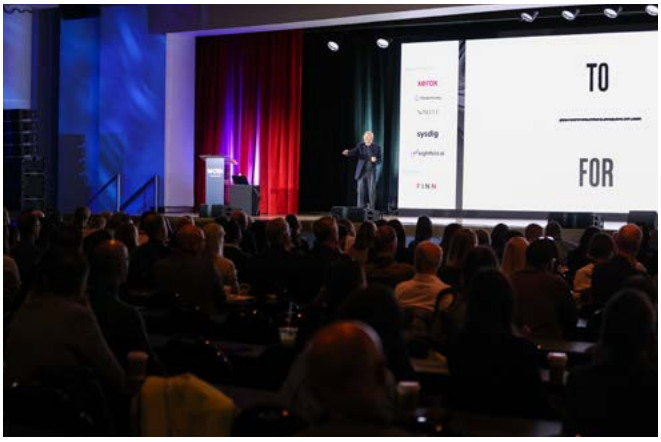
WORLD BUSINESS FORUM NEW YORK

DIGITAL WORKBOOK

World Business Forum NYC






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WOBI presents:
World Business Forum

Organized and curated annually by WOBI across North America, South America, Europe, and Australia, the World Business Forum is a two-day event that brings together thousands of tireless minds united by a passion for business. Attendees come to learn from and be inspired by some of the most renowned figures in the business world and beyond, featuring a mix of contributions from CEOs, entrepreneurs, innovators, thinkers, artists, and athletes.
In a time characterized by information overload, the World Business Forum focuses on the most relevant topics for business leaders, stimulating thought and inspiring action.

WOBI is a business content hub

We provide top executives and companies with cutting-edge managerial insights, fostering unprecedented organizational growth through knowledge and inspiration. We firmly believe that knowledge is the primary competitive advantage in today's business world.

- We organize events that bring together thousands of top executives in the biggest business hubs around the world, to learn from and be inspired by the brightest minds in business.
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TRANSCEND

Building Limitless Organizations

Resilience is no longer enough. To lead in 2026, organizations must move beyond reacting to change and start redefining what's possible.

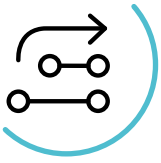
Transcendence demands a relentless pursuit of potential. It requires organizations to be deeply rooted in a strong purpose, while at the same time being limitless in their capacity to innovate and grow.

This year's Forum is designed around three imperatives:



TRANSCEND LIMITATIONS

Break through the industry ceilings that are holding you back.



TRANSCEND COMPLEXITY

Leverage AI to simplify execution and amplify human impact.



TRANSCEND THE STATUS QUO

Shift your culture from compliance to creativity.

Do not just manage the present. Transcend it.

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Speakers

World Business Forum NYC



Jim Collins

LEADERSHIP

One of the most influential management thinkers of all time



Indra Nooyi

BUSINESS TRANSFORMATION

Transformational leader and former CEO of PepsiCo



Malcolm Gladwell

LEADING CHANGE

Visionary thinker, storyteller, and multi-bestselling author



Renée Mauborgne

GROWTH STRATEGY

INSEAD professor and co-inventor of the groundbreaking *Blue Ocean Strategy*



Daniel Goleman

EMOTIONAL INTELLIGENCE

Psychologist, author, and emotional intelligence pioneer



Liz Wiseman

TALENT

Renowned leadership expert and bestselling author of *Multipliers*



Zack Kass

AI STRATEGY

Global AI advisor and former Head of Go-To-Market at OpenAI



Omar Johnson

BRAND STRATEGY

Marketing visionary, former Beats by Dre CMO and Apple VP



Jennifer Colosimo

HIGH-PERFORMANCE TEAMS

Co-author of *Expect a Lot, Care a Lot* and former President of FranklinCovey's Enterprise Division



Dr. Kai-Fu Lee

AI TRANSFORMATION

Former President of Google China and Founder and CEO of 01.AI



WELCOME TO

WORLD BUSINESS FORUM

NEW YORK

Agenda Day 1

Wednesday, **November 4**

World Business Forum NYC

9:00 - 10:30 a.m. 90 min	**Jim** Collins *LEADERSHIP*
10:30 - 11:15 a.m. 45 min	Coffee Break
11:15 a.m. **- 12:30** p.m. 75 min	**Renée** Mauborgne *GROWTH STRATEGY*
12:30 - 2:00 p.m. 90 min	Lunch
2:00 - 3:00 p.m. 60 min	**Daniel** Goleman *EMOTIONAL INTELLIGENCE*
3:00 - 3:45 p.m. 45 min	**Jennifer** Colosimo *HIGH-PERFORMANCE TEAMS*
3:45 - 4:15 p.m. 30 min	Coffee Break
4:15 - 5:15 p.m. 60 min	**Liz** Wiseman *TALENT*

**Lineup subject to change*

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JIM COLLINS



LEADERSHIP

One of the most influential management thinkers of all time

Jim Collins is a student and teacher of exceptional human endeavor and a Socratic advisor to leaders across all sectors of society. Having invested more than three decades in rigorous research, he has authored or co-authored a series of books that have sold in total more than 11 million copies worldwide, including the #1 bestseller *Good to Great,* the enduring classic *Built to Last*, and other highly influential writing. Recognized by *Forbes* as one of the Greatest Living Business Minds, his timeless concepts—including Level 5 Leadership, the Flywheel, and "First Who, Then What"—have become cornerstones of management thinking. His latest book, *What to Make of a Life*, extends his research to the art of living with purpose and enduring impact.

What to Make of a Life: A Roadmap to Enduring Success

- Lessons from remarkable lives: A framework for understanding how individual lives can be built, sustained, and constantly renewed
- How to translate deep self-knowledge into disciplined action to achieve impact, purpose, and fulfillment
- What it takes to transform crises into catalysts for positive change
- Keys to building personal momentum decade upon decade and staying creative and energetic across an entire lifetime

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RENÉE MAUBORGNE



GROWTH STRATEGY

INSEAD professor and co-inventor of the groundbreaking *Blue Ocean Strategy*

Renée Mauborgne is a pioneering business strategist and co-author of the global phenomenon *Blue Ocean Strategy*, which transformed how organizations think about growth, strategy, and competition. Co-authored with W. Chan Kim, the book has sold more than four million copies and stands as a landmark in strategic management and innovation. As a professor of strategy and co-director of the Blue Ocean Strategy Institute at INSEAD, she has been recognized by Harvard Business Review as one of the most influential management thinkers of the past century.

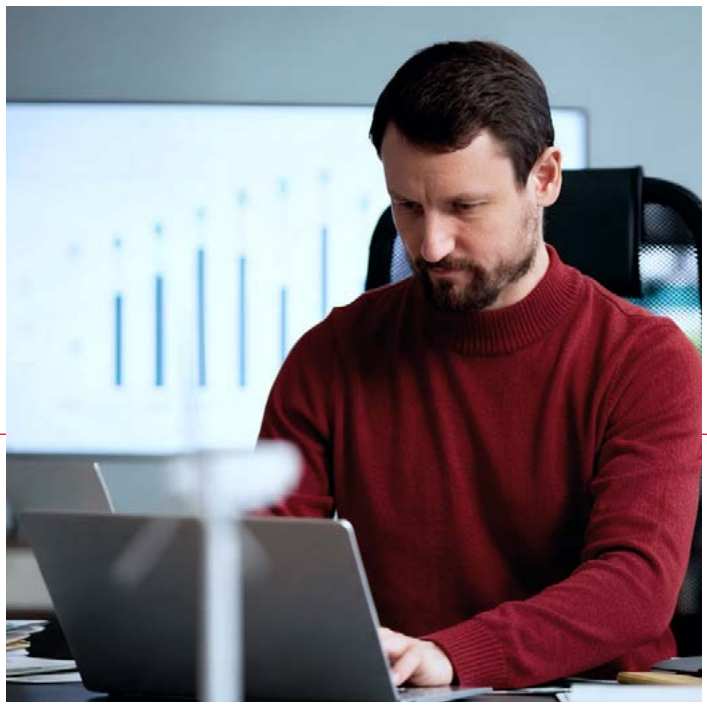
Leading Growth Beyond Competition: Strategies for Sustainable Innovation

- How to create new, competition-free markets using the timeless Blue Ocean principles
- Unlocking growth opportunities through nondisruptive creation to help business and society thrive together
- Adaptable strategies for navigating uncertainty and leveraging disruption constructively
- Lessons from cross-industry studies on how to balance innovation, value creation, and sustainable impact

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DANIEL GOLEMAN



EMOTIONAL INTELLIGENCE

Psychologist, author, and emotional intelligence pioneer

Daniel Goleman is an internationally known psychologist and the bestselling author of the paradigm-shifting *Emotional Intelligence*. Ranked as one of the most influential business thinkers by the *Financial Times and The Wall Street Journal*, Goleman has transformed the way the world thinks about intelligence, relationships, leadership, and high performance in business and beyond. In his presentations, he rejects IQ as the sole measure of one's abilities and explains that by teaching people to tune in to their emotions with intelligence and expand their circles of caring, we can transform societies and organizations from the inside out and make a positive difference in our world.

Emotional Intelligence as a Competitive Advantage in the Age of AI

- Understanding emotional intelligence as a key driver of effective leadership and high-performing teams
- Keys to developing self-awareness, self-regulation, and resilience in order to thrive in complex business environments
- How to leverage empathy and social skills to build strong and meaningful relationships and achieve impactful results
- Aligning personal purpose with organizational goals to maximize impact, motivation, and results

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JENNIFER COLOSIMO



HIGH-PERFORMANCE TEAMS

Co-author of Expect a Lot, Care a Lot and former President of FranklinCovey's Enterprise Division

Jennifer Colosimo has 35 years of experience leading digital and operational transformation, strategy execution, and global growth. She is the former President of the Enterprise Division at FranklinCovey, where she led global strategy and execution for organizations seeking to build stronger leaders, teams, and cultures. With a career spanning senior roles in sales, operations, IT, learning and development, and corporate social responsibility, Colosimo brings a rare combination of strategic clarity and operational depth. She is co-author of *Great Work, Great Career* with Stephen R. Covey, continuing a legacy of principle-centered leadership with a modern, execution-focused lens. Her most recent book, *Expect a Lot, Care a Lot: 6 Critical Practices for Leading Your Team to Success*, was published in 2026.

Building High-Performance Teams for Sustainable Success

- What distinguishes high-performing teams from busy but misaligned ones
- How leaders raise the bar while building clarity, trust, and accountability
- Creating teams that combine high expectations with genuine care for people
- Sustaining performance by balancing results, relationships, and energy over time


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LIZ WISEMAN



TALENT

Renowned leadership expert and bestselling author of *Multipliers*

Liz Wiseman is a globally recognized leadership thinker, bestselling author, and executive advisor whose work combines rigorous research with practical insight to equip leaders to amplify capability and performance at every level. She has advised companies like Apple, Google, Nike, Disney, Meta, Salesforce, and many more and is the author of multiple bestselling books including *Multipliers, Rookie Smarts* and *Impact Players*. A regular contributor to the Harvard Business Review, Wiseman frequently lectures at Brigham Young University and Stanford.

Multiplying Genius: How Top Leaders Unlock Extraordinary Talent

- How to discover and maximize natural strengths in every team member
- Creating conditions for stretch: Challenge talent beyond comfort zones to accelerate growth and engagement
- Shift from being the genius to being a “genius maker”: Empowering others to do their best thinking and work
- Keys to building a “talent magnet” culture that attracts high performers and gives them reasons to stay and excel



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SCAN TO EXPLORE

Agenda Day 2

Thursday, **November 5**

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9:00 - 10:15 a.m. 75 min	Malcolm Gladwell *LEADING CHANGE*
10:15 - 11:00 a.m. 45 min	Coffee Break
11:00 - 12:15 p.m. 75 min	Zack Kass *AI STRATEGY*
12:15 - 1:45 p.m. 90 min	Lunch
1:45 - 2:45 p.m. 60 min	Indra Nooyi *BUSINESS TRANSFORMATION*
2:45 - 3:45 p.m. 60 min	Dr. Kai-Fu Lee *AI TRANSFORMATION*
3:45 - 4:15 p.m. 30 min	Coffee Break
4:15 - 5:15 p.m. 60 min	Omar Johnson *BRAND STRATEGY*

**Lineup subject to change*

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MALCOLM GLADWELL



LEADING CHANGE

Visionary thinker, storyteller, and multi-bestselling author

Malcolm Gladwell is a bestselling author, writer at The New Yorker, and podcast creator whose work has transformed how we think about success, decision-making, and human behavior. The author of *The Tipping Point, Blink, and Outliers*, his work blends social science and psychology into insights that reshape how leaders and organizations understand influence, culture, and performance. A recipient of TIME's "100 Most Influential People" honor, Gladwell is also the co-founder and editorial director of Pushkin Industries, an audio company that produces the award-winning podcast *Revisionist History*.

Engineering Environments for Positive Change

- Why we need to better understand the systems around us to effect positive change
- How real transformation often begins with subtle changes, not sweeping mandates
- The importance of storytelling to reframe challenges and inspire adaptive change when the stakes are high
- Identifying the informal influencers to spark change and build critical momentum in your organization

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ZACK KASS



AI STRATEGY

Global AI advisor and former Head of Go-To-Market at OpenAI

A leading advocate for AI's positive impact, Zack Kass has more than a decade of experience in AI leadership, most recently as Head of Go-To-Market at OpenAI where he turned research into deployable business solutions. An expert in the transformative possibilities that artificial intelligence brings, Kass is a futurist who helps organizations, including Coca-Cola, Morgan Stanley, and Samsung, navigate the evolving landscape of this technology in the business world. He has also served as an advisor and VP of Revenue at Lilt, as well as VP of Sales and Customer Success at Figure Eight.

AI Strategy Simplified

- Demystifying AI's complexity with an actionable roadmap for its implementation
- Redefining Intelligence: Preparing for a world where intelligence is unmetered–and rethinking what it means to be human in the process
- Beyond the hype: Turning AI's ethical and societal dilemmas into strategic value
- A world of opportunities: A pragmatic guide to future-proofing your business by fostering resilience, adaptability, and innovation



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INDRA NOOYI



BUSINESS TRANSFORMATION

Transformational leader and former CEO of PepsiCo

Indra Nooyi is one of the most respected and transformative business leaders of her generation. As the former Chairman and CEO of PepsiCo (2006–2018), she guided the company through a period of bold reinvention, doubling revenues while championing sustainability and health through her visionary Performance with Purpose strategy. Recognized globally for redefining leadership around purpose and business, Nooyi consistently ranks among the world's most powerful women. Nooyi currently serves on the boards of Amazon, Philips, and Memorial Sloan Kettering Cancer Center, and is the author of the New York Times bestseller *My Life in Full: Work, Family, and Our Future*.

Leading Through Times of Change

- Actionable takeaways on how to foster large-scale cultural change
- On challenging the status quo and creating room for new ideas as a habit – even when it seems to threaten a business's foundations
- What it means to authentically cherish talent: Building a high-performing workplace where every voice is heard and every person is welcome
- Identifying macro disruptors and the keys to future-proofing your organization

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DR. KAI-FU LEE



AI TRANSFORMATION

Former President of Google China and Founder and CEO of 01.AI

Dr. Kai-Fu Lee brings over four decades of pioneering experience at the forefront of artificial intelligence as a scientist, former Google, Microsoft, Apple, and SGI executive, and global investor. He served as President of Google China and held senior executive leadership roles at Microsoft, where he founded Microsoft Research Asia. He is the Founder and CEO of 01.AI—a flagship generative AI and AI agents company launched in 2023—and Chairman of Sinovation Ventures, a venture capital firm managing $3 billion in deep-tech funds. A PhD graduate of Carnegie Mellon University and former co-chair of the World Economic Forum's AI Council, Dr. Lee has been named to TIME100 AI's Top 25 AI Leaders and WIRED's 25 Icons of the Century. He is the author of *AI Superpowers*, *AI 2041*, and the upcoming *AI Native: The Mandate to Transform Your Company*.

AI Native: The Strategic Mandate to Transform Your Organization

- Building an AI-Native Enterprise: How to redefine operations, decision-making, and value creation to compete in the age of artificial intelligence
- Generative AI and AI Agents: Actionable frameworks and solutions to accelerate productivity and enterprise AI transformation
- Global Tech Leadership: Key insights on deep-tech innovation and co-leadership between Silicon Valley and global markets
- Future Horizon Analysis: Predicting how AI will reshape industries, business models, and society over the next 20 years

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OMAR JOHNSON



BRAND STRATEGY

Marketing visionary, former Beats by Dre CMO and Apple VP

Omar Johnson is a trailblazing marketing innovator best known as the former CMO of Beats by Dre and VP of Marketing at Apple. He propelled Beats from a $20 million upstart to a $2 billion global icon—leading it to acquisition by Apple for $3 billion—by fusing culture, storytelling, and data-driven insight into legendary campaigns. Named a “Brand Genius” by Adweek and one of the “Most Innovative CMOs” by Business Insider, Johnson has also driven breakthrough work at Nike, Coca-Cola, and Kraft. Today, as founder of ØPUS Intelligence, he’s redefining how brands connect with culture through AI-powered marketing.

B2H (Business-to-Human): The Future of Human-Centered Marketing

- Redefining marketing through a human-centric lens that connects people, products, and storytelling
- How to turn brands into movements by building authentic emotional connections and purpose-driven experiences
- Leveraging AI and technology to enhance creativity, personalization, and customer engagement
- Navigating the future of marketing where customers are creators and experience defines brand success

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