WAVELENGTH
WAVELENGTH
Inspire
Bring the outside in
INSPIRATION | EDUCATION | PROVOCATION

WHAT IS **WAVELENGTH INSPIRE**?

Each month Wavelength Inspire provides live curated access to some of the world's most **progressive organisations** and **accomplished leaders**.

Organisations at the forefront of the most pressing issues facing business with leaders at the helm who've been there and done it.

From Airbnb to TikTok, Wavelength Inspire provides access to **global practitioners**. No academics or gurus, just real leaders you can relate to.

Over 400 leaders from Europe, the Middle East, Latin America and North America, all from highly diverse sectors participate in Wavelength Inspire. Dedicated breakouts enable these peers to learn together and from one another.

A dedicated portal provides curated additional content and tips on how to maximise the ROI and a private LinkedIn group drives connectivity.

When leaders have never felt so isolated and insular, Wavelength Inspire will **bring the outside in to your organisation**, providing world-class doses of **inspiration**, **education** and **provocation**.

Organisations and leaders at the forefront of six core topics will feature on Wavelength Inspire:

- **Global Perspectives on Business & Innovation**
- **Digital & Agile Transformation**
- **The Future of Work**
- **Inside Service Excellence**
- **Personal Leadership**
- **The Responsible Organisation**

WHY **WAVELENGTH**?

Over the last over twelve years Wavelength has taken over 1,550 leaders physically and digitally inside the boardrooms and shop floors of some of the world's most admired, progressive and successful organisations.

This provides us with unparalleled access to a global network of practitioners whose stories we understand.

WHICH **ORGANISATIONS SUBSCRIBE TO INSPIRE?**

Over 400 leaders from across Europe, North America, Middle East from a broad array of sectors including media, pharmaceuticals, healthcare, financial services, charity, property, manufacturing, sport and retail have subscribed to Wavelength Inspire.

WHO IS **WAVELENGTH INSPIRE** FOR?

Wavelength Inspire is ideal for leaders with significant enough operational responsibility to directly apply the lessons from the programme and optimally influence the wider organisation. It is perfect for leaders that fit the following profiles:

LEADERSHIP COHORTS

Participants in future leaders or top talent programmes for whom the provision of global access to highly relevant content would be an invaluable addition to an existing programme or the core component of a new one.

INDIVIDUAL LEADERS

Who are curious, open, and interested to learn from external practitioners and peers.

SMALL TEAMS

Team leaders keen to ensure their key people are externally aware, informed, and energised.

HOW DOES IT **WORK**?

At 3pm GMT on the third Thursday of every month **Wavelength Inspire** will provide:

LIVE CONTENT

Each session will provide live access to world-class content from one of the following:

- Organisations at the fore of innovation, disruption, engagement, service excellence or social impact
- Innovation Hubs such as China, Silicon Valley and Israel
- Highly accomplished leaders with clear, compelling stories to share

INTERACTIVITY

Each session is:

- Facilitated by a professional moderator
- Incorporates reflection zones enabling participants from different organisations to come together to share perspectives and insights
- Incorporates live Q & A sessions

PRE & POST MATERIALS

Pre and Post each session participants receive:

- Articles and videos to help them prepare
- Preview videos recorded by each speaker bringing to life the focus of their sessions
- Recordings of the sessions, a synopsis of the key learnings and speakers slides are available within 24hrs on the Wavelength Inspire Portal

WAVELENGTH **INSPIRE PORTAL**

All participants are provided with access to a dedicated, password protected **Wavelength Inspire Portal** containing:

TOP TIPS

Videos and infographics bringing to life the programme content and how to work with stimulus and get the maximum ROI.

CATCH UP

Recordings of the live sessions and a synopsis of the key learning. The recordings remain up for 30 days post completion of each live session. The synopsis remains indefinitely.

LIBRARY

Articles, blogs and podcasts with highly accomplished leaders curated to compliment the curriculum.

UP NEXT

Preview video's, articles and videos directly relevant to the forthcoming sessions.

WHAT ARE THE **KEY THEMES**?

GLOBAL INSIGHTS ON BUSINESS & INNOVATION

COVID-19 has unequivocally changed the world – China is taking a quantum leap, Silicon Valley digital natives continue to thrive whilst most organisations urgently need to innovate to remain relevant. Understand the global context in which business is now operating.

DIGITAL & AGILE TRANSFORMATION

The pandemic has accelerated the shift to digital in ways businesses could not envisage. So how do you transform a large incumbent organisation into a data led, agile, innovative one?

INSIDE SERVICE EXCELLENCE

When digital delivery has transformed businesses and removed competitive advantage differentiating through service excellence has never been more critical.

THE RESPONSIBLE ORGANISATION

The future organisation needs to align profit with social purpose more than ever.

PERSONAL LEADERSHIP

Unprecedented disruption, diversity and inclusion, sustainability, digital transformation, remote working… the list of issues today's leaders need to address is endless. Never has it been tougher to be a leader.

THE FUTURE OF WORK

Hybrid working, virtual working, remote leadership - never has the future of work and how you recruit, engage, and lead been more challenging.

WAVELENGTH'S ECO-SYSTEM OF WORLD-CLASS HOSTS AND CONTRIBUTORS INCLUDES:

Alibaba.com
airbnb
ARAVIND EYE CARE SYSTEM
Adobe
amazon
BBC
eden project
Google
GORE Creative Technologies Worldwide
The Guardian
GRAMEEN BANK
IKEA
JD.COM 京东 多·快·好·省
LEGO
LinkedIn
LIVERPOOL FOOTBALL CLUB
Microsoft
NETFLIX
PRET
THE RITZ-CARLTON
Southwest
Unilever
小米 xiaomi.com

WHO WILL PARTICIPANTS HEAR FROM?

April 22nd

Insights into Excellence, Lessons from World's best organisations

In April we will explore Insights into Excellence:

Lessons from the World's Best Organisations drawing upon first-hand insights from Airbnb, Netflix, Alibaba, The Ritz-Carlton, Ikea, Amazon, Southwest Airlines and Tesla.

Adrian Simpson
Wavelength, Co-Founder & Chief Connector

From the backstreets of Bangladesh to the boardrooms of Amazon and Alibaba Adrian has spent his career getting inside the world's most progressive organisations.

He's interviewed top CEOs and thought leaders and taken 100's of leaders inside leading organisations in Silicon Valley, China, India and throughout Europe.

Through their lens Adrian has observed the defining elements of success.

airbnb
NETFLIX
Alibaba.com
THE RITZ-CARLTON
IKEA
amazon
Southwest
TESLA

WHO WILL PARTICIPANTS HEAR FROM?

May 20th

Inside Service Excellence – Ritz-Carlton

THE RITZ-CARLTON

The Ritz-Carlton is unequivocally the world's most admired global luxury hotel and lifestyle business.

We will take you behind the scenes of the 'systems behind the smiles' of a business that has won more awards for being a great place to work and service excellence and any other in its sector.

Joe Quitoni

As Global Head of Delivery Joe is responsible for leading the delivery function for The Ritz-Carlton Leadership Centre.

As Director of HR prior to his role with the leadership centre and a Masters of Science in industrial/ organizational psychology – Joe has unparalleled experience of what it takes create a culture of outstanding customer service on a global scale.

WHO WILL PARTICIPANTS HEAR FROM?

June 17th

The Future of Work

Two of Silicon Valley's most accomplished and progressive HR practitioners Barbie Brewer and Steve Cadigan will discuss what it takes to lead a virtual or hybrid organization and the future of work.

Barbie Brewer
How To Lead A Virtual Organisation

Former Netflix exec and CPO of Git Lab, a $2bn software business with 1.5k people in 55 countries and no offices. Git Lab was recently featured on the front cover of *Fast Company*.

Steve Cadigan
Workquake
Former CPO of LinkedIn.

One of the world's leading authorities on The Future of Work and author of *Workquake: Embracing the Aftershocks of COVID-19 to Create a Better Model of Working.*

WHO WILL PARTICIPANTS HEAR FROM?

July 15th

Resilience and Resourcefulness

Two global mental health advocates with deep personal experience will address how to look after your own and your teams' mental health.

Alastair Campbell

Best known for his role as former British Prime Minister Tony Blair's Director of Communications. He is internationally recognised for his leadership role in breaking down the stigma surrounding mental illness.

Geoff McDonald

Global advocate and campaigner tackling the stigma of mental health at work who suffered himself from anxiety-fuelled depression whilst a senior Unilever executive.

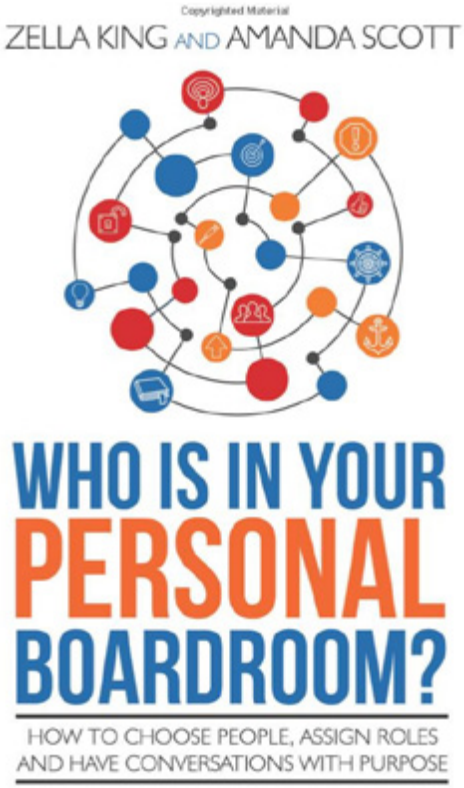
WHO WILL PARTICIPANTS HEAR FROM?

August 26th

Who's in Your Personal Boardroom?

Great leaders actively build networks around them they can turn to for advice, ideas and support.

This session helps leaders achieve this by turning the traditional concept of networking on its' head and instead focus on developing powerful networks based on 12 well-defined roles and targeted quality relationships – using a highly practical methodology and tool.



Amanda Scott

Amanda's career spans advertising, being an agent for actors, and an executive coach before discovering the power of networks and co-founding Personal Boardroom

Amanda is lead facilitator on the Personal Boardroom's work and brings a deep knowledge of research on networks with practical insights about people's behaviour in organisational settings.

WHO WILL PARTICIPANTS HEAR FROM?

September 23rd

The Responsible Organisation – Inside IKEA

While the pandemic has changed the world the climate crisis could have a much larger impact on people's health and economy.

As a result 'Sustainability is the new business model' is IKEA's CEO new mantra. It's now at the heart of everything IKEA does and its ambition is to enable 1 billion people to live a better everyday life within the limits of the planet by 2030.

Jesper Brodin, CEO, IKEA Group

Jesper's career with IKEA spans over 20 years, and he became CEO in September 2017.

As a leader, Jesper is known for his belief in values-based leadership and for his emphasis on togetherness, saying:

"The power is where the people are. Believe in yourself and your strengths, but don't forget to rely on other people's strengths, too. Because we're truly stronger together."

WHO WILL PARTICIPANTS HEAR FROM?

October 14th

Global Perspectives on Business – Unilever

Unilever one of the world's largest and most geographically diverse consumer good businesses, with presence in 190 countries is reinventing itself for a more connected, more digital, faster moving future.

Alan Jope, CEO

Alan's was appointed CEO in January 2019 and cites his purpose as "to lead the adventure".

While skill, loyalty and leadership have taken Alan to the top he openly admits he doesn't fit the mould of most modern-day CEOs.

"I don't define myself by my work at all," he recently revealed, adding his personal philosophy has always been "put your family first".

WHO WILL PARTICIPANTS HEAR FROM?

November 18th

Digital Disruption – Airbnb The Inside Story

The global platform that changed the way we think about staying in other people's homes disrupted an incumbent industry, pivoted and thrived during the pandemic and recently floated with a market cap of $123bn

Joe Zadeh

Joe, Airbnb's ninth employee started working out of the founder's apartment before rising to Head of Product and start Airbnb Experiences globally.

A remarkably accomplished, insightful leader Joe will talk about hypergrowth, intrapreneurship, culture and lessons in leadership gleaned from being at the helm of one of the most iconic disruptors in recent business history.

WHO WILL PARTICIPANTS HEAR FROM?

December 16th

Digital Disruption – Inside TikTok China's Attention factory

The global platform for 15sec short video has taken the world by storm with close to a billion active users, forever changing the way people consume and create video content.

In this session we will explore what lessons can be drawn from the rapid rise of TikTok? How did this eight year old company beat Silicon Valley's best?

Matthew Brennan

Matthew is an author of *The Attention Factory* and internationally recognized speaker on Chinese mobile internet technology and innovation. His opinions have been featured in global media including Bloomberg, The Economist, BBC, The Financial Times and Forbes.

Matthew has delivered dozens of presentations for many prestigious companies including Google, Tencent, Walmart, and Boston Consulting Group.

WHO WILL PARTICIPANTS HEAR FROM?

January 20th

Service Excellence – Southwest Airlines

Southwest

Southwest is the world's most flown, profitable and admired Airline that despite a 90% decline in passenger numbers at the height of the pandemic has still not laid off a single employee and it's 40+ year history.

With a legendary reputation for service excellence and employee engagement Southwest is a case study at Harvard, Wharton and Insead and unequivocally one of the world's finest organisations.

Elizabeth Bryant

Since joining Southwest Airlines in 1997, Elizabeth has witnessed Southwest's remarkable growth and how it successfully navigated through acquisitions, 9/11 and the pandemic.

She is currently VP Southwest Airlines University who oversees executive leadership for all employees. Elizabeth and her team will facilitate a highly interactive, access all areas visit inside one of the world's most admired organisations.

WHAT DOES IT **COST**?

Participation in **Wavelength Inspire** will be on a 12-month subscription basis that commences from the time of enrolment.

No. of Participants	Price Per Participant per annum	Equivalent Price Per Session
1-5	£2,500	£208
6-10	£2,250	£187
11-20	£2,000	£166
21-30	£1,750	£145
31-40	£1,500	£125
41-50	£1,250	£104
51+	£1,000	£83

All prices are exclusive of VAT

TO BOOK PLACES

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ABOUT **WAVELENGTH**

Wavelength is a world-class, leadership company.

Our purpose is to make the world better through business by profoundly improving the quality of leadership.

We believe in the power of **bringing the outside in**, that **leaders learn best from leaders**, and in power of **connecting** peers from different industries and sectors to learn together and from one another.

Moreover, we believe **you can't outsource change** and provide senior leaders with unique, global, insider access to organisations at the forefront of: innovation, disruption, engagement, service excellence, leadership resilience, social impact, transformation, and change.

This provides them with the inspiration, knowledge and resourcefulness to devise their own solutions to core organisational and personal leadership challenges – a radically different model for learning and a tangible return on investment.

We are a for-profit, but not profit maximization, organisation and we enable social entrepreneurs, charities, public sector leaders and change agents to participate in our programmes at greatly subsidised rates.

We like to think of ourselves as a grown up, no nonsense, transparent business creating and curating transformative experiences for leaders. We help deliver change.