



Connect 2021

# The Future of Business

**INSPIRATION | CONNECTION | APPLICATION**

# Welcome to Wavelength Connect

## The Future of Business

---

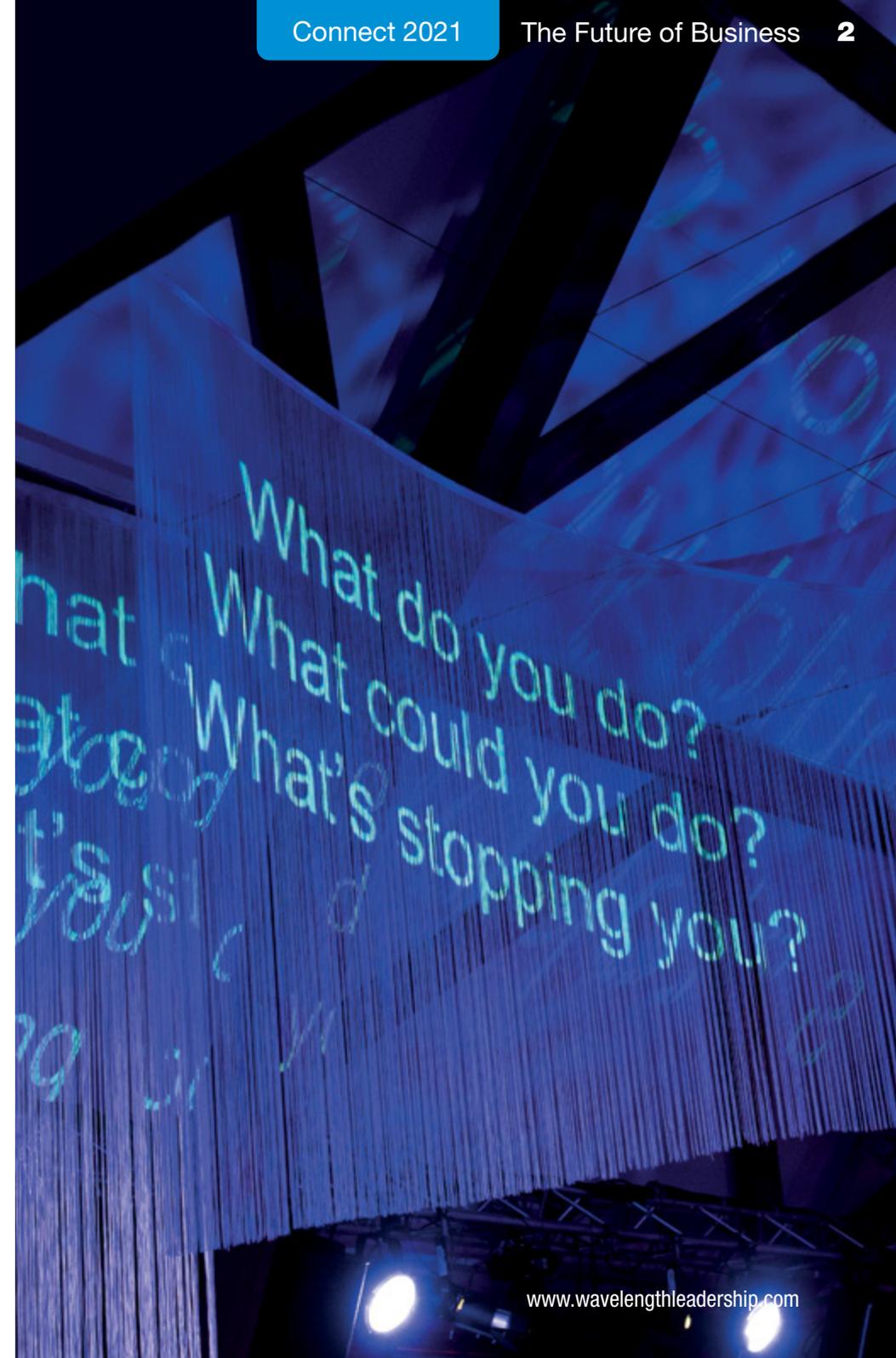
### **The world of business has changed irrevocably.**

The pandemic has accelerated change. Year-long strategies have been replaced with frequent agile plans. We are now a digitally native world, connected virtually, but increasingly disconnected on many other levels.

The purpose of the office has changed, the environmental crisis is challenging businesses to rethink their contribution to society. Many businesses have struggled with the scale and speed of the disruption whilst others have adapted and innovated in ways never thought possible before.

Never has it been tougher to be a leader and the need for a new type of leadership has never been more clear. Nor has the need for a different kind of leadership programme.

Wavelength Connect is that programme.



# What is **Wavelength Connect** – The Future of Business?

Based on our core belief that leaders learn best from leaders, over 12-months Wavelength Connect will equip your leaders with the insights, connections, and energy to tackle the unprecedented challenges and opportunities facing the world.

Unparalleled **Inspiration** will be provided by a global ecosystem of some of the world's most iconic, progressive organisations and highly accomplished leaders.

**Connection** is hardwired throughout and the programme will enable 50 top change makers from diverse sectors and organisations to learn together and from each other.

And when ROI has never been more important, structures for applied learning will shorten the timeline from inspiration to **Application**.

Moreover, when energy in leaders is at an all-time low, Connect will inspire and re-energise participants enabling them to find solutions to the unique problems we face.

The result is a leading edge programme focused on **the Future of Business** delivered using a combination of high-touch, high-tech platforms and unique venues that will ensure your leaders and your business thrive in the future.

“A chance to learn from the best. A grown up programme for grown up people. I recommend it highly”

**MICHAEL ANDREWS, DIRECTOR, AMBIENT BUYING, WAITROSE**

## WAVELENGTH CONNECT KEY BUSINESS THEMES:

Innovation  
& Agility

Personal  
Leadership

Culture, Future  
Workforce

The Responsible  
Organisation

# Wavelength's eco-system

of world-class hosts and contributors includes:



“ The ability to hear world-class leaders share their honest and insightful stories at Wavelength’s virtual events is a unique and powerful way to equip yourself with the knowledge to lead effectively through challenging times.”

**PAUL BUFTON, VICE-PRESIDENT, EMEA,  
NBCUNIVERSAL BRAND DEVELOPMENT**



**Jude Kelly CBE**

Founder, Women of the World Festival &  
former Artistic Director, Southbank Centre on  
creating a truly diverse and inclusive culture

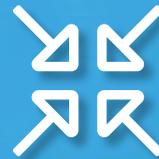
# The Pillars of Wavelength Connect

# CONNECT



## INSPIRATION

Unparalleled, unique, global access to the world's most progressive organisations, hidden gems, and most accomplished leaders.



## CONNECTION

Dedicated connection cafés, small, diverse cohorts of peers from different industries and sectors, and strategic use of the 'personal boardroom' planning tool will ensure participants forge powerful new connections.



## APPLICATION

Small group discussions, extensive debriefs and downloads, and dedicated coaching resources will ensure that the timeframe between inspiration and application is as short as possible.

# Wavelength Connect – Nine Key Benefits

## COMPELLING RELEVANT PROPOSITION

12-months of inspiration, connection, and application focused on The Future of Business.

## BRING THE OUTSIDE IN

From Apple to Alibaba – unparalleled global access to some of the world's most progressive organisations and accomplished leaders.

## RICH, DIVERSE COHORT

50 participants from diverse sectors and organisations learning together and from each other.

## INVALUABLE CONNECTIVITY

Enable your leaders to develop powerful external 'personal boardrooms'.

## RE-ENERGISE YOUR LEADERS

An invaluable opportunity for leaders to 'press the pause button', gain fresh inspiration and insights, and to re-energise.

## BREAK DOWN SILOS

Embrace the opportunity for your leaders to come together to learn and drive change.

## HIGH-TOUCH & HIGH-TECH EXECUTION

Face-to-face events, immersive visits, and Up Close & Virtual content delivered via state-of-the-art venues and technologies.

## TANGIBLE BUSINESS BENEFITS

Extensive focus on action and applied learning.

## POWERFUL NEW STORIES

New stories and insights enabling your leaders to inspire and engage others.



Christina Boutrup, leading China analyst and correspondent, shares insights into the global expansion of Chinese companies

## Who's it for?

**Wavelength Connect is designed for your best – your change agents, chief enthusiasts, connectors, and doers.**

These individuals may be on your existing Exco or amongst your top talent pool. We are inviting organisations to send a small and carefully selected cohort of up to five leaders of this profile on Wavelength Connect.

Participants will be asked to provide a concise, compelling profile of themselves to help facilitate connectivity across the group and an understanding of their personal ambitions and desired outcomes for the programme.



“Tangible structures and a robust pedagogy combine to ensure the maximum ROI. We don't do pointless inspiration”

Jessica Stack, Connect Director

# Who's done it before?

Over the last decade, more than 900 leaders from 110 leading FTSE 100 companies, Mutual, social enterprises, charities and public-sector agencies have taken part.

**Steve Hughes**  
CEO



**Gary Keogh**  
Marketing Director, EMEA



**Jill Brady**  
Executive Vice President  
Customer



**Andrea Wareham**  
People Director



**Jo Hutchinson**  
Director of Design and Digital



**Kelly Simmons**  
Women's Professional Game  
Director



**Angelo Proni**  
Head of New & Domestic  
Markets at EuroMTS



**Meghavaty Garibaldi**  
Director, Consumer Strategy



**Murray Bishop**  
Innovation Director



**Nick Stace**  
Group Chief Strategy Officer



**Karen Ellis**  
Director of Sustainable Economy



**Julie Quirke**  
Commercial Director



**Kevin Heath**  
Category Trading Director  
Vice President



**Stephen Gallagher**  
Scottish Government  
Director





## WAVELENGTH CONNECT IN DETAIL



# What's the **Focus?**

---

The principal theme of Connect is **The Future of Business.**

We will explore this topic in depth from four core angles:



Dr Wanli Min, world-leading expert on the power of big data, machine learning and AI

# What's the **Focus?**

## Innovation & Agility

The pandemic has reinforced the need for every business to be more agile, innovative, and externally aware. Participants will be provided with access to the world's most innovative companies from Silicon Valley, China, Europe, and beyond to gain invaluable insights on innovation.

- **What are the new business models, technologies and consumer trends that every executive should be aware of?**
- **How do you create and sustain an agile organisation?**
- **What does it take to reinvent and reimagine incumbent businesses at speed?**
- **What models of innovation are going to be needed to stay ahead?**



David Gram, former Head of  
Venturing Europe, LEGO Ventures &  
Co-founder of Diplomatic Rebels

# What's the **Focus?**

## Culture and Future Workforce

The way we work has changed irrevocably. Running a business in a virtual or hybrid world poses many questions.

- **How do you build a strong, diverse, and inclusive organisational culture?**
- **How do you lead?**
- **What is the purpose of the office now?**
- **What is the shift needed now to recruit and retain the best talent?**

We will hear from organisations at the forefront of new ways of working including: an organisation with 1.5k people in 55 countries that has no offices; and another with 15k front-line staff operating in self-managed teams supported by a back-office team of just 50.



**Dr Myriam Sidibe, Founder,  
Brands on a Mission &  
former Exec at Unilever**

# What's the Focus?

## Personal Leadership

We believe transformation starts with the individual so at the heart of and running throughout the programme we will hear personal leadership stories from some of the world's most accomplished and inspirational leaders. We will explore:

- **How do you remain resilient and resourceful during times of unprecedented change?**
- **How do you lead a virtual or hybrid organisation?**
- **How do you develop a powerful, relevant personal boardroom network of mentors, provocateurs, and allies?**
- **What does it take to lead with and for purpose?**



Dr Aravind Srinivasan,  
Director of Projects,  
Aravind Eye Care System

DR. ARAVIND  
SRINIVASAN

# What's the **Focus?**

## The Responsible Organisation

The future organisation needs to align profit with social purpose more than ever. In order to do so businesses will need to address key issues – getting it wrong can have disastrous and rapid consequences for brands.

- **What is the role of business in tackling climate change and rising inequality?**
- **What does the advent of consumer activism mean?**
- **What other societal challenges should business leaders consider?**

We will hear from leaders and organisations about what it takes to put social and environmental responsibility at the heart of your business and transform to make net-positive contributions to the environment and society as a whole.



Sue Garrard, former EVP Sustainable Business & Communications, Unilever

“ I have done the MBA, I have done the business school courses but Connect is in a league of it's own. A truly powerful programme which has made me think differently about my leadership and my business.”

**FREDERICO SANTOS, CUSTOMER DIRECTOR, CARGLASS PORTUGAL**

Inside Liverpool Football Club,  
hosted by CEO Peter Moore

# What's the Curriculum?

Over a 12-month period participants will engage with a **rich, diverse curriculum**.

## Experiential events

Two residential events (in April and Sept) for the whole cohort featuring inspiring speakers and organisations designed to challenge and provoke thinking alongside activities designed to drive connectivity.

## Behind the Brand Visits

Highly immersive, small group, one-day visits to the board rooms and shop floors of admired, successful organisations at the fore of innovation and agility, culture, service excellence, and sustainability.

## Up Close & Virtual

Global, facilitated, virtual immersions inside leading businesses in China, Silicon Valley, India and beyond delivered using state-of-the-art virtual technology.

## Who's In Your Personal Boardroom?

Strategic use of the Personal Boardroom tool enabling participants to switch from passive 'networking' to actively building powerful networks.

# What's the Curriculum? (Continued)

## Leadership Masterclasses

In-depth fireside chats with highly accomplished leaders sharing their hard-learned lessons in leadership alongside specific sessions focusing on key leadership tools such as the art of Storytelling.

## Peer Working Groups

Working in smaller groups of ten, facilitated virtual sessions to draw out key insights, diversity of perspectives, and learnings to apply back into participants organisations. This is at the heart of the experiential applied learning model.

## Connection Café

Structured virtual and face-to-face sessions to connect across the cohort, and create invaluable external networks.

## Coaching to Action

Individual coaching sessions for each participant to help translate the insights and learnings into concrete actions back in their organisations.

# How will it work?

---

**Wavelength Connect 2021** will be delivered in both **high-touch**, and **high-tech** formats.

## 1 SMALL COHORTS

To facilitate deeper connections and actions participants will be split into small groups of ten. These working groups will comprise of participants from an array of different sectors and organisations.

## 2 IMMERSIVE VISITS

Structured, small group, highly experiential one day visits to the board rooms and shop floors of some of the UK's most progressive organisations.

“ They have an astonishing capacity to get access to extraordinary people”

**Rob Burnet, Chief Executive, Well Told Story**

## 3 UP CLOSE & VIRTUAL SESSIONS & CONNECTION CAFÉS

Will be delivered using a Silicon Valley-based virtual events platform which utilises social media elements specifically designed to enhance the connectivity for participants.

## 4 EXPERIENTIAL EVENTS

Will be held at a rural venue with extensive, spacious internal rooms and an outdoor amphitheatre, lakes, and hundreds of acres of land for walkie-talkies.

Additionally, the only hybrid virtual/physical venue in Europe will be used to deliver some events.

This unique venue enables speakers to present from a live stage and fully interact with a virtual audience who feel like they are in the room and can fully engage with the speakers and peers using an array of special features. Harvard use an in-house version to deliver its global programmes.

Wavelength Connect 2021 will be partly delivered using the only hybrid virtual/physical venue in Europe which enables speakers to present from a live stage and fully interact with a virtual audience



# What's the Time Commitment?

## Over the course of 12-months each individual participant will attend:

- 8 days of face-to-face events and immersive visits;
- 27 hours (approximately three days) of virtual events, coaching, working groups, and connectivity sessions. These will be delivered in bite sized 60-90 minute sessions across 12-months.

“ Connect helped me navigate a time of profound change – for my industry, my company and for myself. It could not have come at a better time, and proved to be a real anchor and inspiration in a time of immense uncertainty.”

**Suzy Hay, Director of Strategic partnerships,  
Guardian News and Media Group**



# The Costs

## Corporate rate

		Price PP	Discount
1 Participant	£20,000.00	£20,000.00	
2 Participants	£38,000.00	£19,000.00	5%
3 Participants	£55,500.00	£18,500.00	7.50%
4 Participants	£72,000.00	£18,000.00	10%
5 Participants*	£85,000.00	£17,000.00	15%

## Social Sector Rate

We have 10 places available for leaders from charities, social enterprises, and public sector bodies.

Public Sector Bodies      £10,000.00pp\*\*  
e.g: NHS Trusts, Housing Associations, centrally funded Government bodies

Charities/Social Enterprises      £4,750.00pp\*\*

### \*Extra Sponsor's Place

If five places are purchased, Wavelength will provide one additional place at no extra cost to be utilised by a key 'Sponsor' within the business. The Sponsor's role is to support their participants in landing and sharing the learnings within the wider organisation. They will access all the virtual content, be provided with dedicated support from the Wavelength team, and connect with peers playing same role in different participant organisations.



\*\*Discounts are available for purchases of more than one place on the programme.

*NB: All membership fees quoted do not include: VAT, travel to and from activities, and overnight accommodation if required.*

# Safe Guarding for COVID-19

We have designed Wavelength Connect 2021 to minimise the impact of COVID-19 on delivery and learning outcomes and so the programme will be delivered through a combination of high-touch and high-tech sessions.

We will use a rural venue for the residential events and immersive visits will take place in small cohorts and only after extensive dialogue with host organisations to ensure safe guarding.

A state-of-the-art virtual events platform and Europe's only virtual/hybrid venue ensures that the virtual events are delivered to the highest quality.



Wavelength will ensure that we can adhere to the Government's most up to date guidelines and adopt social distancing procedures into all face-to-face activities that form part of Wavelength Connect 2021.

Wavelength will complete an additional COVID-19 Risk Assessment and have a COVID-19 Disaster Recovery plan in place for each activity.

All Wavelength team members, on site event suppliers, speakers, and Wavelength Connect participants will be required to complete a COVID-19 self-declaration form before arrival on site.

Wavelength will ensure that the venue for each activity has a deep-clean prior to hosting Wavelength Connect 2021 participants.

At all venues, there will be a good supply of the following provided by Wavelength: ■ Hand gel sanitizer ■ Antibacterial wipes ■ Tissues ■ Spare face masks

# 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 don't do purposeless inspiration. We help deliver change.

“ Connect is a Gatling gun of inspiration!  
The best leadership programme I’ve  
been on. It had a real impact on the way I lead  
and I still use the stories and insights”

**Tom Lane, Chief Operating Officer, RBS Business Banking**

---



**Adrian Simpson**

e: [adrian@wavelengthleadership.com](mailto:adrian@wavelengthleadership.com)

t: +44 (0) 7966 193 343

**Jessica Stack**

e: [jessica@wavelengthleadership.com](mailto:jessica@wavelengthleadership.com)

t: +44 (0) 7966 501 886

**[www.wavelengthleadership.com](http://www.wavelengthleadership.com)**