

Executive **Thought Leadership** Forum



The **Executive Thought Leadership Forum** has been in our sights for some time, businesses, particularly in leadership need to navigate a different course and see the global economy through a different lens, change is speeding up, change is not a phase, change is constant.

This event launches a new book by **Geoff Hudson-Searle** and **Mark Herbert: The Trust Paradigm**

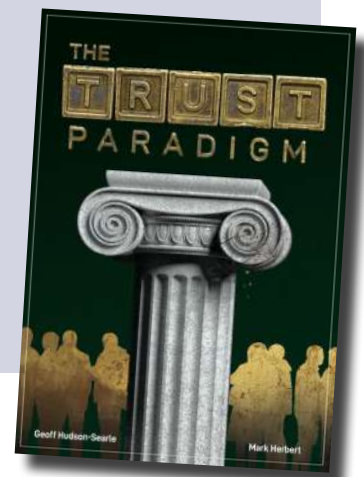
Where: Freeths LLP, 1 Vine Street, London W1J 0AH

When: Thursday 3rd November 2022, 2.00pm-6pm

Action: Please RSVP and confirm your availability to attend

The Trust Paradigm draws on the hard-won truths of two authors, Geoff Hudson-Searle and Mark Herbert, and draws on their deep personal lessons from life and business practice, and their efforts to distil those lessons into principles that lead towards a more purposeful life. The book is intended to be both a holistic overview of what generates and builds trust, and a hands-on guide to how that can be done. A wide range of tips, models and techniques that will help to build strong and effective trust solutions in today's business world are combined with a range of insights into the topical subjects of the day. The term 'trust' has been overused forever and, during the last decade, considerably devalued. In this book, the authors aim to take the concept back to its essentials and to re-evaluate how real, meaningful trust can be incorporated into management and leadership.

<https://thetrustparadigmbook.com/>



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This event will take trust across thought leadership in everything we do. Covering: **Business Design Thinking Innovation, Trust and the Importance of Culture**, we all need to arm ourselves with over the next 10 years to survive, to co-create a more sustainable future.

Itinerary

2.00pm:	Arrive
2.00-2.30pm:	Welcome, coffee/tea
2.30-3.30pm:	Thought leadership
3.30-4.00pm:	Fireside chat with the speakers
4.00-4.30pm:	Freeths LLP discusses increased scrutiny over business risk
4.30-5.30pm:	Drinks, canapes and networking

Event Host



Geoff Hudson Searle is a serial business advisor, CSuite Executive and Digital Non-Executive Director to growth-phase tech companies. Rated by Agilience as a Top 250 Harvard Business School authority covering; 'Strategic Management' and 'Management Consulting' with a passion for sustainable cities, communities to optimize both people and operations without gender or equality biases.

Geoff has over 30 years of experience in the business and management arena with full understanding of operational management, risk management, corporate governance, compliance and internal audit, which has included; strategic management as integrative, together with value creation for all stakeholder groups— financiers, employees, customers, suppliers, and communities—and not just one particular stakeholder. Complex stakeholder interests and management in many large complex projects, especially where transformation and change across a multitude of stakeholders where diverse backgrounds and different nationalities were engaged. A combination of strategy and tools with management such as stakeholder maps, stakeholder influence matrices were use with effect.

Geoff is an author of 5 books. He lectures at business forums, conferences and universities and has been the focus of TEDx and RT Europe's business documentary across various thought leadership topics and his authorisms. A member and fellow of the Institute of Directors, associate of The Business Institute of Management, a cofounder and board member of the Neustar International Security Council (NISC) and a distinguished member of the Advisory Council for The Global Cyber Academy.

He holds a Master's degree in Business Administration. Having worked for corporate companies Citibank N.A, MICE Group Plc, Enigma Design, MMT Inc, Kaspersky Laboratory, Bartercard Plc, and RG Group around the world, Geoff has vast international experience working with SME and multinational international clients. International clients with which Geoff has worked include the British Government, HP, Compaq, BT, Powergen, Intel, ARM, Wartsila Group, Atari, Barclays Bank, Societe Generale, Western Union, Chase and Volvo. Geoff has worked in a broad range of industries including software, technology and banking which has given him a range of different experiences and perspectives of what can work, the importance of good people, process and how these can be applied and amplified to deliver results in different scenarios and paradigms.

Event Moderator



Dan Ilett has created brands, propositions and growth strategies for global Fortune and FTSE companies, such as IBM, Google, Microsoft, Cognizant, Cisco and Fiserv.

He is Founding Partner of Tollejo, a global consultancy based in London that advises firms on top-line growth through brand design, proposition development and change. He is a Founding Partner of 4 Oceans Ventures, an investment company, which invests in early-stage technology, telco and media companies.

Dan was a business journalist, writing for the Financial Times, the Economist Group and other publications on fintech, enterprise tech, cyber security and sustainability. He was a founding member of Coindesk.com (Bitcoin and Blockchain) and launched the award-winning sustainability blog Greenbang.com.

He has advised the UK Government and was a commercial director at Virgin Money and Thomas Cook, responsible for banking and insurance propositions.

Dan likes fly fishing, cricket, mountain biking, golf, hiking and lunch.

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Thought Leadership Speakers



Mark F. Herbert has over 30 years of combined corporate management and consulting experience in industries ranging from high technology and financial services to healthcare and ecotourism. His most recent corporate role was as Executive Director of Alvord-Taylor Inc. Mark is a Strategic Partner of IBEM and Principal for New Paradigms LLC a management consultancy specializing in helping organizations effectively and successfully embrace change and engages their workforces. He possesses a BS in Management from Arizona State University, attended graduate school at the University of Oregon's Institute for Industrial Relations, and has received specialized training certifications in programs regarding facilitating change, sales and service management, employee communications, and human resources management.

Using a model based on an integrated, systemic approach that includes strategies to address five key elements: respect, responsibility, information rewards, and loyalty; Mark facilitated and led teams and initiatives resulting in increased market share, improved profitability, and received national recognition for programs in education and healthcare management while officer at a large credit union. He has been a speaker and presenter at conferences on a local, regional, and national basis on leadership, change management, and human resources related topics.



Douglas Lines is a senior business leader, executive committee member with substantial global commercial experience, operating principally in financial services. Douglas has over 25 years' experience in business and leadership offering international exposure in USA, UK, and South Africa, having successfully grown and led significant businesses while launching innovative new products and client services complimented by having completed major M&A transactions. A Chartered Accountant and member of the Institute of Chartered Accountants of England and Wales (ICAEW) and the South African Institute of Chartered Accountants (SAICA) having completed his Executive Development Programme at the Fuqua School of Business at Duke University (USA).

Having worked for corporate companies Deloitte, PWC and Nedbank Limited. International clients with which Douglas has led and executed successful transactions include Shell, Total, Anglo American, Anglo Platinum and Coronation Asset Managers. Douglas has exposure across a broad range of industries including agriculture, retail, construction, mining, manufacturing, oil and gas, public sector, toll road infrastructure, financial services, diamond financing, Fintech, education and bancassurance spanning the full segmentation from SME to multinationals. Douglas is a game-changing growth catalyst and architect able to unleash exceptional growth through value innovation and transformational leadership. A driving and unifying force for orchestrating winning performance across silos, people, industries and geographies against all odds culminating in an internationally published business case spanning 22,000 employees and 6 million customers. A future shaper, leading disruptive business model and ecosystem platform initiatives in an environment of trust and integrity that yields peak value for all stakeholders. A co-author of a recently launched book "How To Create Innovation" www.digitalleadership.com/createinnovation/ complimented by the largest database of futuristic innovation and transformation models on the internet.



Karen Jones, Managing Director UK, Ireland and Nordics at Denison Consulting Over the course of her career, Karen has held roles in leadership development and organizational health in the public sector including the NHS as well as the private sector. Karen now works in the board room and the shop floor to align corporate culture and leadership climate. She helps her clients to turn what is often ambiguous and intangible, into something energising and productive. "Culture is a business issue," Karen explains, "so we work with clients to explore their organisational culture, define its current state and prioritise action to drive business performance." Using data that indicates where to focus attention, Karen specialises in high-impact development programmes for teams and one-to-one coaching that operate at the deep level of attitudes and habits. This work leads to effective management and leadership styles that drive compassionate accountability and progress. "My goal," says Karen, "is to transform the ambiguous and unmanageable within organisations into something energising and productive. As we help align corporate culture and staff behaviours with organisational priorities and personal goals, organizations see significant growth. I am at my best working with teams to create a unique 'space' where they can explore personal defenses and choices that often maintain division and inefficient decision making." According to her clients, Karen "gets to the nub of a situation quickly and asks insightful and thought-provoking questions to help bring clarity and understanding," and she "provides frameworks to aid resolution of often complex issues." "Karen has been provocative and challenging where needed," said one client, "but ultimately hugely supportive." Karen earned her master's in Health Science (Research Methods) from the University of Newcastle, and a Postgraduate Certificate in Business Coaching from Newcastle Business School.

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The Sponsors

International Business and Executive Management Limited (IBEM)

IBEM was founded in London with the aim of providing international business and executive management support to companies operating in industry. We believe our expertise enables clients to become leaders in their markets through innovative, lasting, and sustainable improvements both in their company's performance and profitability thereby enhancing shareholder value. We know the contribution of our people drives the excellence of IBEM and ultimately the success of our clients across, business strategy, strategic partnerships, executive board room support, and management support. Many aspiring SMEs, growing mid-sized organisations and divisions of corporates do not have access to dedicated in-house executive support, nor do they typically benefit from the services of the 'Big 4' or large London strategy firms, but they do periodically require support with strategic start-up and scale-up growth-related issues. This is where IBEM has focused its attention since its formation, bringing together skilled teams to support clients' aims across a range of sectors in an affordable, accessible, and practical way. We believe in the power of leadership to make things happen.

That power should be in the hands of everyone, not the few. Leadership is a competency and a skill set rather than an inherited set of traits. Organisations that have high levels of employee engagement enjoy high performance on every key performance indicator from employee turnover to return on investment and shareholder return. At IBEM we offer a range of business growth services that focus on developing your business and improving your organisation's performance.

These include:

- Evaluating a company's critical business growth factors
- Adding value across the company's business strategy
- Improving your financial health
- Refocussing your marketing plans
- Increasing the effectiveness of your sales process
- Improving your operational efficiency

https://www.youtube.com/watch?v=K_jx_-E7ySU&t=1s

London Business Academy (LBA)

LBA was launched in 2015 and initially aimed at supporting international executives operating in the UK under the premise that businesses are more effective when their leaders can communicate across cultures, collaborate, and develop, focused on their long-term goals. In the subsequent years, LBA has partnered with NatWest to offer seminars, talks, and consulting services to more than 100 London-based SMEs, and short programmes for overseas C-level delegates visiting the UK. At LBA, we have always believed that by empowering and enabling executives, we contribute to their organisations and, thereby,

benefit society. As we relaunch the Academy, our vision is to provide Chief Executives and boards with a platform to contribute ideas and collaborate, to grow and develop world-class, forward-looking global organisations, as well as to advance thought leadership in areas such as ethics, market integrity, sustainability, and leadership excellence. Innovative ideas, a fresh perspective, experience-based solutions, specialised expertise, and the latest knowledge are the ingredients that propel the business forward.

Freeths LLP

Freeths is a top 50, £110m turnover, full service commercial law firm with 12 offices spread across the UK. Our growing firm has over 900 members of staff. The Legal 500 and Chambers legal guides consistently rank our lawyers in their top tiers. Clients include Aldi, Tarmac, Experian, Lloyds Bank, and many charities, universities and businesses. In a complex commercial world, we understand that you want practical solutions, which deliver real results. Freeths don't just provide legal advice. They proactively get to know your business as a whole. Its clients regard us as businesspeople primarily, rather than just lawyers. Working with us can add true value, whether you're a local SME or a global corporation, through cost effective advice tailored to

your business to help you to achieve your goals. With an expert for every area of commercial law, we can deliver a complete package of legal services. From our specialists in IT & Data, to our extensive Intellectual Property and Employment teams – Freeths offer answers, not options. We are renowned for both our technical excellence and common sense. Freeths offer a full spectrum of services, including specialist advice regarding Competition, Health & Safety and Reputation Management. As well as an extensive breadth of expertise, we offer in-depth knowledge. You can trust us to understand every aspect of your business, including areas you may not expect.



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The Venue



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