

# Unlocking **Executive Leadership** through the Trust Economy



Corporate leaders today are measured by a new yardstick. The supreme test of a CEO and board of directors is now the value they create not just for shareholders, but for all stakeholders.

**Our research shows that trust is the key to success.**

Yet growing distrust, cynicism and misinformation are eroding confidence in corporate impact and Environmental Social & Governance (ESG) claims.

**To prosper in the age of stakeholder capitalism, companies must actively cultivate the trust of employees, investors, customers, regulators and corporate partners:**

developing strategies to understand these stakeholders more intimately, implementing deliberate trust-building actions, tracking their efforts over time, and communicating openly and effectively with key stakeholder groups.

Companies that acknowledge and act on the need to earn trust with their stakeholders will position themselves to lead; those that don't put themselves at risk.

The shift to stakeholder capitalism creates pressure for corporate leaders to try to satisfy a wide range of constituencies with different, sometimes conflicting interests and perspectives. Earning their trust is key to navigating this tricky terrain.

Given the urgency of building trust and the headwinds to it, leaders need to make trust around corporate ESG, sustainability and impact performance a top priority.

## Event Information

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

**When:** Thursday 12th October 2023, 2pm-6pm

**Action:** Please RSVP to confirm your attendance



Please RSVP to secure your place: [geoffhs@ib-em.com](mailto:geoffhs@ib-em.com)

IBEM, 40 Gracechurch Street, London EC3V 0BT, United Kingdom <https://ib-em.com/>

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This event will take trust across executive 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

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

## 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, he is author of 6 books 'Freedom after the Sharks', 'Meaningful Conversations', 'Journeys to Success Volume 9', 'GOD in Business', 'Purposeful Discussions' and his latest book The Trust Paradigm. He lectures at business forums, conferences and universities and has been the focus of London Live TV, Talk TV, TEDx and RT Europe's business documentary across various thought leadership topics and his authorisms and has been a regular lead judge at the UK's business premier awards event, The Lloyds Bank British Business Excellence Awards which is the UK's most prestigious awards programme celebrating the innovation, success, and resilience of British business.

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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## Executive Leadership Speakers



**Sally Duckworth** has worked in the financial services sector since 1990 and in the private equity industry since 2000. She has extensive C-suite, chairperson and VC experience in investing in, growing restructuring and exiting early and development stage technology companies.

After qualifying as an associate chartered accountant with Price Waterhouse she moved to J.P. Morgan as an investment banker and then became an early-stage technology investor at Quester Capital Management, as part of their VCT investment team. After leaving Quester Capital Management, she was a founder of an angel network, Endeavour Ventures Limited before becoming chief operating and financial officer for Redkite Financial Service Services; a business they exited to NASDAQ-listed NICE Actimize. She then spent three years as chief executive officer of You at Work Limited, a full-service employee benefits provider, helping to restructure the business and subsequently helped to restructure what is now Eta Green Power Limited.

Sally has sat on a large number of boards and currently chairs StorMagic Limited, which was a gold winner in two different categories of the 2021 Cybersecurity Excellence Awards and is a Non-Executive Director on the board of JP Morgan's Japanese Investment Trust. She is an Ambassador for Women on Boards, was shortlisted as one of the top 5 Non-Executive Directors in Private Equity in the 2021 Non-Executive Director Awards and was a Judge for the Lloyds sponsored British Business Excellence Awards in 2021 for the SMB category.

Her particular areas of focus include the strategic challenges of bringing new business models and technologies to market; how best to manage the energetic dynamics within the leadership and around the board table to drive for success; and making sure that your financial planning and reporting is not just compliant but also manages risk and positions your business for success.



**Lieutenant Colonel Oakland McCulloch**, U.S. Army (Retired) in his 23 year career in the Army Oak McCulloch held numerous leadership positions in the Infantry and Armor branches. He assisted in disaster relief operations for Hurricane HUGO in Charleston, South Carolina and Hurricane ANDREW in south Florida.

His operational deployments include Operation Desert Shield/Desert Storm in Saudi Arabia and Iraq as a Generals Aide-de-Camp, the Congressional Liaison Officer in support of operations in Bosnia and the Operations Officer during a Peace Keeping deployment to Kosovo. He held instructor positions at the US Army Ordnance School, the US Army Command and General Staff College, the Australian Command and Staff College, University of South Alabama and Stetson University. His last position in the Army was a three-year tour as the Professor of Military Science at the University of South Alabama where he led the training and commissioning of Lieutenants and tripled the size of the program in his three-year tour.

LTC McCulloch retired from the Army in September 2009 with over 23 years of active service and joined the staff at the Bay Area Food Bank as the Associate Director. He was also the Vice Chair for Military Affairs on the Mobile Area Chamber of Commerce and a member of the Mobile Rotary International Club. LTC McCulloch left the food bank in December 2010 to become the Senior Military Science Instructor and recruiter for the Army ROTC program at Stetson University in DeLand, Florida. In his 9 years at Stetson, the program grew from 15 Cadets to over 100 Cadets.

In October 2013, he became the Recruiting Operations Officer for the Eagle Battalion Army ROTC program at Embry-Riddle Aeronautical University where he has more than doubled the size of the program in 6 years. Cadet Command selected LTC McCulloch as the top recruiting officer, out of 274 recruiters, for 2019.

LTC Oak McCulloch published his first book in February 2021 – **“Your Leadership Legacy: Becoming the Leader You Were Meant to Be”**. LTC McCulloch earned a Bachelor of Science degree in History from Northern Illinois University in 1987 and a Master of Military Arts and Science in History from the United States Army Command and General Staff College in 2002. He received thirty-one military service awards including the Bronze Star, eight Meritorious Service Medals and the Humanitarian Service Medal.

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**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/](http://www.digitalleadership.com/createinnovation/) complimented by the largest database of futuristic innovation and transformation models on the internet.

## 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.

### 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

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

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



## Address

Freeths LLP  
1 Vine Street  
London  
W1J 0AH

## Closest Tube Stations:

Piccadilly Circus  
Green Park



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