

# INSPIRING LEADERS EVERY DAY OF THE YEAR





**Dear Colleague,**

In a business environment defined by rapid disruption and unprecedented transformation, the organizations that continue to **invest in executive leadership development** are the ones that have an edge in today's market.

For more than 35 years, WOBI has been the trusted partner to senior leaders around the world and our flagship World Business Forum has become the **most influential annual leadership gathering in the United States**, recognized by **Forbes as one of the Top 5 Leadership Summits globally to attend**.

We also know that leaders need more than inspiration **once a year**.

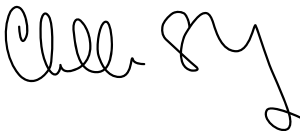
That is why registration for the **2026 World Business Forum** also includes an **enhanced year-round Membership experience**, designed to extend the impact far beyond your two days in New York:

- **On-demand access to all World Business Forums worldwide**
- **300+ hours of premium digital content** from the world's foremost business and innovation leaders
- **Access to special in-person content sessions** curated exclusively for WOBI Members to learn and connect throughout the year

WOBI is not just an "event." It is a strategic partnership in your leadership development agenda.

We invite you to invest in the future of your organization with WOBI and the World Business Forum, providing your leaders with **continuous learning inspiration, and connection**.

Yours faithfully,

A handwritten signature in black ink, appearing to read "Chris Stanley". The signature is fluid and cursive, with a long, sweeping tail on the final letter.


Chris Stanley  
Managing Director – WOBI USA

# Register for the World Business Forum New York and Join WOBI


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In addition to enjoying two days at the **World Business Forum New York 2026**, your registration also includes year-round access to the world's best management content and to a global community of executives.

Your WOBI Membership also includes these **additional benefits**:



Access to World Business Forum New York



On-Demand Access to  
All World Business Forums



300+ Hours  
of the Best  
Management  
Content



Exclusive  
Networking  
Opportunities

# World Business Forum New York 2026

Over 20 years inspiring the global  
executive community!

**+96%**  
OF ATTENDEES  
RECOMMEND

**+25.000**  
COMPANIES  
WORLDWIDE


**+160.000**  
ATTENDEES AROUND  
THE WORLD



## LEARNING

Learn from  
renowned leaders  
and experts.

Tackle today's most  
pressing leadership  
challenges.



## INSPIRATION

Empower your  
organization.

Gain innovative ideas  
and turn them into  
action.



## NETWORKING

Expand your  
professional  
network.

Connect with more  
than 1,200 leaders and  
decision-makers.

# LEADERSHIP

## Jim Collins

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One of the world's most respected voices on leadership and organizational excellence, Jim Collins is best known for the bestsellers *Good to Great* and *Built to Last*, management classics that have sold more than 10 million copies worldwide. His forthcoming 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



## BUSINESS TRANSFORMATION

### **Indra Nooyi**

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The former chairman and CEO of PepsiCo (2006-2018), Indra Nooyi is one of the most respected and transformative business leaders of her generation.

Recognized globally for redefining leadership around purpose and business, she guided PepsiCo through a period of bold reinvention, doubling revenues while championing sustainability and health.

### **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' 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

# LEADING CHANGE

## Malcolm Gladwell

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Malcolm Gladwell is a bestselling author whose work has transformed how we think about success, decision-making, and human behavior.

The author of hugely influential books including *The Tipping Point*, *Blink* and *Outliers* he is also the host and producer of the award-winning podcast *Revisionist History*.



### Engineering Environments for Positive Change

- Why we need to better understand the systems around us to affect 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

# STRATEGY

## Renée Mauborgne

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Renée Mauborgne is an INSEAD Distinguished Fellow and the co-author of the global bestseller *Blue Ocean Strategy*, which has sold over four million copies and is recognized as a cornerstone in strategic management. She is also a professor of strategy at INSEAD and co-director of the INSEAD Blue Ocean Strategy Institute.

### Leading Growth Beyond Competition: Strategies for Sustainable Innovation

- Discover how to create new, competition-free markets using the timeless Blue Ocean principles
- Unlock growth opportunities through nondisruptive creation while preserving industries, jobs, and communities - so business and society thrive together
- Apply adaptable strategies to navigate uncertainty and leverage disruption constructively
- Learn from a decade-long study across 30+ industries and global case studies to balance innovation, value creation, and sustainable impact

# EMOTIONAL INTELLIGENCE

## Daniel Goleman

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Daniel Goleman is a world-renowned psychologist and bestselling author who has revolutionized leadership thinking with the groundbreaking concept of emotional intelligence. Recognized as one of the world's most influential business thinkers, *Emotional Intelligence* has sold more than five million copies and continues to shape business and society at large.



### **Leading with Emotional Intelligence: Unlocking Human Potential**

- 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

# AI & INNOVATION - OPEN AI CASE

## Zack Kass

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Zack Kass has over a decade in AI leadership, most recently as Head of Go-To-Market at OpenAI where he spearheaded sales and partnerships, turning research into deployable business solutions. 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 unmeasured—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

# TALENT

## Liz Wiseman

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Liz Wiseman is a globally recognized leadership thinker, bestselling author, and executive advisor whose work equips leaders to amplify capability and performance at every level. An advisor to companies like Apple, Google, Nike, Disney and Meta she is the bestselling author of *Multipliers*, *The Multiplier Effect*, *Rookie Smarts* and *Impact Players*.



### **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

# BRAND STRATEGY

## Omar Johnson

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Omar Johnson is the former CMO of Beats by Dre and VP of Marketing at Apple, where he grew Beats from a \$20M startup to a \$2B global brand and led its \$3B acquisition by Apple. Having worked on breakthrough campaigns at Nike, Coca-Cola, and Kraft, he is now founder of ØPUS Intelligence, helping brands connect with culture through AI-powered marketing.

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

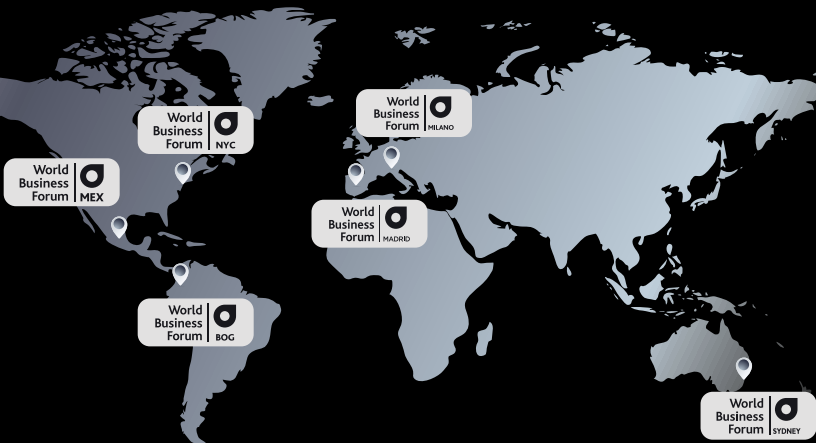
- Redefining marketing through a human-centric lens that connects people, products, and storytelling
- How to turn brands into movements by building authentic emotional connections and purpose-driven experiences
- Leveraging AI and technology to enhance creativity, personalization, and customer engagement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



# Access to All World Business Forums

In addition to your access to the **World Business Forum New York 2026**, enjoy 30 days of on-demand access to recordings from every World Business Forum around the world.

You'll also have year-round access to the most outstanding content from past editions.



Learn from some of the world's leading thinkers participating in World Business Forums worldwide:

Adam Grant



Brené Brown



Seth Godin



Simone Biles



James Clear



Peter Diamandis



Amal Clooney

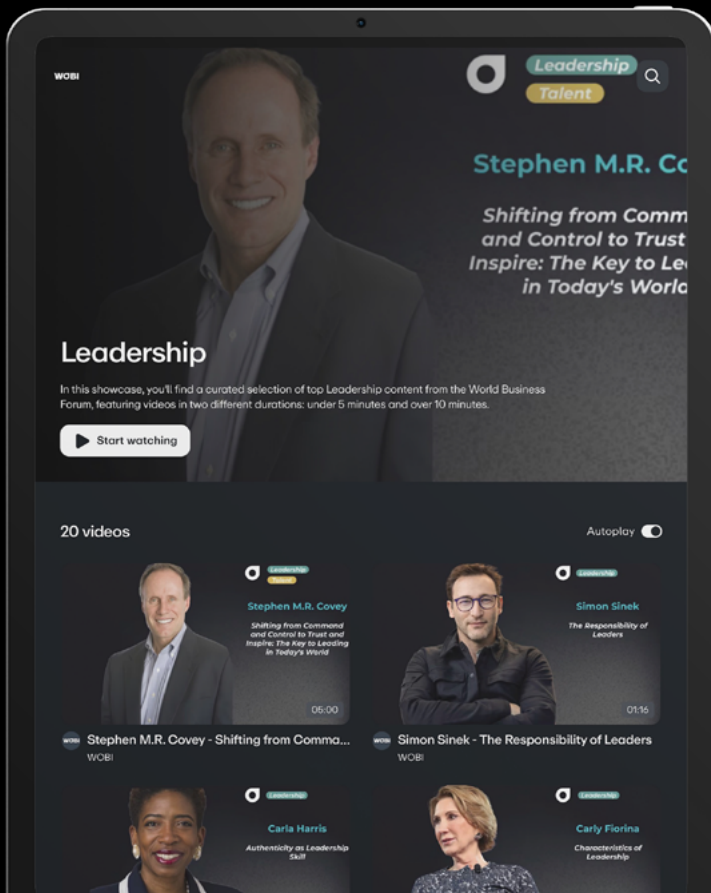


Gary Hamel



# 300+ Hours of the Best Management Content

Access all of WOBI's digital content through our app, where you can learn from and be inspired by some of the world's leading management experts.





# Exclusive Networking Opportunities

Join an exclusive community of leaders from more than 50 countries, where you and your team can exchange ideas, broaden your perspective, and amplify your global impact.



In addition, take part in content and networking events held nationwide to connect with other strategic leaders and share experiences on the major challenges of management and leadership.



# EXCLUSIVE PRICE!

Offer valid until December 19, 2025

**1**  
Access  
**\$ 3,990**

**5**  
Accesses  
**\$ 3,490**

**10**  
Accesses  
**\$ 3,090**

**25**  
Accesses  
**\$ 2,590**

**1**  
Access  
**\$ 2,790**

**5**  
Accesses  
**\$ 2,490**

**10**  
Accesses  
**\$ 2,190**

**25**  
Accesses  
**\$ 1,790**

	PLATINUM	GOLD
Access to World Business Forum NYC		
World Business Forums worldwide on demand		
300+ hours of digital content		
Constantly updated content and inspiration		
Exclusive networking opportunities during the year		
Form part of an exclusive global community of leaders		
Lunch with speaker during World Business Forum		
Preferential seating		
Dedicated registration		

Join WOBI directly on our website (<https://wbf.wobi.com/wbf/wbf-nyc/>) or contact us at [info.us@wobi.com](mailto:info.us@wobi.com) for more details.



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