



THE TOM OLIVER GROUP

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Leadership: Master the Strategies for Successful Visionary Corporate Leadership

“Tom presents the insights and tools to show you that nothing is impossible when it comes to realizing your own unique personal vision.”

- eBay’s 1st President Jeff Skoll

“Tom is one of the world’s best experts on leadership!”

- Wharton School of Business, USA

As a coach to many of the world’s top CEOs, Tom shares his insights on how to decode and model the mindset and the skills of the world’s most successful entrepreneurs and visionary leaders to turn any business - from startups to multinationals - into the global players of tomorrow. Today’s corporate world is radically changing to become more and more entrepreneurial. Entrepreneurship and visionary corporate leadership are no longer confined to the realm of startups and family-owned businesses.

The new global business leaders must be firmly grounded in a multitude of disciplines so they understand the interconnectedness that is pervading the corporate world today and the global community at large. Only with such an understanding will they be able to come out on top and place their products and services but more importantly place their brand in the top tier of the corporate giants of tomorrow. The world’s leading CEOs - from Steve Jobs to the Google founders to Richard Branson - who are both visionaries and game changers in their industries, show that true corporate leadership requires a deep understanding of the skills, qualities and mindsets of successful entrepreneurs.



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The Power of One Team: Unifying Leadership Teams Around One Vision

“Tom played an awesome role in making us One Team!”

- **Burak Başarrı, CEO Coca Cola CCI**

Can a band play out of sync and sound good? No, and Corporations are no different. As an expert in leadership, award winning musician and someone who has managed to inspire thousands around the globe to work constructively towards one goal, peace, Tom shares his unique approach to ensuring Corporations can stay in tune not only with markets and consumers, but also with themselves.

Rallying a company behind one Vision is one of the most important aspects of effective leadership, and it starts with your leadership teams. It's not just about having a great Vision: it's about ensuring it resonates with all in the company. From intern to CEO, from the US to China, Tom's secrets have been helping some of the largest global corporations optimise their interactions and truly become One Team.



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Innovation: Turn your business into a powerhouse of innovation and master the secrets behind creativity

“Tom illustrated to our worldwide audience of Managing Directors how global brand titans like Google and Apple apply Tom’s principles to become masters of creativity, innovation, and original thinking. Tom’s speech and live music presentation were very engaging, very insightful, very inspiring, and very beneficial for all of us. I learned a lot from it, and the team did as well.”

– Samir Ayoub, CEO, Mindshare Mena

“Tom’s ability to shift the way you think makes him an excellent source of inspiration to anyone seeking to stay one step ahead. He brings a completely different and holistic view.”

- Jez Frampton (Global Group CEO, Interbrand)

Creativity and innovation are the two biggest drivers for the long term success of any business, allowing it to seize opportunities in challenging and rapidly changing economic environments. Cutting costs out of the supply side no longer works. Businesses have to focus on the demand side, and here innovation is the biggest issue. Now more than ever, the ability of any business to produce innovation at the highest level will determine its long term success. Businesses think that the processes of creativity and innovation are linear, but they are not. Businesses can profit immensely from understanding the process of creativity and innovation and applying it to their organization.

Since the innovation process is not linear, businesses and big corporations can profit immensely from understanding the creative process better, and how it can be used to produce optimum results in innovation. Tom draws from his experience and shares an abundance of best practices, principles, mindsets and mental models that are key for businesses to come out on top and have been used by Fortune 500 companies globally to remain in the lead.



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HR & Millennials: Become a magnet for top talent below 30

"Tom is an expert on understanding the Millennial Generation"

– *Interbrand ("Best Global Brands" Bloomberg/ BusinessWeek)*

Today a large part of the workforce consists of Millennials and employees below 30. Now more than ever, the best amongst them are not attracted by the best pay alone: They want to work with the best corporate citizens. As such, there is an urgent need to create an ideal ecosystem for Millennials and Generation Y which allows for the best way to motivate and make them happy. Tom provides the roadmap to achieve exactly that.

Build a purpose-driven business: Factor in the expectations, mindsets, and traits of the Millennial generation to build a business that has a clear purpose and positioning that is aligned with the values of the Millennials.

Communicate your purpose: Define and communicate your purpose effectively and with passion, emotion and enthusiasm to capture the hearts and minds of the Millennials and turn them into loyal employees that consistently outperform themselves and the competition.



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Strategic HR: Attract the Best, Keep the best

"Tom provides the right inspiration, tools and instructions for how to attract and retain the best people to ensure the long term success of any business." - SAP

The future of any company lies in its ability to attract and keep the top people as employees. But now more than ever, the best people are not attracted by the best pay alone: They want to work with the best corporate citizens.

Tom shows how to create a corporate climate that attracts the top talent and the best people through good corporate citizenship: To be a good corporate citizen means to build a better company, ensuring its long term success. Failure to do so can cause your employees to rout you out, and ultimately your customers as well.



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Digital Transformation: The holistic experience your consumer expects

"Tom is fabulously placed to inspire those around him to learning whole new levels of solutions." - Google HQ, California

In their efforts to get more excitement for a brand and drive top line growth, businesses have to invest heavily in digital marketing to make the digital experience a central aspect of the consumer experience. A holistic, more connected and emotional experience has to be orchestrated across all touchpoints to respond to the demands imposed by the accelerating digital transformation and the new way in which businesses have to communicate with customers. Additionally, brands have to create an enhanced digital experience to encourage a two-way conversation with the consumer and use it as an opportunity to reignite identification with the brand. In this context, innovation will be the key element to drive the user experience.

In the next five to ten years, businesses can no longer be idle but have to constantly redefine the positioning of their brand, their enterprise and their ecosystem with the Millennials and consumers below 30. What we can learn from the practices of the best global brands, such as Apple, is that the brands come out on top that know how to craft a cohesive story around themes that consumers can identify with and that resonate with them enough to shape brand loyalty and consistently drive top line growth. These themes have to be unified and orchestrated across all touchpoints to create the kind of one-stop holistic lifestyle solution for the consumer.



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Maximize Employee Productivity: Achieve new heights of productivity by enabling higher levels of collaboration within your organization

“The tools will help to develop our ability to turn conflict into a positive and non-destructive force.”

– Jochen Zeitz, Former Chairman & CEO, PUMA

Once an organization minimizes internal friction, it is able to achieve collaboration and productivity at the highest level. By making sure everyone in your organization is in agreement, your organization can work better with itself than ever before.

Tom decodes the secrets behind internal collaboration and shows how the different parts of your business need to work together in harmony. To be a good corporate citizen means to be at peace with your world. This is based on the concept of inner and outer peace, which Tom pioneered as a global leader in the field of peace and through his collaboration with cutting edge businesses from Puma to Virgin and Google. Tom’s secrets can help companies find this inner peace, which permeates through all aspects of the business.

Breaking down silos in organizations and reducing internal friction and conflict enables higher degrees of collaboration among employees, achieving completely new heights of productivity.



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Digital Consumers: Win the hearts and minds of digital consumers

“Tom is a coach to many of the world’s most notable CEOs, philanthropists, and entertainers.”

– **Mcgraw Hill Professional**

“Tom was the first speaker in 10 years to successfully address our global audience of entrepreneurs, billionaires, politicians, CEOs, and heads of state.”

– **Bertelsmann**

To become and remain one of the best global brands you have to understand the hearts and the minds of your consumers. You have to understand people and their emotions. You have to thoroughly understand your customer base and how to connect with them. Only then you will be able to engage your consumers effectively.

Understanding your consumers is now more complex but also more relevant than ever before. The individual consumer has a bigger presence as the global competition intensifies and the digital world increases the speed of interaction between businesses and their customers.

Tom’s unique perspective provides invaluable insights in acquiring and retaining digital consumers.



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Cross-Cultural Management: Optimize Communication Among Teams

“Tom’s approach is outstanding. A very insightful, transparent and outstanding learning experience for myself and the whole team. Very compelling. You can feel that Tom lives the things he talks about. He is not conveying something he was told but something he has actually lived. Extremely powerful.”

– JOHNSON & JOHNSON Vice President Latin America Supply Chain, A. Rheinboldt

In working with Fortune 500 CEOs from around the world Tom has developed an intimate understanding for the subtle cultural differences that heavily influence corporate communication and corporate cultures globally, especially cross-cultural differences and management styles.

Tom unifies this understanding of how companies work with his own global experiences in business, philanthropy and music, giving Tom a unique vantage point to relate to these differences and convey them clearly to corporate audiences. Tom helps companies maximize their understanding and sensitivity for such cultural differences and radically improve their cross-cultural management.

By showing companies how to improve their communication between teams and different corporate cultures, Tom enables them to work in harmony and with less friction, improving collaboration amongst teams, and ultimately, their productivity. Because Tom lives what he preaches, he can convey theory and practice to Fortune 500 and corporate audiences around the world in an authentic, practical, and fundamentally engaging manner.



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In Pursuit of Excellence: NOTHING IS IMPOSSIBLE (Based on Tom Oliver's Recent Book)

"A brilliant demonstration that in the world of true entrepreneurship nothing is impossible. An extraordinary book by an extraordinary man."

- Ervin Laszlo; Founder/President The Club of Budapest

"Tom Oliver is a unique individual, with a fascinating life story. His dynamic, creative, and entrepreneurial approach to business and society has gone down well with our students at Manchester Business School."

- Professor Michael Luger; Dean, Manchester Business School

Tom Oliver has shared his extraordinary secrets with Bono, Richard Branson and the Dalai Lama. Now he shares them with you!

Are you ready to lose your self-doubt and use the tools you already have to turn your wildest dreams into tangible reality? Tom's book is about to put them all at your fingertips and this extraordinary new road map for success shows you how to dramatically alter your life path. Tom shares a proven 7-step, whole-brain plan anyone can use to improve their business, life, and career. You gain the tools and knowledge to redefine your problems and improve your performance by drawing on the best practices of leaders in business, the creative arts, and a wealth of other disciplines.