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SECURITY,  
MOBILITY  
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FOR SOME OF AUSTRALIA'S:

Top Banks

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Mining Industry

Federal & State Government Agencies

Leading Australian Universities

“THE FASTEST WAY TO  
GO BACKWARDS IS  
TO STAND STILL.”

– TARYN WILLIAMS, WINNER OF THE B&T 2017 WOMEN  
IN MEDIA 'TECH' CATEGORY, TALKS SOLVING PROBLEMS  
AND CHALLENGING THE STATUS QUO



As featured in  
*The CEO Magazine*  
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INSPIRE

## MAKING MONEY FROM CHANGE

Last year, Unilever had 1.8 million people apply to work at the company, most of them millennials. So, what is it about a business that makes products like antiperspirant – hardly on the hip list – so attractive to work for? According to Unilever CEO Paul Polman, the data reveals that around 60% say they are attracted by the company's Sustainable Living Plan. It's part of a broader trend we are seeing across business, where company owners are speaking out against pollution, climate change or disadvantage, and adapting practices that promote positive social responsibility. Think: Elon Musk *et al* disbanding Trump's advisory council after the President said the US was leaving the Paris Agreement. The younger generation is loving it, wanting work to be a place where they can have a better chance of making a positive impact on the world.

**IT'S ALSO PROFITABLE: UNILEVER'S EARNINGS PER SHARE WERE UP 24% LAST YEAR.**



## Business Bookcase

Billionaire Warren Buffett famously spends 80% of his day reading. Here's our pick of new releases to inspire your working life.

### UNCONQUERABLE: THE INVICTUS SPIRIT BORIS STARLING, HARPERCOLLINS

The stories surrounding the Invictus Games, created by Prince Harry for current and former servicemen and women who have been wounded, injured or sick, are a powerhouse of courage, determination and inspiration.

### FINDING MY VIRGINITY RICHARD BRANSON, PENGUIN

Much more than just a list of the enigmatic and irrepressible entrepreneur's achievements, although they're certainly there, this memoir also offers personal stories and an insight into the man behind the brand.

### THE FOUR SCOTT GALLOWAY, BANTAM PRESS

Subtitled *Or, How to Build a Trillion-Dollar Company*, the four eponymous businesses that Galloway refers to are Facebook, Google, Amazon and Apple. In this book, he looks behind the media hype at how these companies really work.

## 5 minutes with SASHA TITCHKOSKY



WE SIT DOWN WITH ENTREPRENEUR AND CO-FOUNDER OF ETHICAL DESIGN BUSINESS KOSKELA.

### Which personality traits have been the most beneficial in business?

My tenacity and determination. We started a design business that only manufactured locally at a time when all manufacturing was offshore, we created our 2,000m<sup>2</sup> Rosebery [Sydney, Australia] warehouse when everyone said offline retail was dying and we worked with remote Indigenous artists when everyone said it couldn't be done.

### What advice would you give someone with a great business idea?

Test it without betting your whole house if you can – but try it! Understand your own personal strengths and, in particular, weaknesses, and surround yourself with people who fill those gaps. Lastly, surround yourself with people going through the same journey, as it can be very lonely being an entrepreneur. One of the ways I've done this is by joining EO (Entrepreneurs Organization). I've found the peer support has been invaluable in good times and the tougher ones.

### When people talk of Koskela, what do you hope they say? What is your legacy?

I hope we are one day recognised globally for being a leading ethical design business and that this has given us the ability to help lift Indigenous artists out of a cycle of poverty and disadvantage. I'd love to see mainstream Australia value this incredible heritage and recognise it as being one of the country's most defining qualities. If we could play some small part in doing this, I'd be pretty happy.

## THRILLS AND SKILLS

If you find it impossible to switch off and relax on holiday, one of these exciting trips that combine learning a language and a new skill while ensconced in a gorgeous location is the perfect option. Because the quest for self-improvement is a journey that never ends.



## Tennis lessons

According to Korn Ferry Institute, while the recent US Open provided a chance to be entertained, it also offered CEOs a very important lesson. The top-ranked players have incredible staying power: Venus Williams, Roger Federer and Rafael Nadal have all been winning at the top level for well over a decade. Korn Ferry says that this isn't simply because of superior training or athleticism. It's because they each possess four key behaviours that leaders need to have: decisiveness, reliability, adaptability, and the power to inspire.



### GERMAN + SKIING, AUSTRIA

The resort of Kitzbühel in the Tyrolean Alps runs one-week intensive language courses that combine mornings in the classroom and afternoons on the slopes. [deutschinstitut.com](http://deutschinstitut.com)



### FRENCH + PAINTING, FRANCE

Spanning two weeks, this course combines language tuition with the opportunity to spend time working with oils at a nearby studio in Aix-en-Provence. [cesalanguages.com](http://cesalanguages.com)



### SPANISH + KITE SURFING, DOMINICAN REPUBLIC

The one-week course includes 20 group Spanish lessons, with tuition in kite surfing or scuba diving in the pristine waters off Sosúa and Cabarete. [caledoniaworldwide.com](http://caledoniaworldwide.com)

# World Business Forum | SYDNEY

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## 30 May 31 2018

The Star, Sydney

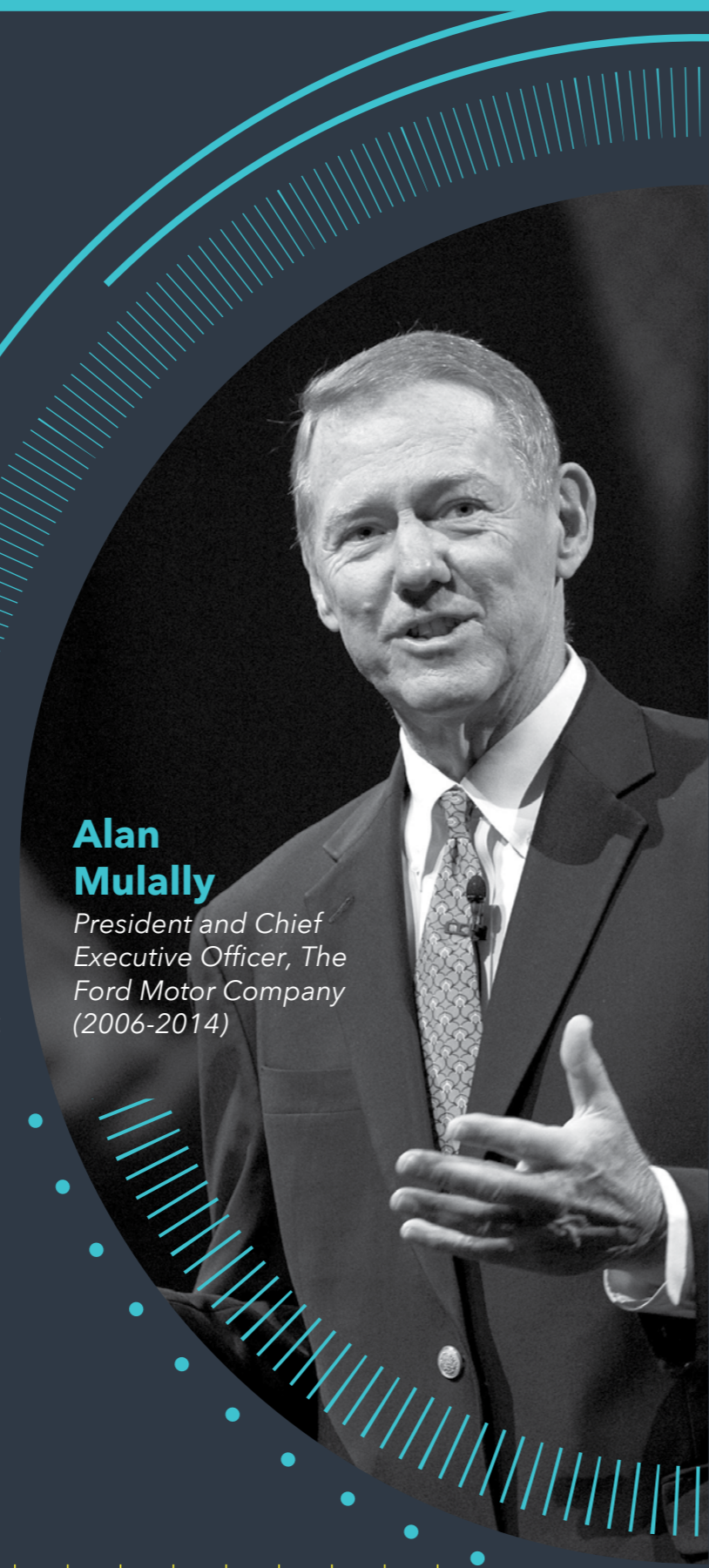
### human IFICATION

Business is about people.  
Now and always.

In a world of information overload, World Business Forum focuses on the issues most relevant for today's leaders and business people, stimulating new thinking and inspiring action. It also provides a unique networking environment to connect with like-minded professionals.

#### It's time to:

- Nurture talent
- Inspire creativity
- Release potential
- Build networks
- Listen to clients
- Humanise technology



### Alan Mulally

President and Chief Executive Officer, The Ford Motor Company (2006-2014)



**Alan Mulally**  
Former CEO of The Ford Motor Company (2006-2014)  
PEOPLE



**Sir Ken Robinson**  
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