

CSA SPEAKER BULLETIN

ISSUE 3 / JUNE 2014

Prof. Leszek Balcerowicz

**Milton Friedman Prize
Winner 2014**

Jamie Anderson

“Digital Gaga”



CSA
global speaker bureau

From the editor...



Exciting times are ahead of us!

First of all our congratulations to a very special individual, namely Professor Leszek Balcerowicz, who received the 2014 prestigious Milton Friedman Prize for Advancing Liberty on 21 May in New York!

In this month's Speaker Bulletin we take account of three major events, a changed Europe with a new leader, the 20th FIFA World Cup in Brazil and the Cannes Lions 2014 meeting of the world's most Creative in Cannes, France.

I like the quote Klaus Schweinsberg refers to, the quote once made by renowned historian Christian Meier about the era of Julius Caesar (see page 2) as it rings very true today: Europe, too, is facing powerful necessities and has un-dreamt of opportunities. The new president of the EU Commission, who is expected to be announced any day now, will determine which way Europe goes.

The 20th FIFA World Cup in Brazil this month

will create new Stars and catapult the world into a feeling of inspiration (see page 5). At almost the same time Cannes Lions 2014 gathers the most creative brains from across the world. 12,000 people from 94 countries will come together to experience inspiration at the highest level. Exciting times ahead of us! Whichever discipline you are looking at, politics, sports, creativity, they all have things in common: to make a difference you have to be a leader, a mover or shaker, and as Klaus Schweinsberg says it is only ambition, sincerity, agility and perseverance which get you there.

Enjoy this month's edition! ■

Dagmar O'Toole
dagmar@csaspeakers.com

Professor Leszek Balcerowicz Milton Friedman Prize Winner 2014

Professor Leszek Balcerowicz served as Deputy Prime Minister for Poland responsible for economic matters and Finance Minister in the first and second post-communist governments. With a vast knowledge in economics and other social sciences, he stood behind the changes which led to the historical transformation from command economy to the market and from dictatorship to democracy.

Professor Balcerowicz, leading economist, Former Deputy Prime Minister and Finance Minister of Poland, has received the **2014 Milton Friedman Prize for Advancing Liberty**, a biennial award presented by the Cato Institute to an individual for achievement in promoting freedom and individual liberty.

The Professor has been widely credited with the economic transformation of Poland. He liberalized the prices of most consumer goods and initiated sound fiscal and monetary measures designed to balance the budget and end hyperinflation.

"Leszek Balcerowicz's contributions to the advancement of liberty and free markets in Eastern Europe cannot be

overstated. Poland now serves as a model that other countries may follow in transitioning from socialism to a humane economy based on individual responsibility and the rule of law." (John A. Allison, President and CEO of the CATO Institute).

Established in 2002 and presented every two years, the Milton Friedman Prize for Advancing Liberty is the leading international award for significant contributions to advancing individual liberty. The prize was presented during a dinner at the Waldorf-Astoria Hotel in **New York on May 21, 2014.** ■



EUROPE'S POLITICAL TRANSCENDENCE

Kemal Dervis, former Minister of Economic Affairs of Turkey and former Administrator for the United Nations Development Program (UNDP), is Vice President of the Brookings Institution. He wrote the following article in May 2014.

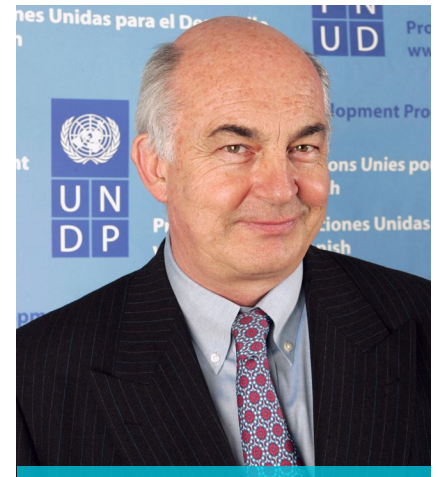
WASHINGTON, DC – This month, European citizens will head to the polls to select the 751 members of the European Parliament to represent 507 million people. The way the election campaign has unfolded marks a small but significant step in the emergence of the first transnational political space in European – indeed, world – history.

To be sure, the European Parliament elections have been bringing smaller shares of voters to the polls: 43% in 2009, compared to almost 60% in 1978-1994. Nonetheless, the participation rate over the last decade is comparable to average turnout in American congressional elections. Given the perceived remoteness of the European parliament and widespread frustration with

the European Union's bureaucracy, the level of participation and the movement toward transnational politics is remarkable.

The transnational nature of the election is stronger this time because the major pan-European political parties have, for the first time, nominated specific candidates for the presidency of the European Commission, and the candidates are campaigning, including in televised debates. The European Council, as mandated by the Lisbon Treaty, will have to take into account the election results in selecting the candidate to put forward for parliamentary endorsement. ■

Courtesy of [Project Syndicate](#)



Prof. Dr. Klaus Schweinsberg Europe After the Elections

Prof. Dr. Klaus Schweinsberg, Founder of the Center for Strategy and Higher Leadership, is an acknowledged expert on economy and strategic leadership and a high profile German media commentator. He is also a respected adviser to senior managers in leading corporations. His latest book *Anständig führen* (Leading decently) was published in April 2014.

The outcome of the European Parliament elections essentially sends two signals: First, the European nations are as different as ever. Second, the citizens' demand for governance is clearer than ever before.

The large-scale strengthening of the nationalist wing has not materialized. The opponents of Europe celebrate their great success in some countries such as France, while they are ignored in others. This shows that opinions and decision-making in Europe still form within national borders without being nationalist per se. This will have to be respected by the new EU Commission and

the new European Parliament, and both Brussels and Strasbourg will have to refrain from any (further) patronage of the member states.

At the same time, the population is obviously dissatisfied with the extent of governance that is prevalent in Europe with regard to the really important issues. Europe appears despondent and feeble in its joint foreign policy, lethargic in fighting youth unemployment, listless in boosting competitiveness and uninspired in restructuring the finance sector. Instead of fixing these faults, Brussels annoys with absurd regulatory excesses.

The European Union is best described by a quote once made by renowned historian Christian Meier about the era of Julius Caesar: "So the power to take action and the powerlessness to institute change would have stood side by side, power within circumstances yet powerlessness over circumstances. At least the certainty



of convention provided as much stability as its failure created a challenge to specially prove oneself. There were powerful necessities, strong expectations, undreamt-of opportunities." Europe, too, is facing powerful necessities and has undreamt-of opportunities. In order to face the former and make use of the latter, decent leadership is needed. Only ambition, sincerity, agility and perseverance will bring success. ■

NEW FRESH THINKERS AND DO-ERS

The people who change things most are the ones who are bold. They act and they act fast, translating their thinking into immediate action. They seize the opportunity. Their whole approach is courageous and outstanding. They achieve end results which most others dream about.

This fresh new approach shakes things up and everything turns round. Here we share our selection of the brightest and best who are changing the world around us today. ■



BRUCE DICKINSON

Businessman, Pilot and Lead Singer of Iron Maiden



DANIEL SIEBERG

Author of 'The Digital Diet', Google's Head of Media Outreach, Reporter & Host



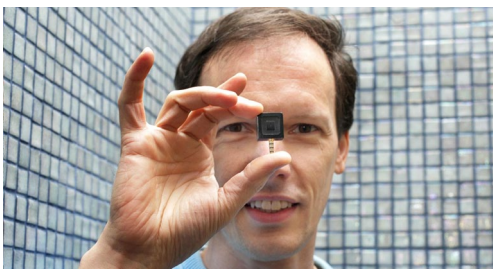
NOREENA HERTZ

Decision-Making Guru, Economist and Author



DAMBISA MOYO

Economist, Author of Global Bestseller 'Dead Aid' and 'How the West was Lost'



JIM MCKELVEY

Founder of Mira and Co-Founder of Square and Third Degree



PETER VESSENES

CEO of CoinLab Inc., Founder and Chairman of the Bitcoin Foundation

Jamie Anderson

"DIGITAL GAGA"



Professor Jamie Anderson is an academic, author and keynote speaker who has been named as a "management guru" in the Financial Times, and as one of the world's top 25 management thinkers by the journal Business Strategy Review. Jamie has held permanent and visiting positions at some of the world's top business schools, such as London Business School, IMD and the University of Melbourne. His research and speaking focuses on digital strategy, customer focus in a digital age, managing complexity, innovation and creativity, but he is just as likely to talk about Lady Gaga, Damien Hirst or Madonna as he is to discuss Apple, Google or Netflix.

There has been a lot of hype about the business impact of consumers' adoption of networked technologies – especially peer-to-peer platforms, social media sites, tablet computers and smart-phones. The on-going evolution of technology, and the way that consumers' interact with it, has undoubtedly had a profound impact upon the world of business. But to whom should busy executives look towards as a role model in leveraging digital technologies to engage with customers? The answer: Lady Gaga.

Lady Gaga has demonstrated a deep understanding of the opportunities of new technologies to connect with customers, and her holistic multi-channel strategy integrates the 4Es of Excellence, Empathy, Exclusivity and eCommerce.

Excellence: Lady Gaga is a classically trained and highly talented musician who is also about breaking boundaries, being interesting, standing out and distinguishing herself from other artists. With specially designed clothes, dance and art, Lady Gaga gives her fans inspiring and unique performances, experiences that they

remember. Similarly, in a highly competitive business environment where customers are becoming ever more demanding, companies must still produce excellent and innovative products and solutions as the foundation of any digital strategy. Think of Harley Davidson, a company that has been able to leverage social media very effectively, but who's underlying success is built on its iconic motorcycles.

Empathy: Lady Gaga is an expert on building emotional ties to her audience, not just through her music but also through her authentic and honest communication. She was an early adopter of Internet and social media sites such as YouTube, Facebook and Twitter. She is an active Twitter user, communicating directly with her Twitter followers on average five times per day. Some industry experts believe that Gaga's honest and emotional interaction with her fans explains her significant sales through services such as iTunes, even though many of her audio tracks are quickly pirated and can be downloaded illegally. After all, who steals from their friends? Companies such as KLM Airlines and the Marriot Hotel Group have also been able to create a sense of empathy with their customers by entering into two-way dialogue about their experiences with the brand.

Exclusivity: Lady Gaga has evolved a unique relationship with her fans, addressing them as her "Little Monsters". She typically announces her new singles and albums directly to her followers – even before the media is informed. She sometimes invites her fans to 'pop-up' appearances, such as during the launch of her perfume at Sephora in Paris. Her recently launched social media platform LittleMonsters.com is used to provide preferential and exclusive access to unique experiences for Lady Gaga's

most devoted followers. Exclusivity is also an important ingredient for companies in their relationships with their followers – it is all about reciprocity and demonstrating to customers that you are offering them something special and unique. This is how Nespresso has used social media to strengthen its already strong brand affinity with its target customer segments.

eCommerce & Analytics: Lady Gaga is a living example of the new business model of the 21st century music industry- what the industry calls the "360 deal" in which music companies share a proportion of revenues from every aspect of the artist's business. Lady Gaga is one of the first major artists to have been launched under this model. She has been astute at balancing free and paid content distribution, selling more than 29 million albums and 63 million singles through online and traditional distribution channels. Her management company Interscope Records monitors her social media activities, using analytic tools to better understand the preferences and attitudes of her millions of customers. In the world of business, the Financial Times has been one of the few newspapers to have successfully made the transition to a truly digital enterprise, due in part to its early adoption of e-commerce, and clever use of analytics to truly understand customer behavior. Digital businesses such as Spotify, Pandora and Netflix have combined e-Commerce & Analytics as key pillars of their disruptive strategies.

Lady Gaga has demonstrated an astute use of new technologies, and the 4Es are as equally important to companies as they are to global pop-stars. Organisations that fail to take into account the 4Es in an increasingly digital world risk being sidelined by more nimble and innovative competitors. ■

CANNES LIONS 2014

Creativity in Action



Cannes Lions is the one truly global meeting place for professionals working in the creative communications arena, from marketers and creative to media specialists and technologists. Cannes Lions is where 12,000 people from 94 countries come together to be inspired by seven totally unmissable days of learning and celebration.

Over 250 speakers, from industry superstars and thought leaders to celebrity icons, take the stage to share their insights on driving the communications industry forward.

Networking takes place between clients, tech companies, colleagues from around the globe, creative rivals, potential new employers and investors. Cannes Lions is the only place to meet the whole industry, under the Riviera sun.

At its core, Cannes Lions is about the work. Game changing brand communications from more than 90 countries will all be on show and honoured at the Awards Ceremonies.

There are seminars from world-class speakers, creatives, marketers and industry leaders, all addressing this year's theme of Creativity in Action. There are masterclasses, workshops, an innovations presentation, and a Techtalk arena, all of which will be streamed online.

More than 35,000 pieces of the most inspiring and cutting-edge communication ideas from around the globe will be there to be discovered, analysed and evaluated.

There is also creative inspiration at every turn with screenings of the Best Film, Film Craft, Branded Content & Entertainment, Titanium and Integrated ideas. There are exhibitions of game-changing Design, Product Design, Direct, Media, Press, PR, Promo & Activation and Outdoor pieces.

Among this year's panel of exciting speakers are [Sir John Hegarty](#), one of the world's leading advertising creatives and [Bruno Giussani](#), the European Director of the TED conferences. They join alumni such as [Rem Koolhaas](#), architectural theorist and urbanist; [Sir Bob Geldof](#), activist, businessman and global musician; Dame Vivienne Westwood, fashion designer and businesswoman and [Alain de Botton](#), philosopher and author. ■

WORLD CUP 2014

20th FIFA World Cup in Brazil

The 20th World Cup is being held between 12th June and 13th July. Brazil have been champions five times and will be wanting to do the same on home turf this year. However there will be stiff competition from many, not least Spain and the South American sides. All eyes will certainly be watching the action and hoping that the arrangements have all been completed successfully. There have been problems from finishing stadia in time to the amount of money being spent.

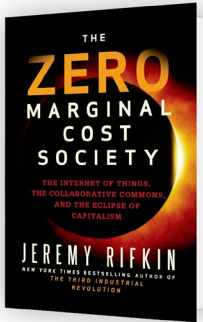
World Cups help create sporting heroes, including both players and referees. One such outstanding referee is UEFA's head of officials, [Pierluigi Collina](#), who is a man the Italian Football Federation changed the rules

for. So impressed by Collina and his firm but fair pedigree, they raised the retirement age of referees by a year so as not to lose him. Referred to as "The best referee in the world" by David Beckham and you begin to understand what sort of legend Pierluigi is. Another icon in the World Cup hall of fame is [Franz Beckenbauer](#), being the only man to have won the World Cup as a player, a captain and also, in later years, as a manager. He is generally regarded as one of the greatest and most decorated footballers of all time, including having won the European Footballer of the Year not just once but twice.

The world is waiting for the new legends to be created. ■



RECOMMENDED BOOKS



Jeremy Rifkin

The Zero Marginal Cost Society

The capitalist era is passing - not quickly, but inevitably. Rising in its wake is a new global collaborative Commons that will fundamentally transform our way of life.

Ironically, capitalism's demise is not coming at the hands of hostile external forces. Rather, *The Zero Marginal Cost Society* argues, capitalism is a victim of its own success.

Bestselling author Jeremy Rifkin explains that this competition is boosting productivity to its optimal point where the marginal cost of producing additional units is nearly zero, which makes the product essentially free.

In turn, profits are drying up, property ownership is becoming meaningless, and an economy based on scarcity is giving way to an economy of abundance, changing the very nature of society.

Rifkin concludes that while capitalism will be with us for at least the next half century, albeit in an increasingly diminished role, it will no longer be the dominant paradigm. ■



Jung Chang

Empress Dowager Cixi

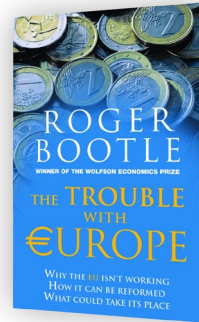
Empress Dowager Cixi (1835-1908) is the most important woman in Chinese history. She ruled China for decades and brought a medieval empire into the modern age.

Cixi launched a palace coup against the regents appointed by her husband and made herself the real ruler of China - behind the throne, literally, with a silk screen separating her from her officials who were all male.

In this groundbreaking biography, Jung Chang vividly describes how Cixi fought against monumental obstacles to change China.

Under her the ancient country attained virtually all the attributes of a modern state: industries, railways, electricity, telegraph, and an army and navy with up-to-date weaponry.

It was she who abolished gruesome punishments like 'death by a thousand cuts' and put an end to foot-binding. She inaugurated women's liberation, and embarked on the path to introduce parliamentary elections to China. ■



Roger Bootle

The Trouble with Europe

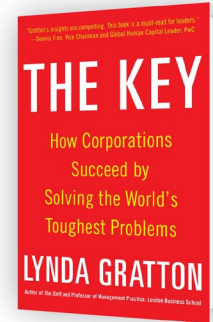
Designed by its founders to pursue ever closer union the EU has reached a fork in the road.

While its elites still press for greater integration, support for the project among its citizenry is dwindling fast.

A noble dream born in the shadow of a terrible war, conceived in a world of powerful blocs dominated by the United States and the USSR, the European Union has become hopelessly ill equipped for an era of globalisation and emerging markets.

What is more, if nothing changes, its share of world GDP will drop sharply and its influence will be greatly diminished.

This book is written especially for all fair-minded people across Europe who have previously been presented only with a choice of extremist ravings or wads of impenetrable Euro-speak; Bootle offers a fluent, readable and even-handed analysis of the options of how Europe could better serve its people. ■



Lynda Gratton

The Key

Never before have corporations been so large, so wealthy, so powerful, and so rich in human creativity and endeavor.

Organizational change expert Professor Lynda Gratton shows that it is now critical that these corporations step up to play a more positive role in the world by building inner resilience, actively anchoring themselves in their communities and supply chains, and leveraging their unique capabilities to address complex global challenges such as climate change and youth unemployment.

Both realistic and optimistic, *The Key* is a practical guide that provides the rationale, strategies, and tools you need to not only spearhead resilience for your own company but also how to use this resilience to contribute to the betterment of the world.

Professor Gratton provides insights from more than 20 worldwide companies to illustrate the very real benefits of aligning organizational interests with those of the world. ■

RAY HAMMOND

The Most Important Issue Humankind Has Ever Faced

Ray Hammond is Europe's most experienced and most widely published futurologist. For over 30 years he has researched, written and spoken about how future trends will affect society and business. As faster technological innovation, globalization and the environmental challenge continue to be priorities Ray is one of a few commentators equipped to explain how these massive challenges will affect our futures, the way we do business and the far reaching implications socially, economically and politically.

The point at which machine intelligence surpasses human problem solving abilities is often referred to as the 'technological singularity' (because like a black hole in space, the point is one beyond which we can gather no meaningful information about the future – who can guess what super-intelligence will bring or where it will lead?).

Some of the world's greatest brains including Professor Stephen Hawking have warned that the creation of strong artificial-intelligence (AI) may become humanity's greatest achievement but, he suggests, it may also be our last achievement.

But despite all of this publicity and the grave warnings few people - and no governments - are exercised about the coming of super-intelligent beings on this planet. There are no United Nations panels

or committees studying the subject, there are no political parties promising to stop the rise of the machines and there are no social movements like modern-day Luddites which are dedicated the preventing this sort of machine-led future happening.

Almost 30 years ago I asked in one of my books whether super-intelligent machines will become our slaves or our masters, I asked whether they would become our 'companions on Earth' or whether they would be our successor species on this planet?

Although the topic is always a hot subject for discussion when I lecture to educated and informed business and academic audiences, amongst the general public these ideas and questions produce only bewilderment, bafflement and, inevitably, derision.

There is a metaphor which I find helps humans consider this topic:

Imagine that a couple of years ago The United Nations, the U.S. Government and the Chinese leadership had jointly announced that radio signals had been received on Earth that appeared to come from an alien civilization located in a planetary system only 30 light years away from Earth. These radio signals had reached earth and were intelligible because they were written and spoken in 20 of our world's major languages.

After exhaustive investigation the authorities had concluded that these radio signals were genuine and had, indeed, reached Earth from a point in a fairly proximate star system that contains suitable earth-like planets capable of supporting life (exoplanets).

The radio signals contained a greeting and the information that, having now received accidental radio transmissions from planet Earth, the beings from the nearby planetary system had dispatched an expedition to visit us. The signals revealed that the aliens expected to arrive at planet Earth in January 2051. The final part of the message (as received) read: "We come in peace."

HOW WOULD THE WORLD HAVE REACTED?

How would the public have felt? Would some scientists and politicians be warning us that if these aliens are able to travel at close to light speed to visit us their technology must be far, far ahead of ours? Would they be warning us that their peaceful intentions should not be taken at face value?

Would there be United Nations committees and panels established to consider how best to welcome (or repel) these alien visitors? Would governments be frantically examining their weaponry to see how best they might deter or fight the aliens if they turned out to be hostile?

You bet! All of these things would be happening and more. It would be THE subject of the moment which just wouldn't go away.

Will super-intelligent machines become our slaves or our masters?

And yet this is precisely what the arrival of super-intelligent machines means for our species. It means the arrival of an alien intelligence in our midst. A visitation that, if allowed to go ahead without control, will quickly outstrip all human capability, one which will self-reproduce and one which has the potential to become our successor species.

But how could world development of super-artificial-intelligence be controlled? Would it require the equivalent of the Nuclear Weapons Non-Proliferation Treaty? But would nations sign up to such a treaty? After all, the development of strong AI promises enormous riches as superior intelligence and ubiquitous, versatile robots start to create wealth from machine labour and AI-driven innovation.

This question of how to control strong AI is, by far, the most important issue humankind has ever faced. ■

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Ray Hammond, Pierluigi Collina, Bruce Dickinson, Dambisa Moyo

For more information on this issue's contributors
or to book them for any of your events please contact:

CSA Celebrity Speakers Ltd
90 High Street, Burnham, Buckinghamshire SL1 7JT. United Kingdom

tel: +44(0)845 216 0100
email: info@csaspeakers.com
web: www.csaspeakers.com

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