

CSA SPEAKER BULLETIN

ISSUE 4 / AUGUST 2014

Viviane Reding

Exclusive Interview

Mikhail Gorbachev

The Unity of Water



CSA
global speaker bureau

From the editor...

There are moments when you realise the world is changing.

Despite all the many changes around us we still do not find a lot of outstanding females in key positions around the world, except maybe Hillary Clinton and Christine Lagarde (featured in our January 2013 Speaker Bulletin). In this issue we are proud to highlight a few remarkable women (Noreena Hertz on page 3, Dambisa Moyo on page 4 and Sahar Hashemi on page 6) and in particular Viviane Reding, certainly one of the most charismatic and influential political European decision makers during the past 15 years. In an exclusive interview (page 2)

she shares with us some of her ideas to boost economies around the world. I highly recommend reading Ray Hammond's contribution 'Here Come The Robots' (page 8) in which it becomes clear how great social and technological revolution can be exhilarating. Robots will bring even more change to our society. Whilst they might take over some existing jobs please be aware of the fact that they also promise to bring significantly increasing prosperity to the world around us. Let us embrace the NEW. Enjoy this month's edition! ■

Dagmar O'Toole
dagmar@csaspeakers.com



Joseph E. Stiglitz American Delusions Down Under



Joseph Stiglitz is a Nobel laureate in economics, an author, University Professor at Columbia University and a former Senior Vice President and Chief Economist of the World Bank.

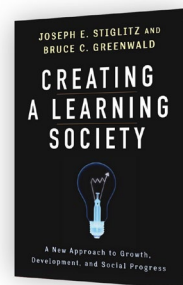
NEW YORK – For better or worse, economic-policy debates in the United States are often echoed elsewhere, regardless of whether they are relevant. Australian Prime Minister Tony Abbott's recently elected government provides a case in point.

As in many other countries, conservative governments are arguing for cutbacks in government spending, on the grounds that fiscal deficits imperil their future. In the case of Australia, however, such assertions ring particularly hollow – though that has not stopped Abbott's government from trafficking in them.

Even if one accepts the claim of the Harvard economists Carmen Reinhart and Kenneth Rogoff that very high public debt levels mean lower growth – a view that they never really established and that has subsequently been discredited – Australia is nowhere near that threshold. Its debt/GDP ratio is only a fraction of that of the US, and one of the lowest among the OECD countries.

What matters more for long-term growth are investments in the future – including crucial public investments in education, technology, and infrastructure. Such investments ensure that all citizens, no matter how poor their parents, can live up to their potential. ■

Click [here](#) to read more.



Joseph Stiglitz's new book is *Creating a Learning Society*

In *Creating a Learning Society*, Joseph E. Stiglitz and Bruce C. Greenwald cast light on the insight that to understand how less-developed countries grow and develop, it is essential to understand how they learn and become productive and what governments can do to promote this learning.

Courtesy of [Project Syndicate](#)

Viviane Reding

EXCLUSIVE INTERVIEW

Viviane Reding became first Vice President and EU Commissioner responsible for Justice, Fundamental rights and Citizenship in 2010. Following her victory in the European elections in May 2014 she has taken up her seat in the European Parliament.



You talk about EU data protection reform for both companies and citizens, which will do away with national, often conflicting rules. How do you see this promoting growth across the Member States?

Let me explain why the reform which is proposed stimulates growth and benefits both citizens and businesses. The proposed rules empower the citizens to re-take control over their data, thus rebuilding their trust in digital services. But that's not all! The measures will also make the life of businesses a lot easier. Today businesses face 28 laws. In the future, they will only have to comply with a unique legislation: one continent, one law! In that sense, the EU data protection reform is not only a protection for 500 million consumers against market abuses, but also a market-opener to SMEs, cutting red tape and increasing competition. It will serve consumers and businesses alike.

Part of your remit is to be a strong Gender Equality Commissioner. Are there any particular strengths and insights you bring with you to this role from a female perspective?

I dedicated a part of my past fifteen years as a member of the European Government to the promotion of equality between women and men. Discrimination still persists and, still today, gender considerations often replace qualifications and merit as the decisive criteria for job recruitments. Can we continue to lose talent? No, most of all because 60% of university graduates are women!

The same goes for politics! Though Europe has promoted gender equality since 1957, the proportion of women barely increases in the European Parliament (from 35 to

37% after the last elections) and might even decrease in the next European Commission. Not to speak about the national parliaments where the percentage of women went from 22% in 2004 to 26% in 2013. A shame! How do you want the situation to change in society and business, if it does not in politics?

As women, this is our responsibility to help change this negative situation in society, politics and businesses alike. We should make sure to make our voices heard so that no woman is denied any position simply because she is a woman. I am proud to notice that civil society has provoked a societal change since my wake-up calls. Bringing together societal and political forces is one of my main success stories of the last years.

You work hard to promote citizenship rights throughout the EU. How far do you believe that this helps strengthen the EU and do you see a day when everyone will benefit from these rights being recognised?

The promotion of European citizens' rights plays a central role in strengthening the EU. To illustrate this, let me give you three examples related to consumers, workers and travellers. First, the right to data protection enshrined in article 8 of the Charter for Fundamental Rights makes a real difference for citizens who want to take to Court those in breach of the right to data privacy. This restores their confidence in internet services. Second, the right to move and work freely within the EU territory enables Europeans to benefit from job opportunities in other EU countries, thereby contributing to the growth of the European economy. Finally the EU Package Travel Directive and the EU

air passenger rights help intensify intra-EU tourism. And the European contract law helps businesses to develop cross-border without supplementary cost. Benefits are for the economy and consumers alike.

One of your objectives is to develop a truly European area of justice. What will this look like and how do you believe it will promote growth and employment throughout the EU?

Justice is one of the building blocks of the EU integration process. For me, a truly European area of justice will make EU citizens feel that they have the same rights in another Member State that they have at home. In such an area, intra-European borders do not matter anymore. Everyone can confidently cross borders to travel, study, live, work or raise a family somewhere else in the EU. Consumers can fearlessly go online to buy a product from another EU country. Authorities and courts in all Member States fully respect the legal decisions of their neighbours. My aim is that - apart from an EU minister of Justice and a strong European Court of Justice - all our judiciaries work together on the same legal basis. How great it will be to live on this continent!

I am particularly supportive of this furthering of the EU system of justice because it would boost our economies. Growth depends on investments, which in turn depend on trust. Convincing business representatives that contracts are swiftly, effectively and reliably enforced throughout the Union is the condition sine qua non for companies to invest in the whole Union and capital to flow freely. For all these reasons, we need a true European Area of Justice, for which I have laid the basis, to become a continent-wide reality. ■

Mikhail Gorbachev: The Unity of Water

Mikhail Gorbachev is former President of the Soviet Union, and the architect of 'Perestroika'. He was awarded the Nobel Peace Prize in 1990 and is now President of Green Cross International, an organisation which responds to, amongst other things, the challenge of environmental degradation.

MOSCOW – In May, Vietnam became the 35th and decisive signatory of the 1997 United Nations Convention on the Law of the Non-Navigational Uses of International Watercourses. As a result, 90 days later, on August 17, the convention will enter into force.

The fact that it took almost 50 years to draft and finally achieve the necessary ratification threshold demonstrates that something is very wrong with the modern system of multilateralism. Regardless of longstanding disagreements over how cross-border freshwater resources should be allocated and managed, and understandable preferences by governments and water professionals to rely on basin agreements rather than on international legal instruments, that half-century wait can be explained only by a lack of political leadership. So, though the world may celebrate the convention's long-awaited adoption, we cannot rest on our laurels. ■



[Click here](#) to read more.

Courtesy of [Project Syndicate](#)

Dr Supachai Panitchpakdi now Available for Corporate Speaking



Dr Supachai Panitchpakdi has recently become available for keynote speaking opportunities.

Supachai's wealth of experience enables him to discuss globalisation and world trade with great authority. He has successfully conducted international trade negotiations and helped develop new markets. His career has spanned wide-ranging areas; he has been Deputy Finance Minister, Commerce Minister, and twice Deputy Prime Minister of Thailand. His international career

is noteworthy for the fact that he is the first representative of the developing countries to be appointed Director General of the **World Trade Organisation** (2002-2005) and followed that up with two terms as Secretary General of the **United Nations Conference on Trade and Development** (2005-2013). At present he is a board member of the Institute for Cultural Diplomacy in Berlin, a founding member of the Asia-New Zealand Foundation, and recently appointed by the UN Secretary General to serve as the High Level Panel of Experts on Recasting. ■

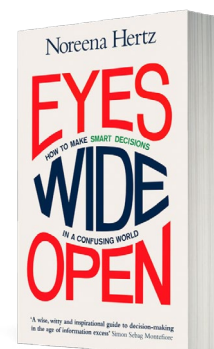
Best-selling author, Noreena Hertz, reaches No. 3 on the global business book bestseller Amazon list

Noreena Hertz is a decision-making guru, economist and author whose economic predictions over the past 15 years have proven to be visionary. The Observer has named her "one of the world's leading thinkers". Vogue calls her "one of the world's most inspiring women" and the Guardian has identified her as "one of the top British Public Intellectuals".

Noreena offers not just an economic and global critique of globalisation, but real solutions for businesses and individuals as well as solid advice on how organisations can prepare for the main upcoming trends.

Her latest book "*Eyes Wide Open: How to Make Smart Decisions in a Confusing World*" recently reached No. 3 in the Amazon business book bestseller list. The book is about how to make better choices and smarter decisions when the stakes are high and the outcome really matters.

Many of us don't think about the quality of our decision-making and the impact this can have on our business and personal lives. Noreena says we must take it upon ourselves to challenge the way we make our decisions. ■



TED CONFERENCES



TED stands for Technology, Entertainment, Design - three broad subject areas that are collectively shaping our world. But a TED conference is broader still, showcasing important ideas from any discipline, and exploring how they all connect. The format is fast-paced: 50+ talks over the course of a week, as well as morning and evening get-togethers.

The next TED event is TEDGlobal, which this year is heading to Latin America. From October 6th – 10th October in Rio de Janeiro there will be an outpouring of innovation, dynamism and creativity. There will be a week-long speaker programme with a focus on the Global South's rise in influence and power, plus relevant stories from the rest of the world. ■



Notable TED speakers include [Gregory Stock](#), one of the world's leading authorities on genomics and biotech, who gave a talk on the human condition and why it is that humans will always want to 'upgrade' if there is the opportunity, whether from a biological standpoint or a technological one.

Dambisa Moyo is a renowned economist and macroeconomic analyst, who took to the stage at a TEDGlobal conference to discuss China's rise and possible lead as a model for other emerging economies to follow, rather

than the traditional West.

One of Europe's most recognised philosophers is [Alain de Botton](#). He is also an entrepreneur and author and his latest TEDGlobal talk suggested a 'religion for atheists', to incorporate religious traditions, which would satisfy our human need for connection, ritual and transcendence.

[Noreena Hertz](#) is a decision-making guru, economist and author who focused her Ted talk around how to use experts. Her belief is

we can rely too much on experts to help us make decisions. Noreena asks us to realise that everyone can have valuable input, from the CEO to the shop floor.

Economist and finance and innovation expert [Mariana Mazzucato](#) discussed the role governments play in spurring innovation in her TedGlobal talk. Mariana argues that the state has been a 'market shaper' and an essential risk-taker in the role of lead investor in innovation around the globe. ■

JEREMY RIFKIN

The Zero Marginal Cost Society

Jeremy Rifkin is Professor at the Wharton School, Pennsylvania University where he lectures to senior-management in the famed Advanced Management Program. He has also been an advisor to the European Union for the past decade, currently advising the European Commission and the European Parliament. He examines the economic, environmental, social and cultural impacts of new technologies on the global economy.

Jeremy Rifkin is the bestselling author of twenty books on the impact of scientific and technological changes on the economy, the workforce, society, and the environment.

In his latest ground-breaking book, *The Zero Marginal Cost Society*, Mr Rifkin describes how the emerging Internet of Things is speeding us to an era of nearly free goods and services, precipitating the meteoric rise of a global Collaborative Commons and the eclipse of capitalism.

Prosumers are plugging into the fledgling IoT and making and sharing their own information, entertainment, green energy, and 3D-printed products at near zero marginal cost. They are also sharing cars, homes, clothes and other items via social media sites, rentals, redistribution clubs, and cooperatives at low or near zero marginal cost. Meanwhile, students are enrolling in free massive open online courses (MOOCs) that operate at near zero marginal cost. Social entrepreneurs are even bypassing the banking establishment and using crowdfunding to finance startup businesses as well as creating alternative currencies in the fledgling sharing economy.

Rifkin concludes that capitalism will remain with us, albeit in an increasingly streamlined role, primarily as an aggregator of network services and solutions, allowing it to flourish as a powerful niche player in the coming era. We are, however, says Rifkin, entering a world beyond markets where we are learning how to live together in an increasingly interdependent global Collaborative Commons. ■

JEFFREY D. SACHS

The Waste of War

Jeffrey Sachs is the Director of both The Earth Institute and the UN Millennium Project. He is also Special Advisor to United Nations' Secretary-General Ban Ki-moon on the Millennium Development Goals.

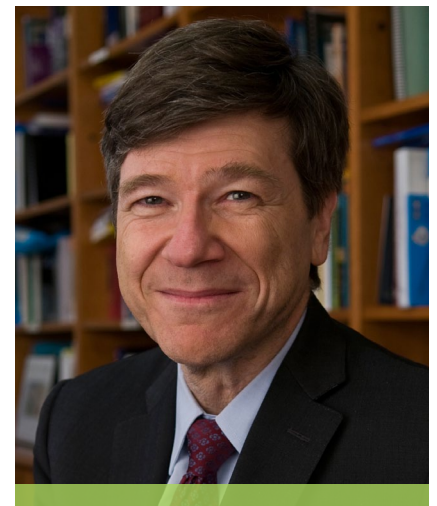
NEW YORK – Karl Marx famously wrote that history repeats itself, “the first time as tragedy, the second time as farce.” Yet when we look around nowadays, we can't help but wonder whether tragedy will be followed by yet more tragedy. Here we are, at the centenary of the outbreak of World War I, and we find ourselves surrounded by cascading violence, duplicity, and cynicism of the very sort that brought the world to disaster in 1914. And the world regions involved then are involved again.

WWI began with a mindset, one based on the belief that military means could resolve pressing social and political issues in Central Europe. A century earlier, the German military theorist Carl von Clausewitz had written that war is “a continuation of political intercourse carried on with other means.” Enough politicians in 1914 agreed.

Yet WWI proved Clausewitz tragically wrong for modern times. War in the industrial age is tragedy, disaster, and devastation; it solves no political problems. War is a continuation not of politics, but of political failure. ■

Click [here](#) to read more.

Courtesy of [Project Syndicate](#)



Sahar Hashemi

"HOW TO PRESS DELETE ON OUR FEARS"



I don't consider myself someone held back by fear. As a former lawyer who threw it all in to start a coffee chain with my brother, I know my career path personifies life outside the comfort zone. My first book is titled *Anyone Can Do It* and is all about overcoming the fear of starting a business. My motto is "leap and the net will appear".

So it came as a shock when, just the other day, I was contemplating a new project, something quite outside my comfort zone that involved sticking my head above the parapet, and I felt a bit of fear. Of course it didn't announce itself as fear but as an authoritative voice in my head saying, "*just stick to the safe stuff, the stuff that works. It's pleasant here in your comfort zone. Why put yourself out there? Why take the risk?*"

I noticed how easy it was for me to listen to that voice and file the new risk and thus the new opportunity away. So I set about trying to deal with the fear, delving into it. That didn't work. Instead of the fear disappearing, I found myself with a very busy mind, running a marathon of inner dialogue, grappling with the fear like a person wrestling a gorilla. You can imagine how well that went.

Then a few days later, suddenly out of sheer frustration, I snapped out of it. I remembered my tried-and-tested method, which I used to employ routinely back when I started my first business, but which I had momentarily forgotten.

Too Busy for Fear

Whenever I speak about the entrepreneurial journey my brother and I took in building Coffee Republic, I tell the story of how we opened the UK's first US-style coffee bar and no one came in. Our break-even sales

were £700 and we were making only £200 a day. This went on for about six months. (Thankfully we had made overly pessimistic projections so we were fine for cash flow and the bank manager wasn't on our back.) But the question I almost always get asked is: "*How did you deal with the fear? How and why did you not give up? Weren't you worried?*"

The truth is we didn't deal with the fear. Why? Because we were too busy. We never had time to sit staring into the sunset asking ourselves, did we make the right decision? Shall we continue or give up? And thank God we didn't, because maybe if we had, we wouldn't have persevered. Instead, we just focused day-to-day, working through the daily grind, one little goal at a time.

So I realized I could apply the same principle to my scary new venture. In order to press the delete button on the busy inner dialogue, I needed to start doing *something* towards my idea – *anything* really. I had been too much in my mind, too much navel gazing and looking meaningfully in the distance contemplating my path. I needed to get momentum on my side.

And the only thing that brings momentum to an idea (that starts in inertia, between your two ears) is *DOING*. So I started on a to-do list of a couple of things I could do to get my idea off the ground. I sent the first email, and then another. The next thing I knew I had some appointments in my diary. Surprisingly soon, there was a bit of momentum – and I was too busy to indulge in fear.

Flow not fear

This is, I suppose, what legendary psychologist Mihaly Csikszentmihalyi termed

'flow'. This state of total immersion, in Csikszentmihalyi's words, means "being completely involved in an activity for its own sake. The ego falls away. Time flies. Every action, movement and thought follows inevitably from the previous one, like playing jazz. Your whole being is involved, and you're using your skills to the utmost."

Flow is a great feeling for several reasons. One, it's simply more fun. Staring at your cubicle wall agonizing about what to do doesn't bring much joy, getting fully absorbed in a new project does. But flow also sweeps away fear. When you are indulging in your fears and wrestling with the gorilla, you obviously have too much time on your hands. Your mind, because it's not busy in the present moment, is occupying itself by making up a false future for you to worry about.

The only thing you have to deal with, cope with, in real life – as opposed to imaginary mind projections – is this moment.

This is one of my favourite quotes from Eckhart Tolle because it reminds me of the futility of indulging in our fears. It's a sum zero game basically.

We can't cope or deal with our fears because they are not real. We can deal with real dangers, and people often surprise themselves with how they deal in a true crisis, but fears aren't crises – they are imaginary crises, worst case scenarios made up and spruced up in our minds. And we haven't got the tools to cope with scenarios and crises that exist only in our imagination. We only have the tools to cope with real scenarios – things that are actually happening. ■

[Click here to read more.](#)

Scott Steinberg

EXCLUSIVE INTERVIEW

Scott Steinberg, top technology futurist, renowned business strategist, change management, innovation and trends expert took a little time out of his busy schedule to speak to CSA and answer some questions.



How would you describe your typical working day?

An exercise in controlled chaos. Wake up at 4AM, work on books or management consulting projects for international clients, get status reports from partners at each of our business holdings, then negotiate with global strategic partners. During breakfast, engage in more complex negotiations with wife and child. Spend next several hours managing day-to-day operations for corporate training firm, management consulting arm, and software/media publishing labels. Fourteen hours later, after engaging in random mix of C-level advisory work, strategic planning, TV/radio hits, general management services, and live speaking appearances, stop and try to remember what it was like to sleep onetime.

How the future will affect us is a question often asked and your views are always valuable, so what do you see in store at the moment?

Massive shifts in communications, technology and information are sweeping the globe, prompting seismic changes in how we both process data and interact with others. (Looking at today's customer alone, we've got entire generations being trained to expect hyper-intuitive, flexible, instantly engaging, highly-social and intensely personalized experiences of every kind on-demand.) But while topics and trends

such as big data, mobility, virtualization and connected devices continue to transform our world, how the future impacts us isn't just defined by these specific advancements so much as the way in which we choose to react to them. Which is to say that change is hitting us harder, faster, from more angles and more frequently than ever before - change that brings both challenges and opportunities, as both cultural and customer needs and expectations constantly shift. How the future impacts us is ultimately defined by our openness to change, flexibility and willingness to learn and adapt - factors that any individual or organization has the power to control, and use to steer the future towards more positive outcomes.

Today's business landscape is constantly changing. What advice would you give organizations hoping to stay ahead of the curve?

Remember that there are two types of innovation: Incremental and breakthrough, or - in everyday terms - evolutionary or revolutionary. Sometimes, the simplest ideas or inventions are the best: You minimize risk and maximize potential gains when you can give your tires a realignment (a.k.a. repositioning) instead of having to reinvent the entire wheel (a much lengthier, trickier and expensive process). However, both should be pursued in tandem - just like managing a financial portfolio, making a series of small and smart wagers combined

with larger bets can pay big in the aggregate. You've also got to balance promise with practicality, and bet on projects, teams and individuals whose ambition matches their ability to execute. Likewise, innovators must further understand the importance of embracing failure, so long as you do so smartly, strategically, fast, cost-affordably and with an eye towards informing future efforts. Think of it like education: As with academic learning programs, we have the power to control how extensive, expensive and effective these efforts will ultimately be.

"The key to creating competitive advantage is finding something clearly unique, clearly different, and clearly practical"

Remember that success seldom happens overnight, and making mistakes is how we learn. Our ability to learn from and bounce back from adversity is what defines true success. The key to getting ahead as an individual or enterprise today isn't to be smarter, stronger or more of a perfectionist. Rather, it's to be more resilient - able to problem-solve dynamically, adapt, and constantly course-correct as needed. ■

Click [here](#) to read more.

RAY HAMMOND

Here Come The Robots!

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.

Robots are coming – and coming fast. Low cost, “soft” robots that are able to work safely alongside humans will soon transform workplaces large and small. But what will be the effect on the human workforce?

Robot workers never take a day off, they never get tired, they never get sick, they never complain, they never show up late, they never waste time surfing the web and they always do what bosses tell them to do.

Robot technology has recently advanced to the point where it is becoming cheaper to buy robots than it is to hire humans for a vast variety of different tasks. From the narrow standpoint of economic efficiency, this is a good thing. But what happens

to society when robots are able to do just about everything less expensively and more efficiently than humans can? How many people will be put out of work and where will new jobs come from?

There will be 10,000 robots working to fulfil customer orders in Amazon's American warehouses by the end of 2014. What happens if every company starts using these kinds of robots for manual work? What will that do to ordinary warehouse jobs?

To many business leaders this prospect may sound very exciting. But what if a robot took your sister's job, or the job of another close family member? Would it be exciting then? And is mass unemployment the only likely outcome of the robot revolution? If it is, the negative impact on the wages of those still in work will be severe. Of course, nobody is suggesting we ban robots. And you can't force companies to hire humans rather than robot workers. But we could potentially have major problems in our society as jobs at the low end of the wage scale quickly disappear.

Restaurants in the USA and elsewhere are now going over to automated service and, in a widely cited paper published last year, University of Oxford researchers estimated that there is a 92 per cent chance that fast-food preparation and serving will be automated in the coming decades. The same report predicted that overall 47 per cent of today's jobs will disappear because of automation in the next 20 years.

In ten years or so commercial drivers could be replaced en masse by self-

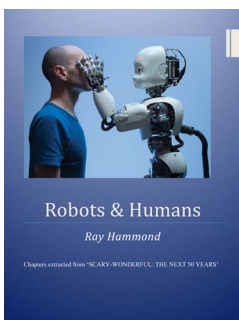
driving cars, buses, trucks and drones. In food preparation, there are start-ups offering robots for bartending and gourmet hamburger preparation and a food processing company in Spain now uses robots to inspect heads of lettuce on a conveyor belt, throwing out those that don't meet company standards.

In China, iPhone manufacturer Foxconn is in the process of buying one million robots to replace human workers. The company is reportedly paying \$25,000 per robot – about three times a Chinese worker's average salary – and they will replace humans in precision assembly tasks.

Robots seem to have many advantages over humans. Humans are messy, they always want more money, and having many of them in one factory is often a recipe for unrest. But what happens after the manufacturing halls are emptied of young men and women workers and are instead full of whirring robots?

Even jobs requiring “the human touch” may be taken over by robots. Imagine you're 85, and living alone. Your children are halfway across the country, and there are no close friends around. You have a live-in aide – but it's not human. Your personal robot reminds you to take your medicine, monitors your diet and exercise, plays games with you, and even helps you connect with family members on the internet. ■

Click [here](#) to read more.



**SCARY-WONDERFUL:
'THE NEXT 50 YEARS'
Chapter 4: Robots & Humans**

Robots have a unique place in the modern psyche. Unlike conventional, disembodied computer intelligence – whether found in the Cloud, in laptops, tablets, games consoles, or smart phones – “robots” are a term we most associate with human-like machines (humanoids) or with mechanical versions of animals (“anamaloids”).

And, as soon as we come into contact with machines that approximate either humans or animals powerful emotional forces honed during our evolutionary development come into play and colour our thinking. ■

Click [here](#) to read more.

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Ray Hammond, Pierluigi Collina, Bruce Dickinson, Dambisa Moyo

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