



# WOBI

Exclusive Access to  
**World Business Forum Madrid**  
and 365 Days of Inspiration

World  
Business  
Forum



MADRID

**12&13** November  
2025  
Centro de Convenciones Norte, IFEMA



# WOBI

*Inspiring Ideas*

Register for World Business Forum Madrid and become part of WOBI.

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

World  
Business  
Forum



## Access to World Business Forum New York 2025

- Attend WOBI's flagship event in person.
- Two days of transformative ideas and inspiration.
- Expand your professional network among global executives.



## On-Demand Access to full sessions and highlights from World Business Forums worldwide

- Features speakers from the World Business Forums in New York, Milan, Madrid, Sydney, Mexico City and Bogota.
- Enjoy our exclusive Best of World Business Forum 2025 highlights program at the end of the year.



## Extensive Digital Content Library

- 300+ hours of continuously updated management insights.
- Curated content from world-class thought leaders.
- Multiple formats covering diverse business topics.



## Exclusive Networking Opportunities

- Join local in-person events.
- Connect with fellow leaders on key management topics.
- Be part of an exclusive worldwide network of business leaders.

Your access to WOBI includes:

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Forum**



**MADRID**

**12&13** Noviembre  
2025  
Centro de Convenciones Norte, IFEMA


**More than 20 years inspiring  
the global executive community!**

**96%+**  
OF DELEGATES  
RECOMMEND US

**450+**  
COMPANIES

**1,200+**  
ATTENDEES

Each year the World Business Forum focuses on pressing management topics and leadership challenges, offering attendees a unique blend of cutting-edge insights, inspirational ideas, and unparalleled networking opportunities.



**LEARNING**

**Absorb wisdom from world renowned business thought leaders.**


A curated program that tackles today's most pressing leadership challenges head-on.



**INSPIRATION**

**Supercharge your organization.**

Walk away with transformative ideas and the inspiration to turn them into reality.



**NETWORKING**

**Expand your inner circle.**

Rub shoulders with over 2,500 decision-makers, innovators, and industry leaders.

# TALENT

## Adam Grant

*Adam Grant is an organizational psychologist and Wharton's top-rated professor for seven straight years. He is also the #1 New York Times bestselling author of six books that have sold millions of copies and been translated into 45 languages, including his latest book, Hidden Potential.*



### UNLOCKING HIDDEN POTENTIAL FOR EXCEPTIONAL PERFORMANCE

- *Developing the mindset needed to face adversity and respond to disruption empowering your team to thrive amid uncertainty*
- *A new approach to cultivating resilient cultures where people grow, adapt, and succeed together*
- *How to build the character skills and motivational structures to develop your leadership potential*
- *Designing systems to create opportunities for those who have been underrated and overlooked*



# LEADERSHIP

## Brené Brown

*Dr. Brené Brown is a research professor at the University of Houston and visiting professor in management at the University of Texas at Austin McCombs School of Business. She is the author of six #1 Times bestsellers and is the host of two award-winning podcasts, Unlocking Us and Dare to Lead.*

### THE COURAGE TO LEAD

- *Building the Strength and Grounded Confidence to Lead*
- *Armored leadership vs. Daring leadership*
- *The Role of Curiosity and Humility in Mental Toughness*

# INNOVATION

## Peter Diamandis

*Named by Fortune as one of the World's 50 Greatest Leaders, Peter Diamandis is the Founder and Executive Chairman of the XPRIZE Foundation, and the Executive Founder of Singularity University. He is a visionary leader and expert on how AI and other cutting-edge technologies are transforming the future of our lives and the way we work.*



### EXPONENTIAL FUTURE: NAVIGATING THE TRENDS

- *Exploring the convergence of exponential technologies reshaping business and entire industries at an unprecedented pace*
- *Going beyond current geopolitical and economic disruption: The meta-trends driving systemic long-term transformation across all aspects of society*
- *How to anticipate the accelerating pace of change: Why thinking exponentially is essential for navigating and leading in the future*
- *Embracing an abundance mindset to seize emerging opportunities and build resilience in an increasingly disruptive world*



# CREATIVITY

## Inma Shara

*An international authority in classical music, Inma Shara is one of the world's finest orchestra conductors. At age 27, she debuted as a conductor and has since led world-renowned orchestras. Her professional career has been honored with the European Excellence Award, and she is also the author of *La Batuta Invisible: El liderazgo que genera armonía*.*

### LEADERSHIP THAT CREATES HARMONY

- *Why creativity is now a core business strategy for solving new challenges, thinking differently, and staying curious in the face of constant change*
- *The symphony of success: Inspiring creativity and high performance within teams*
- *How to align talented, diverse team members with organizational objectives*
- *Developing purpose and strengthening teamwork to achieve extraordinary results*

# STRATEGY

## Gary Hamel

*World renowned business thinker and management innovator, Gary Hamel is one of the world's most influential and iconoclastic business thought leaders. He is an author of landmark books such as Competing for the Future, The Future of Management and Humanocracy.*



### **BUILDING A STRATEGY FOR EVOLUTIONARY ADVANTAGE**

- *How to build an organization that can change as fast as change itself*
- *Why organizations must embrace new principles of experimentation, openness, meritocracy, freedom and audacity*
- *Adopting open strategy: The challenge of unleashing the collective intelligence in your organization*
- *How to make innovation a core competence: Revealing a systematic approach to increasing capacity for continuous, breakthrough innovation*

# ORGANIZATIONAL TRANSFORMATION

## Anne Chow



*Anne Chow was the first woman of color CEO in AT&T's 140+ year history, where she is recognized as a role model for inclusive leadership, driving success at the intersection of people, culture, and technology. She currently serves on the Board of Directors of 3M and is an Adjunct Professor at Northwestern University's Kellogg School of Management.*

### **REFRAMING CULTURE: FROM AUTHORITY TO AUTHENTIC CONNECTION**

- *Trust, transparency, and culture: The non-negotiables for lasting success*
- *How our paradigms set us up for success - personally, professionally, and as a society*
- *Unlocking potential by recognizing bias, and emphasizing empathy and curiosity*
- *Inclusive leadership: Moving from tolerance to genuine care*

# EUROPE & THE GLOBAL ECONOMY

## Nouriel Roubini

*Expert on the global economy and Professor Emeritus at the Stern School of Business at NYU, Nouriel Roubini famously predicted the 2008 financial crisis two years before it happened at a 2006 address to the International Monetary Fund. His most recent book is *Megathreats: Ten Dangerous Trends That Imperil Our Future, And How to Survive Them*.*



### **NAVIGATING UNPREDICTABILITY: ON RISKS, REALIGNMENTS, AND RESILIENCE**

- *Developing dual-term strategies to address persistent volatility and structural shifts in global markets*
- *Exploring what nearshoring and geopolitical fragmentation mean for the region—and your organization*
- *Disruptive technologies and the global economy: Identifying AI threats and opportunities*
- *Decoding the signs and symbols that hint at what's next—and sharpening the tools to shape it*

# AI & THE FUTURE OF WORK

## Nathalie Nahai



*Nathalie Nahai is a psychology-driven technology strategist and author. Her work empowers organizations to navigate the ethical, behavioral, and cultural dimensions of AI, to boost connection, creativity, and human values in an automated world.*

### **HUMANS + AI: BUILDING TEAMS WITH EMPATHY AND AGENCY**

- *Understanding agency: What AI lacks and why human discernment matters*
- *Human + AI collaboration: How to train, guide, and integrate AI as a valuable, aligned member of our teams and customer interactions*
- *Designing tech with trust: How to build ethical, emotionally intelligent strategies for a more connected digital future*
- *The risks of automation without reflection — and how to preserve creativity, trust, and connection*

# HIGH PERFORMANCE TEAMS

## Sergio Scariolo

*Sergio Scariolo is the most decorated coach in the history of the Spanish National Basketball Team, having guided "La Familia" to an exceptional run of success that includes the 2019 FIBA World Cup title and four EuroBasket gold medals.*



## ELEVATING COLLECTIVE POTENTIAL TO BUILD WINNING TEAMS

- *Leadership lessons from the basketball court: Managing ego, expectations, and results to build winning teams*
- *Prepare well to compete better: The key pillars of sustainable performance and long-term excellence in high-pressure environments*
- *Getting your team right: Identifying the skills and characteristics needed, finding the right talent and forging unstoppable synchrony*
- *How to cultivate trust, cohesion, and resilience to build collective success that endures*

## AGENDA

Wednesday  
**12** November  
2025

**PETER DIAMANDIS**  
Innovation

Coffee Break

**ANNE CHOW**  
Organizational Transformation

**SERGIO SCARIOLO**  
High Performance Teams

Almuerzo

**NATHALIE NAHAI**  
Ai & the Future of Work

**INMA SHARA**  
Creativity

Networking Cocktail

Thursday  
**13** November  
2025

**ADAM GRANT**  
Talent

Coffee Break

**NOURIEL ROUBINI**  
Europe & the Global Economy

**BRENÉ BROWN**  
Leadership

Almuerzo

**GARY HAMEL**  
Strategy

\*Line-Up subject to change



Your access to WOBI includes:

# World Business Forum On Demand

Being part of WOBI grants you exclusive 30-day on-demand access to keynote recordings from every World Business Forum worldwide. Plus, throughout the year gain access to highlights of past editions.



Some of the thought leaders who will be speaking at the World Business Forums around the world in 2025 include:



Amy  
Edmondson



Scott  
Galloway



Simone  
Biles



James  
Clear



Amy  
Cuddy



Guy  
Kawasaki



Amal  
Clooney



Michael  
Phelps



Andrew  
McAfee



Seth  
Godin

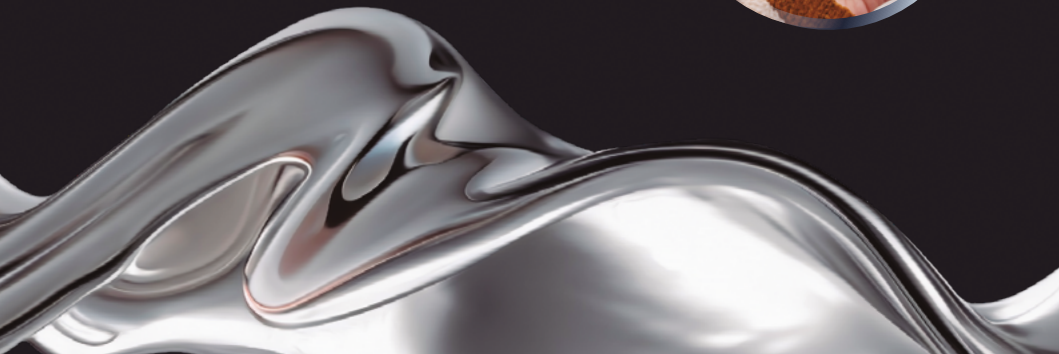
Your access to WOBI includes:

# 300+ Hours of Digital Content

Enjoy full access to our AI-driven platform, tailored to your professional interests and learning style, with over 300 hours of curated material from top management thought leaders in various formats: Masterclasses, courses, inspirational videos, book summaries and much more!

The most relevant management topics:

- Leadership
  - Creativity & Innovation
  - Strategy
  - High Performance
  - Talent
  - Economy & Finance
  - Artificial Intelligence
  - Sustainability
  - Marketing & Sales
  - Transformation & Change
  - Diversity, equity and inclusion
  - Self-management
  - Effective communication
  - Negotiation
  - Digital Transformation
- ... and many more!**



Empower your team with cutting-edge management insights and foster a culture of continuous learning and growth.

Our content is designed to tackle today's most pressing leadership challenges, providing practical tools for immediate implementation.

**Click in the images below and enjoy  
complimentary access to a curated selection  
of content from our library**

Your access to WOBI includes:

## 4 Global Community & Networking

### Local Networking

Join local in-person networking events to connect and share experiences with other leaders on key management and leadership topics.



### Global Executive Community

With decision makers in more than 50 countries worldwide, your leadership team will have the opportunity to form part of an exclusive community of business leaders from around the world.

# Exclusive Early Access Pricing

Offer valid until July 18th, 2025

## Platinum

**1**  
**WOBİ Access**  
**1.999€ + VAT**  
 3.000€ + VAT

**5**  
**WOBİ Accesses**  
**1.799€ + VAT**  
 per access  
 3.000€ + VAT

**10**  
**WOBİ Accesses**  
**1.599€ + VAT**  
 per access  
 3.000€ + VAT

## Gold

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**1.699€ + VAT**  
 2.500€ + VAT

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**WOBİ Accesses**  
**1.499€ + VAT**  
 per access  
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**10**  
**WOBİ Accesses**  
**1.299€ + VAT**  
 per access  
 2.500€ + VAT

<b>Your access to WOBİ includes:</b>		Platinum	Gold
	Access to World Business Forum Madrid 2025	<input type="radio"/>	<input type="radio"/>
	World Business Forums worldwide on demand	<input type="radio"/>	<input type="radio"/>
	300+ Hours of Digital Content	<input type="radio"/>	<input type="radio"/>
	Get personalized content and inspiration selected just for you	<input type="radio"/>	<input type="radio"/>
	Exclusive Network Opportunities	<input type="radio"/>	<input type="radio"/>
	Global executive community	<input type="radio"/>	<input type="radio"/>
	Simultaneous translation into Spanish and Portuguese	<input type="radio"/>	<input type="radio"/>
	Preferential seating	<input type="radio"/>	
	Platinum Lunch at the World Business Forum Madrid	<input type="radio"/>	
	Buffet lunch at the World Business Forum Madrid		<input type="radio"/>

World Business Forum Benefits

Purchase WOBİ Memberships for your team directly on our website (<https://www.wobi.com/wbf-madrid/>) or contact us at [info.es@wobi.com](mailto:info.es@wobi.com) for more details.



Offer valid until July 18th, 2025

# World Business Forum Madrid 2025

November 12th & 13th, 2025



WBF/MADRID/MD/2025

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PLATINUM:  
**1.999 € + VAT**

Full Price **3.000 € + VAT**

1 WOBI ACCESS  
GOLD:  
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Full Price **2.500 € + VAT**

5 WOBI ACCESSES  
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**1.799 € + VAT**  
per access  
Full Price **3.000 € + VAT**

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GOLD:  
**1.499 € + VAT**  
per access  
Full Price **2.500 € + VAT**

10 WOBI ACCESSES  
PLATINUM:  
**1.599 € + VAT**  
per access  
Full Price **3.000 € + VAT**

10 WOBI ACCESSES  
GOLD:  
**1.299 € + VAT**  
per access  
Full Price **2.500 € + VAT**

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COMPANY: \_\_\_\_\_ JOB TITLE: \_\_\_\_\_

TELEPHONE: \_\_\_\_\_ E-MAIL: \_\_\_\_\_

## Invoice details

BUSINESS NAME: \_\_\_\_\_ TELEPHONE: \_\_\_\_\_

ADDRESS: \_\_\_\_\_ ZIP CODE: \_\_\_\_\_

CITY: \_\_\_\_\_ PROVINCE: \_\_\_\_\_ COUNTRY: \_\_\_\_\_

VAT: \_\_\_\_\_

REGISTERED MAILING ADDRESS: \_\_\_\_\_ UNIQUE RECIPIENT CODE: \_\_\_\_\_

Billing contact \_\_\_\_\_

SURNAME: \_\_\_\_\_ NAME: \_\_\_\_\_

TELEPHONE: \_\_\_\_\_ E-MAIL: \_\_\_\_\_ PO: YES NO

## Terms of payment

These prices apply with payment date until July 18

CREDIT CARD NUMBER: \_\_\_\_\_ EXPIRE DATE: \_\_\_\_\_ CVC: \_\_\_\_\_

CREDIT CARD HOLDER: \_\_\_\_\_ VISA MASTERCARD AMERICAN EXPRESS

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**BASIC INFORMATION ON DATA PROTECTION:** MANAGEMENT FOCUS, S.A. informs you that the personal data provided will be processed for the purpose of managing the registration and participation in the requested event and, if you authorize us by checking the box provided below, to send you commercial information about our products and services. The legal basis for the processing of your data is the correct execution of the contract and, for commercial communications, the consent requested. Your personal data will not be disclosed to third parties, unless you authorize us by ticking the box provided below, or in compliance with a legal obligation and will be retained for as long as there is a mutual interest and you do not object to the processing. You may withdraw your consent to the sending of commercial communications at any time thereafter and exercise your rights of access, rectification, deletion, opposition, limitation of processing and data portability by writing to MANAGEMENT FOCUS, S.A. at the postal address Calle Ochandiano 8, 2o planta, C.P. 28023 de Madrid, or at the e-mail address [info.es@wobi.com](mailto:info.es@wobi.com). In particular, you are informed of your right to file a complaint with the Spanish Data Protection Agency ([www.agpd.es](http://www.agpd.es)) if you consider that the processing does not comply with the regulations in force or if you consider that you have not obtained satisfaction in the exercise of your rights. If you wish to learn more about our Privacy Policy, please visit our website <https://www.wobi.com/es/privacy-policy>.

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Signature and stamp \_\_\_\_\_

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