

**GGI LEADERSHIP FORUM & EASYMEET**  
**2-4 NOVEMBER 2018**  
**VENICE, ITALY**



Hosted by:



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**Dress Code: Smart Casual**

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## \*DRAFT\* DELEGATE PROGRAMME

***\*This is only a draft. GGI reserves the right to change the times and any part of the programme at any time up to the Meeting.***

### Friday, 2 November 2018

- |               |   |
|---------------|---|
| 14:00 – 19:30 | <p>GGI Hospitality Desk Open</p> <p><i>Leadership Forum &amp; EasyMeet participants have separate programmes.</i></p> <p><b>EasyMeet</b><br/><i>EasyMeet participants are asked to arrive prior to 14:00 pm; check in is at 15:00 pm but the programme will begin before this time. Luggage may be left with the concierge.</i></p> |
| 14:30 – 18:30 | <p>Venetian Legends Team-Building<br/><i>Meeting Point: Boat dock for transfer</i></p> <p><b>Leadership Forum</b><br/><i>Leadership Forum participants are asked to arrive and check in by 16:00 pm.</i></p>  |
| 16:30 – 18:30 | <p>Wine-Tasting Team-Building</p> <p><b>Leadership Forum &amp; EasyMeet Combined</b></p>  |
| 19:30 – 23:00 | <p><b>Welcome Reception &amp; Dinner in the hotel</b></p>   |

### Saturday, 3 November 2018

- |               |   |                  |
|---------------|---|------------------|
|               | <b>Leadership Forum &amp; EasyMeet Combined</b>                                 |                  |
| 08:30 – 17:30 | GGI Hospitality Desk Open   |                  |
| 09:00 – 09:10 | Presidential Welcome .....  | Claudio G. Cocca |
| 09:10 – 09:15 | Welcome from the Host Firm  |                  |
| 09:15 – 11:45 | Workshop: "Representing the Firm – Business Development & Storytelling" .....   | William Johnson  |
| 10:15 – 10:45 | Coffee Break  |                  |
|               | <i>Leadership Forum &amp; EasyMeet participants split into separate groups.</i> |                  |

**Leadership Forum**

11:45 – 12:30 Member Success Stories and/or Technical Presentations (tbc)

**EasyMeet**

11:45 – 12:30 Workshop: “Reach for the Stars – Developing as Future Leaders within GGI”

**Leadership Forum & EasyMeet Combined**

12:30 – 14:00 Lunch

14:00 – 16:15 Workshop: “Telling Your Own Story” ..... William Johnson

15:15 – 15:30 Coffee Break

16:15 – 16:45 “Personal Development within a Smaller Professional Services Firm” ..... Michael Reiss von Filski

16:45 Closing ..... Michael Reiss von Filski

17:30 – 20:00 Group Activity: St Mark’s Square Walking Tour  
*Meeting Point: Boat Dock for Transfer*  
*The tour will end at the dinner venue.*

20:00 Dinner at Do Forni Restaurant

**Sunday, 4 November 2018**

Check out by 12:00 noon.

10:00 – 12:30 OPTIONAL: Hidden Venice Walking Tour  
*Meeting Point: Boat Dock for transfer*

## GUEST SPEAKER

### William Johnson



William Johnson has been advising professional services firms on aligning behaviours with strategy for over 25 years. His interest in learning theories and applications began when he was commissioned in the Fleet Air Arm of the Royal Navy, where after front line service he became involved in aircrew training. On leaving the Royal Navy he trained as an organisational psychologist and completed an MBA before joining a boutique strategy firm specialising in aligning strategy, structure and behaviours.

In 1990 William began training consultants in IBM in basic consultancy skills and behaviours and his clients now include some of the world's leading consulting and professional services firms and

also global organisations (including telecoms, FMCG, technology and pharmaceutical companies) looking to adopt the best practices and behaviours from the world of professional services.

William is a Chartered Occupational Psychologist and an Associate Fellow of the British Psychological Society, with an MA in Psychology from The Queen's College Oxford, an MBA from Warwick Business School, and he is a graduate of Harvard's 'Leading Professional Service Firms' programme.

To balance his business life William enjoys squash, snowboarding and using the saxophone as a crowd dispersal tool.

### “Representing the Firm” Programme Summary

The proposed session will enable the leaders of GGI's member firms to define the core behaviours that differentiate their own firms and to develop and refine these behaviours, so they can model them in every interaction with the client.

The session will begin by exploring the many issues prospective clients consider when determining whether to buy or not to buy from a particular firm and identify the critical – but often hidden – factors that motivate their final purchasing decision.

Having gained a deeper understanding of the psychology behind the client's buying decision, participants will then examine the implications on their own behaviour during 'critical client conversations' and 'moments of truth' and determine the behavioural changes that could significantly improve their new client acquisition.

Participants will learn and practise the behaviours that will enable them to communicate more effectively, form relevant, challenging points of view, offer insight, create impact, generate status and above all, illustrate significant value in every single contact with the firm's prospective and current clients.

In short, participants will define how to 'live the firm's brand' in every interaction with prospective clients.

The session will also provide an introduction to storytelling and outline the key role that it can play to uniquely position each GGI member firm in the mind of their clients. In the professional services sector, in which every firm can look

very similar, and in which technical competence is now a prerequisite not a differentiator, being able to tell your firm's story effectively is more critical than ever.

A professional services firm's 'brand' is a shortcut for people to know what to expect from that firm. It is "the stories that people tell each other about the firm" or "the way people think about the promise the firm makes" or "the things they say about your firm when you're not there".

For this reason, 'storytelling' must play a significant role in the business development strategy of professional services firms.

Based on the unique 'DNA' of GGI – the alliance's shared values, heritage and culture – participants will have the opportunity to develop, refine and practise the stories they will tell to validate and reinforce their own firm's position in the minds of their prospective clients.

## OPTIONAL EXCURSION

**Sunday, 4 November 2018, 10:00 – 12:30**

### **Hidden Venice Walking Tour**

A visit to the unknown and charming sites of Venice not on the tourist track and where time seems to have stopped centuries ago. Your guide will lead you through a maze of intriguing and winding alleys to places of prime interest: Campo Santa Maria Formosa and its palaces, Campo San Giovanni and Paolo with its gothic church and equestrian statue by Verrocchio, “El Million” palace where according to legend Marco Polo used to live, the bustling Rialto Bridge lined by craft shops and the Church of San Salvatore where you will admire Titian’s last paintings.

Wear comfortable shoes for walking.

***EUR 95.50 per person***