HiCue speakers
Higher Content & Inspiration



LEONARD BRODY

Multi-Exit award-winning entrepreneur, venture capitalist, business and technology visionary

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- Brody has been called “a leader of the new world order” and was recently named one of top 30 management thinkers in the world
- He addresses the rapid pace of change, innovation, and disruption facing us all, and what to do about it
- He has built 5 companies, raising hundreds of millions in capital for startup companies and created 6 billion in market capitalization (IPO)
- Leonard is the Co-Founder and Executive Chairman of Caravan, a joint venture with CAA, the largest sports and entertainment agency in the world, often called “Hollywood’s Secret Society”
- Former President of the Innovation and Digital Group for the Anschutz Company, one of the largest live sport and entertainment businesses in the world
- Currently, he is s working on a new book in partnership with Forbes magazine, "The Great Re:Write"

- Hired by Facebook to speak to its global staff and clients about the future of the world
- He is a bestselling author, and a two-time Emmy nominated media visionary

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Leonard has recently been named one of top 30 management thinkers in the world. He has also been called, “a leader of the new world order”. Leonard is an award winning entrepreneur, venture capitalist, best-selling author and a 2 time Emmy nominated media visionary. Leonard has helped in raising hundreds of millions in capital for startup companies, been through taking a company to a 6 Billion market cap IPO and has been involved in the founding and successful exit of numerous companies to date.

After selling his company in 2009, Leonard became the President of the Innovation and Digital Group for the Anschutz Company, one of the largest live sport and entertainment businesses in the world. The company owns assets such as the O2 Arena in London and Staples Center in LA; sports teams like the Los Angeles Lakers, Los Angeles Galaxy and the Los Angeles Kings, and today, is one of the premiere concert promotion businesses in the world seating hundreds of millions of people a year.

Currently, Leonard is the Co-Founder and Executive Chairman of Caravan, a joint venture with CAA (Creative Artists Agency in LA), the largest sports and entertainment agency in the world, often called “Hollywood’s Secret Society”. Leonard oversees the building of new ventures for some of the most well known celebrities and political leaders in the world such as Carrie Underwood, Tom Hanks and President Joe Biden.

He is also one of the proud owners of the professional soccer team Coventry City in England.

Currently, Leonard is authoring a new book in partnership with Forbes Magazine, entitled, “The Great Re:Write” based on the successful documentary series Leonard and Forbes produced which has already garnered an audience of over 7 million in the last year.

Leonard holds an Honours Bachelor of Arts from Queens University, a law degree from Osgoode Hall and is a graduate of the Private Equity Program at the Harvard Business

School.

TEMAS

- Technology – Future Trends
- Behavioral Economics
- Innovation
- Human Resources – Future of Human Behavior
- Marketing – Future of Marketing

PROGRAMAS

Leonard's highly sought-after speeches offer insight into the ever-changing trends driving social media and technology, and how to anticipate the future.

The Great ReWrite

We are living in a unique moment in history, when revolutionary change is occurring at a frenzied pace. Whereas the Industrial Revolution took over a century to cement, widespread change now happens in decades, or even in just years. In fact, the last five years have been some of the most tumultuous in history, coming on the end of the financial crisis and giving way to huge bounds in technological advancement in every sector.

While change used to happen from the top down, through governments and management, change now happens from the ground up, with savvy entrepreneurs dictating everything from new technology, to currency, to banking practices, to what’s being called “the internet of things”.

This massive scale of disruption has understandably left organizations on shaky footing, struggling to engage consumers and employees alike and stay relevant.

Those that learn to adapt to this rapid pace of change, that allow themselves to be

“rewritten” for the modern day, will survive and prosper.

Leonard Brody explains the answer to this widespread uncertainty, and how to harness it in your organization.

Unrecognizable - The New Us: How The Web And Social Media Have Fundamentally Changed Our Behaviors

We are living through one of the most complicated and transformative times in human history; a period in time which will be seen to be a magnitude more significant than any other period before it. We have experienced more change in the previous 17 years than we saw in the critical 195 years from industrialization to the end of World War II. There is no doubt technology is a big part of the metamorphosis we have gone through. But it is not the complete explanation. What is important is not the technology (social media, the web, etc.) itself, but what it has done to us as people. Technology platforms have unlocked layers of human desire and behaviors that were previously dormant or thought unattainable. We are simply not the same people we were a decade ago. Many of the structures developed around institutions like Government, Education, HR and Marketing were fundamentally designed hundreds of years ago and no longer reflect the needs of the people they were intended to serve.

365 Days From Now

We are standing at one of the most challenging crossroads in human history. One that may not enable our past to predict our future. Technological evolution has, in less than a decade, connecting every human being on the planet at the touch of button. Matched by demographic growth at both ends of the age continuum, we are fundamentally different people than we were only a few years ago. Combine this with the earth receding around us and the very foundations of our financial markets decaying and it is easy to feel disoriented, if not dismayed. Futurists are going to continuously be challenged by the pace of this metamorphosis thereby struggling in being able to predict where we are headed. Ten year, and even five year plans, are almost impossible. There are three drivers in this maelstrom that, if properly understood, can help one prosper in this chaos – mastering the concepts of the compression of time, the plenitude of access and the removal of value economics. This

talk will help you put a plan together to master these concepts, to navigate the world around you and, most importantly, to be prepared for the next 365 days of your life.

Is this Mike On? – Being Heard in the Millisecond, 5 Billion Channel Universe

As mainstream media declines in its authority and reach, communications and marketing professionals are realizing that getting their messaging delivered and understood is becoming exceedingly difficult. How do you manage your brand and voice, when you and all the employees of your company are also part of the media ecosystem itself?

The Myth of Generations – The New Science of Understanding How to Lead in a World that Doesn't Want to Be Led

For many reasons, for as much as we have dividing us by generation, there is even more uniting us – particularly a shifting sense of values which seem to be shared across generational lines. While Gen Yers may be more likely to manifest their values differently than Boomers, the underlying foundation is actually very similar. We have moved sharply away from the paradigm of top down leadership. Across all age groups, people are looking for leadership that fundamentally involves them. People see themselves as part of the chain of command, not a rung on it. Almost all facets of life have changed because of it, but particularly, that of work. Money is not the main driver of why people show up to the office every day. People want their professional lives to be connected to their values, to the things that matter to them. This isn't a world that wants to be led anymore. That doesn't mean that we don't need leaders, it simply translates into the reality that we are all leaders now. The question is how we will handle the task when called upon.

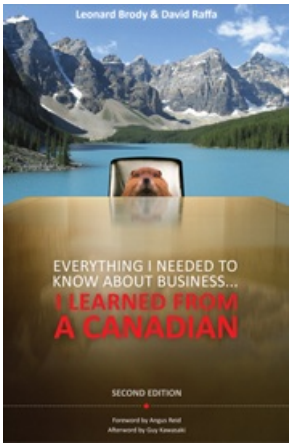
You Rising – The Best Practices Guide to Picking Yourself Up, Dusting Yourself Off and Thriving off of Failure

Everyone fails. The world's most recognized leaders, celebrities and business people have setbacks both large and small on a daily basis. Yet, when it happens to you, it is instinctual to feel alone and embarrassed. The truth is that failure is a fundamental part of our society and is an important step toward success. The problem is that most people don't have the skills to get past the hurdle and drive it through to its destined completion. Every

organization suffers deeply when its members fail and have no means to overcome it. It manifests itself in many forms of paralysis in the workplace. Learn how navigate any setback (personal or professional) towards innovation and growth.

PUBLICACIONES

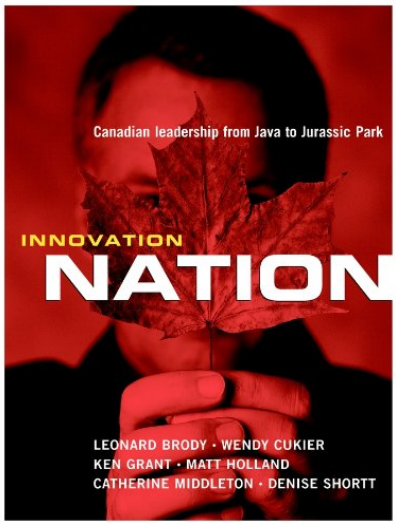
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EVERYTHING I NEEDED TO KNOW ABOUT BUSINESS I LEARNED FROM A CANADIAN



THE GREAT REWRITE



INNOVATION NATION

CONDICIONES

- **Travels from:** Canada
- **Fee Range:** Please Inquire