

Rishad Tobaccowala

Chief Growth Officer, Publicis Groupe & Chairman of the Tobaccowala Foundation

The Great Re-invention: Think Different. Feel Different. See Different. The current era can often be perceived as constrained, but in this talk Tobaccowala instead challenges audiences to think about it as the start of the “Era of Great Re-invention,” recognizing the opportunity to reinvent tomorrow’s business, government, society, and ourselves for the better. Using relevant and timely examples from today’s world, Tobaccowala demonstrates that the key to driving the Great Re-invention will be to address the current realities of human, economic, and social fragility, and focus on how we can serve society while helping people’s (customers, employees, and stakeholders) need for the safety and financial security.

Restoring the Soul of Business Based on his book, Rishad Tobaccowala draws on research and interviews, as well as over three decades of experience as a business and thought leader, to provide a practical framework for innovation and maintaining a proper balance between human intuition and data-driven insights that catalyzes transformation and produces one great success after another. Addressing current issues like managing distributed workforces, leading with soul in difficult times, and why change sucks and how to deal with it, he explains how and why establishing this balance can lead to increased revenue, profitability, retention — and even joy — in your career and business.

Remaining Relevant In Transformative Times In today’s changing world, how do companies, leaders, and employees remain relevant? Tobaccowala identifies the key drivers of change, distills the best organizational and strategic approaches companies have taken, and inspirationally illustrates what leaders and teams need to do to upgrade their capabilities.

How To Lead With Soul Today, like never before, it is challenging to be a great leader. The marketplace is in a flux. Business models are changing. Employee expectations are high and competition for top talent fierce. Remote working and hoteling makes managing cultures difficult. Authenticity, purpose, values, and much more in addition to financial metrics and expertise is necessary. Tobaccowala identifies what makes good leaders and how do avoid or minimize the behavior of bad bosses in ways that are clear, actionable and even fun.

How To Upgrade Your Mental Operating System We spend a lot of time working to be physically fit and watch what we eat. This is looking after the hardware of ourselves. But in fast changing times what about our mental software. What should we be learning and putting into our minds and how do we learn to think and upgrade our minds. Tobaccowala combines 37 years of re-inventing himself and study of best techniques to show us all how to grow and never grow obsolete.

The Turd On The Table. Telling Truth To Power Whenever a company loses its way or gets into trouble such as Wells Fargo most recently, it is because management either did not allow people to speak up and challenge the status quo or because they refused to listen to them. Time after time, companies ask people to speak up but they do not. Tobaccowala discusses how the best companies allow people to say that it is not a cookie but a turd on the table and make sure problems are not hidden or magically thought away.

Too Much Math. Too Little Meaning. Many people called data the new oil. But the real value is not in the oil but how it is refined. How does one glean actionable, competitive insights without being overwhelmed with spreadsheets, pivot tables, and algorithms? In a world of too much plumbing how does one find the poetry? Tobaccowala lays out the 6-I method that everyone can use.