

Under the Patronage of
H.E. Eng. Kamal Bin Ahmed Mohammed
Minister of Transportation and Telecommunications
Kingdom of Bahrain



تحت رعاية
سعادة المهندس كمال بن أحمد محمد
وزير المواصلات والاتصالات
مملكة البحرين

مؤتمر القيادة السنوي الخامس

THE 5TH ANNUAL
LEADERSHIP
CONFERENCE

كن قائداً متميزاً

- نحو بيئة قيادية أكثر فعالية في العمل
- القائد المؤثر وثقافة النجاح
- أهم عناصر فرق العمل الناجحة

**MARK
GALLAGHER**

WINNING BUSINESS INSIGHTS,
F1 INDUSTRY EXPERT.

تطبيق نموذج فورمولا 1 للقيادة المتميزة

**F1 CONCEPT
AT WORK**

THE BUSINESS OF WINNING

**17 MAY
2016**

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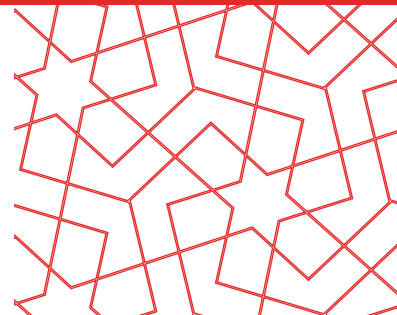
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ABOUT THE CONFERENCE

Good leadership is pivotal to the success of any organisation. The complex nature of modern Formula One™ teams means that their leaders have to possess a wide range of skills, enabling them to manage the demands of a high technology manufacturing business, combined with building a multi-national team capable of achieving world-class sporting success.

Formula One's Chief Executive Officer, Bernie Ecclestone, created the business model that has seen this sport become a global business phenomenon with multi-billion dollar revenues and 20 highly prestigious events taking place in the Americas, Europe, Middle East and Pacific Rim.

Aside from his leadership, the sports' top teams have witnessed the skills of Ferrari's Jean Todt, McLaren's Ron Dennis and the

brilliance of Red Bull's Deitrich Mateschitz in unleashing the potential of the previously uncompetitive Jaguar Racing team; the Red Bull Racing team which dominated Formula One between 2010 and 2013.

Leadership is also a recognised quality of the top drivers in Formula One, from the late Ayrton Senna to the most successful driver of all time, Michael Schumacher, who demonstrated great internal leadership during his dominant years at Ferrari.

One of the most important attributes of leadership is the ability to empower staff, giving team members the opportunity to thrive, develop, innovate and ultimately develop leadership skills of their own; a key factor in determining those teams who unlock their talents and reach the heights of success.



Who Should Attend?

- CEO's, GM's, Executives and board members.
- Senior Managers, Line Managers of various organisations, HR, Finance, IT Directors, Project Managers, Consultants, Customer Services Officers, Quality Assurance Supervisors, Training Managers, Supervisors from Government and Private Sectors as well as students.
- All individuals interested in developing leadership and teamwork excellence in their personal lives and their organisations.

THE BUSINESS OF WINNING



TESTIMONIALS

Learning Objectives:

Leadership – Creating the vision, identifying the goals, cascading positive motivations throughout the organisation, creating the environment for success. Developing strategies that allow you to adapt quickly, having the flexibility to implement an effective **Plan B**.

Teamwork – Drawing on practical examples, Mark describes the key attributes of personal commitment and the role of the individual in bringing a cohesive approach.

Motivation – Mark discusses definitions of success, creating milestone and gated reviews that enable staff to build towards the ultimate goal, celebrating achievements along the way. How can we motivate in times of difficulty?

Brand Building – How F1 teams develop brand awareness, generate core values and communicate them to sponsors and a global audience of billions.

Safety & Risk Management – How Formula One transformed its safety culture and embraced data-driven solutions to manage risk in one of the world's most high-risk environments.

Benefit of the sessions:

- Insight into how teams compete to achieve technical and commercial success, citing the FIA Formula One World Championship as a case study
- Enables you to identify the strengths of those who achieve world-class status; their ability to create and communicate their vision, motivate and empower their staff, and steer their organisation commercially and culturally
- How to achieve and maintain motivation, the strength of which is often the only difference between a champion and an also-ran
- Practical examples of creating the right environment for the attainment and maintenance of success.

Mark's presentation was tailored to fit our business and conference theme, the delivery was professional, highly motivating and extremely interesting for our large international audience. Mark received excellent feedback from all delegates.

– Vice President Global Sales
Marriott Hotels International Ltd

Having heard him speak at an EADS Engagement Forum in Paris I asked Mark to speak at our Leadership Conference for Airbus in the UK. He was able to combine his experiences of F1, leadership and engagement in a humorous and enlightening way that really connected with the audience.

– General Manager and Human Resources Director, Airbus

Thank you for your wonderful presentation. Your insights on the team work and motivation were truly exceptional.

– Director of Marketing, British Airways

Your presentation on the Power of Change was both stimulating and entertaining... your passion for the subject matter was infectious!

– UK Sport

ABOUT THE SPEAKER

MARK GALLAGHER

Speaker of Winning, F1 concept expert

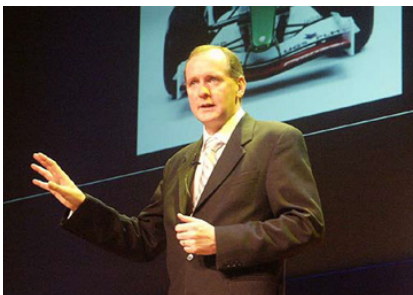
القيادة الجيدة هي محور نجاح أي مؤسسة وبالتالي فإن الطبيعة المعقدة لفرق الفورمولا 1 الحديثة كنموذج تعني أن القائد في هذا المجال يجب أن يمتلك مجموعة واسعة من المهارات تمكنه من إدارة متطلبات أي قطاع عمل خصوصاً القطاعات ذات التكنولوجيا العالية بالإضافة إلى بناء فريق متعدد المهارات قادر على تحقيق النجاح للمؤسسة.

سيتمكن الخبير مارك غاليجر من التركيز في هذه الفعالية (كن قائداً متميزاً) على أهم المهارات لكي تصبح قائداً ناجحاً لفريق عمل ناجح في أي موقع من مواقع العمل.

With three decades experience in international motorsport, including senior roles with the Jordan and Red Bull Racing Formula One™ teams as well as running Cosworth's F1 Business unit, Mark has worked with many of the sports leading figures and developed a unique insight into the way they operate. He has also developed a wide range of business interests in the sport, including creating a championship winning racing team.

Joining Jaguar Racing in 2004 Mark remained with the team during its transition into Red Bull Racing before leaving to establish his own racing team, Status Grand Prix, which today competes in GP2 and Gp3. In 2009 he took over the running of the world famous Cosworth F1 engine business, re-establishing the British company as a leading supplier to one third of the F1 teams in 2010.

Mark is an author and presenter in leadership and management as he is very much blinding formula 1 concept at work by using many exercises, videos and team playing.



PROGRAMME

TIME

PROGRAMME AT A GLANCE

08:00 – 09:00



Registration & Networking over tea & coffee

09:00 – 10:30



• Introduction

- Background, experience & insights.
- Overview of F1.
- Relevance of Sporting Insights to Business Leadership.



• Leadership

- The meaning of leadership.
- Examples of great leaders within F1.
- Entrepreneurial Leaders & Visionaries from Formula One.
- Core leadership values.

10:30 – 11:00



Tea / Coffee

11:00 – 12:30



• What does great leadership look like

- Audience to provide examples.
- Sporting Leaders - where does F1 look to for inspiration? (Insights from professional Football, Sailing, Cycling).
- Master list of key attributes to be drawn up 10.

12:30 – 13:30



Prayer Time / Lunch

13:30 – 14:30



• Panel Discussions with leaders involved in formula one and Business Environment.

14:30 – 14:45



Tea / Coffee

14:45 – 16:00



• Leading high performance teams

- The F1 Pit Stop Analogy; Vision, focus & continuous improvement
- The importance of Empowerment; Why we need to find a 'Dave'

16:00 – 16:30



• The Leadership Takeaways

• The Action Point for Delegates

مؤتمر القيادة السنوي الخامس THE 5TH ANNUAL LEADERSHIP CONFERENCE

Individual/Group Delegate Registration Form

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S/N	DELEGATE	JOB TITLE
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BD. **360** per delegate

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- Participants folder with workshop materials.
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Cancellation/Substitutions No cancellation will be permitted once a registration form is received. However, substitution is allowed.

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