

# The Future of Leadership (Salon)

## Journey to SXSW, Austin



**March 07<sup>th</sup> to 12<sup>th</sup>, 2019**

**Stretch, Learn, Connect – a unique trip for female trailblazer to bring a new mindset, method and magic home to accelerate your corporate transformation**

# Why Austin

Austin is next to Silicon Valley the place of digital transformation. The city of eternal boom is a hipster paradise, a high-tech nirvana, a festival wonderland. The city transformed itself from a sleepy college town to the fore runner in innovation.

## SXSW

Do you want to know what the future holds? SXSW is THE place to go. In 10 days South by Southwest® (SXSW®) Conference & Festival celebrates the convergence of the interactive, film, and music industry. It showcases the newest cutting edge trends and brings the best people in the field together.

## This trip is for you

Whether you are an employee, manager or lead your own business, this journey is for YOU if you are in charge of transformation in your company and curious what the future holds.

We decided to design this special journey for women, as we believe that it's crucial to create a positive tomorrow where everyone can thrive in with a strong female voice in the discussion.

During this journey we will learn a lot and create a powerful network to rely on in the future.

## Collective Power

"My first trip to SXSW was last year with a client group who was already introduced to Silicon Valley, Berlin and Stockholm. I was blown away by the multitude of inspiration I explored in 5 days – from key-notes to exhibitions to the people I met.

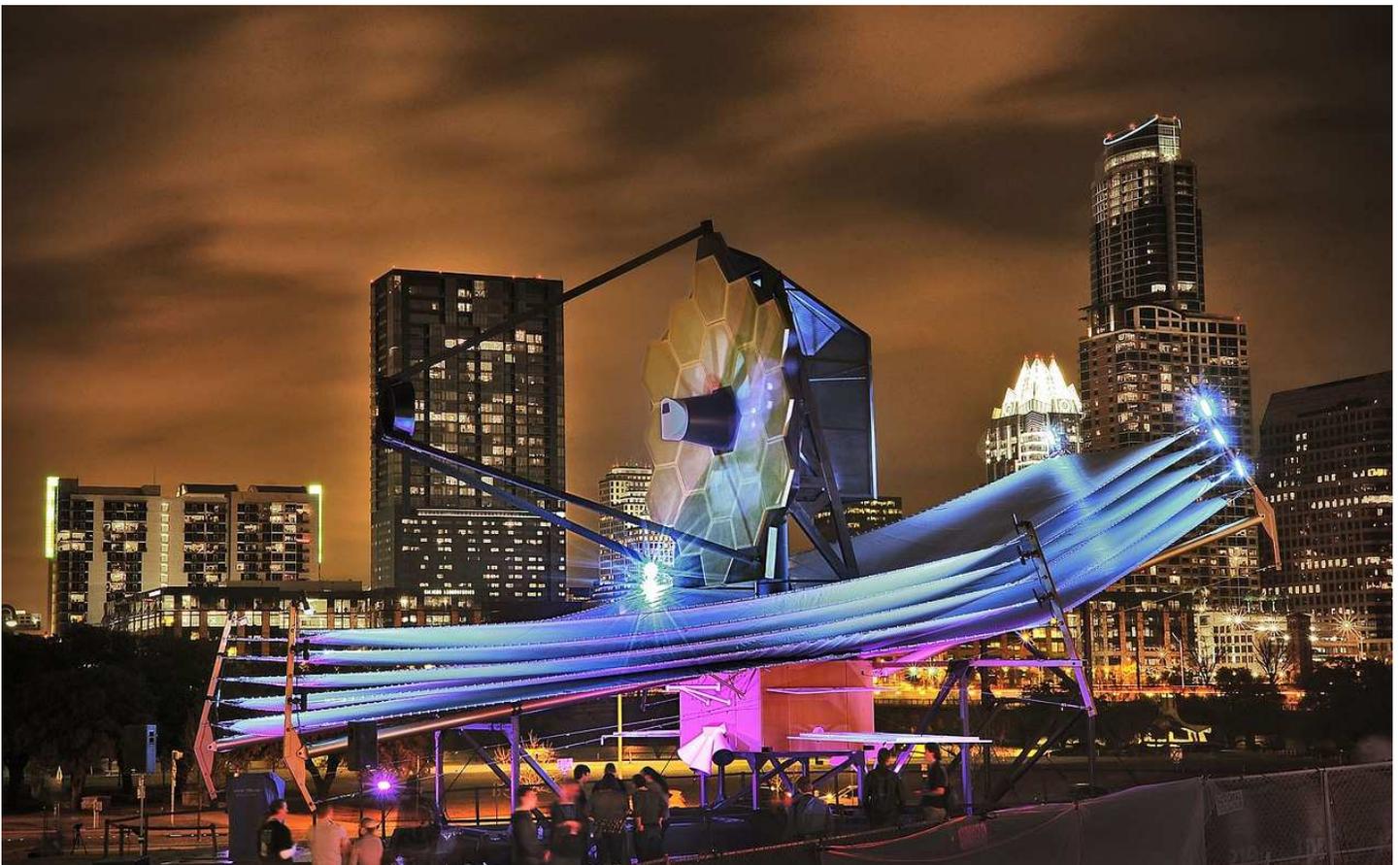
And foremost I was amazed to see how many women were leading the way – which inspired me to offer this trip." (Eve)

SXSW can be overwhelming and with it's vast offer, hard to grasp. That is the beauty of our journey, as we will guide you and bring all our learning together. So you will fly home with the impression that you had 7 heads to take it all in. The beauty of collective sharing.

## Corporate Visits

Besides the inspiration we will receive by SXSW, we also add another day of corporate visits in Austin as this ecosystem has so much to offer – from the great start-up scene, to Wholefoods, Home Away, Dell and many others.

We will keep the igniters flowing and believe in the power of networking and deep conversations.





## Our days in Austin

### Thursday, March 7<sup>th</sup>

We will meet in the afternoon at the gorgeous house we will share for the next 6 days. Settle in, refresh from the flight. Enjoy a delicious dinner at the house and get filled in how to navigate SXSW to get the most out of it.

I am sure for the very curious of us, Teri will also reveal for us the magic of AI (Artificial Intelligence). In the evening we will get already our tickets, to not loose time the next day when SXSW starts.

### Friday, March 8<sup>th</sup>

After breakfast at the house, we will start our journey into the vast offer at SXSW – of course prepared to get the most out of it for the whole group. The evening is open to explore Austin. Our house has an amazing location to roam by feet.

### Saturday, March 9<sup>th</sup>

Again breakfast at the house, sharing of insights from the day before, set-up for the day (maybe a short mindfulness practice to feel energized and focused as a full convention day can be exhausting). And off to another full day at SXSW. In the evening we all will explore a very Texan BBQ – fun included.

### Sunday, March 10<sup>th</sup>

Most incredible key-notes are waiting for you (last year I saw Melinda Gates). But before we are heading out, let's fill up our body with a healthy breakfast, a mindfulness practice, sharing of our insights of the day before and an outline of this Sunday. Evening again open.

### Monday, March 11<sup>th</sup>

After breakfast and insight sharing, we will explore another side of Austin – the real scene, and visit hot spots, leading companies and start-ups and exchange our stories with amazing executives from here. I know we will be in for a treat. Who we will visit? Stay tuned.

### Tuesday, March 12<sup>th</sup>

Time to say good-bye. But before we do that, we will in the morning after breakfast resume, reflect and make a 90 day plan how we will integrate this amazing learning into our agenda at home.

#### Pretty unique, right?

Sure, you could just fly to Austin, stay in a hotel, get a ticket and have lots of inspiration at SXSW.

But we created something different here. I believe that only they will stay ahead who create a) a diverse ecosystem network b) look at their own shadows and drivers.

That said, this journey will bring you new sisters to co-create outside of your silo, will give you a much wider range of knowledge you could accumulate alone and not to forget, a home Anker with tons of fun and laughter.

# Facts & Figures

## Date: 07.-12. March 2019

We start Thursday afternoon and end Tuesday morning.

## Location: Austin, Texas

The Journey will be centered around SXSW with excursion into the Austin start-up scene and leading companies.

(Main language will be English, if needed translated to German)

## Registration

The group size is limited to 7 participants to secure a deep time of retrospective and dive behind the scene.

To sign up please send an email to:

**eve@ladies-lead.com** with your contact information, what you do and why you like to join.

We are excited to be your guide on this amazing journey to new insights and greater impact.

## Package Price

**Happy go lucky: 3.990,- €**

- ☐ Intake & Follow-up Call
- ☐ 6 days lead guidance through Austin & SXSW
- ☐ 5 nights shared accommodation in a gorgeous home central in Austin
- ☐ Network & Collective Intelligence program
- ☐ Healthy snacks & drinks during the day
- ☐ Every day a healthy breakfast
- ☐ Texas BBQ and dinners at the house
- ☐ Mindfulness practice in the am
- ☐ Corporate visits on Monday
- ☐ Deep dive into AI (Artificial Intelligence)
- ☐ Ticket to SXSW Interactive (value of 1.250,-)

**Sign up today as space is limited.**

VAT / Flight / Transfer costs occur additional on participants responsibility.



07<sup>th</sup> to 12<sup>th</sup> of March



Package Price: 3990,-



Share a gorgeous home in central Texas



7 international power women



Healthy meals included



Corporate visits and Networking



SXSW, convention of tomorrow



Many new insights into AI



Collective learning



Lift up your impact



Explore the newest Trends



Transformation for growth



Mindfulness guidance



0% no bull shit

# Sneak Peak

Each of the journey I design and lead around the globe to the hubs of transformation is unique. It's created based on the goals of each participant in mind. Even thou you find similarities over the years as we always visit hot ecosystems to meet entrepreneurs and venture capitalists, meeting leaders in corporations, joining network events and dive into self-reflection of your Self-Leadership Excellence to thrive in an ever changing world.

Like to take your leadership team on a journey of transformation? Let's have a chat.

## Outcome of this journey to Austin

- Learn about the newest trends in technology.
- Explore cutting edge solutions of emerging start-ups
- Best Practice sharing of corporate new work solutions
- Hear from high-end leaders, you otherwise wouldn't see live (last year it was Elon Musk, Melinda Gates, Arnold Schwarzenegger)
- Create a strong network with female leaders of this group
- Through 'Bench Sharing' you receive the highest learning curve
- Learn what is holding you back to be a radiant role model to lead the future
- Be inspired about digital transformation

Enjoy a few first snap shots ...



# We will meet many amazing and inspiring personalities, and who will be for sure in the house?!



## AI & SXSW specialist: Teri Kelly

Executive team leader responsible for identifying strategic opportunities for growth and fostering strong client relationships.

- \* Lead development of GTM strategy and services evolution, working in partnership with Valkyrie's CEO, executive leadership team, advisors and scientists
- \* Conduct client, industry and market trend analysis to ensure Valkyrie's value proposition continuously aligns to greatest client needs
- \* Actively develops internal and external relationships to advance company initiatives

You find more about [Teri @ LinkedIn](#)

## Our cherished co-sponsor: Valkyrie

We are excited to have such an amazing partner on board who not just knows the scene of Austin and SXSW but also navigates already now in the possibilities of tomorrow.

Valkyrie's deep scientific expertise differentiates them from the competition. It allows them to transform innocuous client data into empirically-informed initiatives. They will move you into the Intelligence Age - an era defined by automation, practical AI, and intelligent processes.



## Igniter & travel guide: Eve Simon

Eve Simon is a catalyst for change; resourceful, creative and committed running her own boutique consulting & coaching firm since 2005 providing advice and guidance to corporations and leaders all over the world.

Prior to starting her own company *Inspiration Without Borders* Eve spent the first 14 years of her career in senior management and leadership positions spanning multiple industries.

Eve leads the Initiative *LadiesLeadChange* which gives women encouragement and guidance to step up in their leadership game.

Eve is the curator of the *Future of Leadership Salon*, a movement which builds on crucial conversation and co-creation with a human-centric approach in a digital world.

Eve, holds a Master's degree from the University of Basel, Switzerland and is certified in numerous fields such as NLP, Scrum, Design Thinking, Cosmology, Mindfulness, Somatic Awareness, martial art and System Solutions.

As a global citizen with an open mind Eve, born and raised in Germany, presently lives with her daughter on two continents (Düsseldorf, Germany and Silicon Valley).

[Eve LinkedIn](#)



**The Future  
of Leadership  
(Salon)**

**You decide how the next  
unicorn will look like.**



**Hello radiant, focused, inspiring Future Leader for positive impact**

**See you in Austin!**