

SIMON ANHOLT

After 20 years working with the presidents and prime ministers of 54 countries, Simon Anholt has a plan to make the world work better.



Simon is recognised as the world’s leading authority on national image and created the term ‘nation branding’ among others.

He created and publishes the Good Country Index, a survey that ranks countries on their contribution to humanity and the planet and is Founder-Editor Emeritus of the Journal of Place Branding and Public Diplomacy.

He has advised Presidents, Prime Ministers and Governments on how to engage more imaginatively and effectively with the international community.

He has presented his ideas at high level events such as the Commonwealth opening address, hosted by Queen Elizabeth II. He has also dined with Putin! He is also a well-known TED speaker.

On 11 August, he published his latest book, [The Good Country Equation](#).

BORIS DIEKMANN

“What gives me energy and a heartfelt sense of meaning in life is to serve leaders to thrive, nurture higher forms of energy in their teams...”



Boris Diekmann has over 15 years of professional experience in leadership development, culture shaping, organisational development and coaching.

As a consultant, facilitator and coach, he has supported senior leaders in organisations such as Rolls Royce, NATO, Nomad Foods, Hertz and British Telecom. He has partnered with executives, managers of all levels, experts, and front-line employees across various European countries, the US, South America, Africa, and Asia. Prior to his consultancy work, Boris was responsible for Leadership Development activities at Siemens.

His recent book [Chief Energy Officer](#) explores how human effectiveness is ultimately a function of human energy, reflected in our 'state of heart'.

MARGARET HEFFERNAN

Margaret Heffernan’s motto is: “Let’s not play the game, let’s change it.”



Margaret was born in Texas, grew up in the Netherlands and was educated at Cambridge University, UK. She produced drama and documentary programmes for the BBC for 13 years, before moving back to the US where she became a serial entrepreneur and CEO in the early days of the Internet.

She is currently a Professor of Practice at the University of Bath UK, a TED speaker and author of five books that explore business and effective leadership.

All of her work challenges accepted wisdom about good lives and good work and her book, *Wilful Blindness*, was named one of the most important business books of the decade by the Financial Times. In 2015, she was awarded the Transmission Prize for her book *A Bigger Prize*, a book that upended the idea that competition forces the best to the top.

Her latest book [Uncharted: How to Map the Future](#) addresses the fundamental unpredictability of life and asks how we can find in ourselves the freedom and imagination to create the futures we want.

MARCUS B. MUELLER

THE ABC OF ORGANIZATIONS – Science based, people strategies for leaders



Marcus is the founder of the “ABC Vitamins” approach to individual and organizational engagement, performance and well-being. This formed the basis of his pioneering work in calculating an ROI on investing in people. Marcus is also a member of the Center of Self-determination Theory (CSDT), a US think tank creating, translating, promoting and applying cutting-edge knowledge on human motivation.

In Luxembourg, he is a professor at Sacred Heart University (SHU) where he teaches courses including leadership, and management in Luxembourg and in the US.

His research has been widely published in academic journals, book chapters and magazine articles, in particular his 2019 publication “[Show me the money: Toward an economic model for a cost-benefit analysis of employee engagement interventions](#)”.