



DARE TO EVOLVE

Interview with leadership keynote speaker **Terence Mauri**, Founder of Hack Future Lab, MIT Entrepreneur Mentor-in-Residence and Visiting Professor at IE Business School

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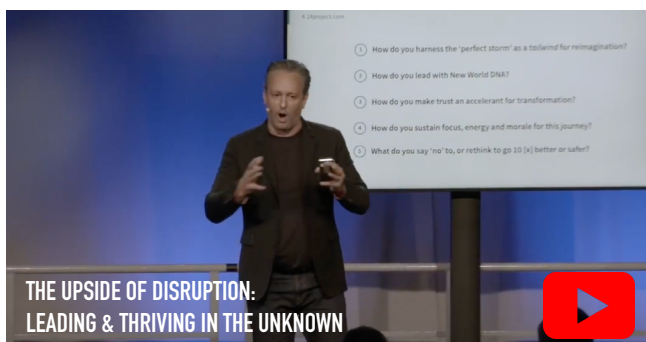
www.terencemauri.com

TELL US MORE ABOUT YOUR DISTINCT APPROACH TO SPEAKING AT LEADERSHIP EVENTS, SKO's AND TEAM OFF-SITES?

I'm the founder of Hack Future Lab, a leadership think tank that equips leaders with the mindset shifts and strategies to win the future. I hold Entrepreneur Mentor roles at MIT and am a visiting Professor at IE Business School where I speak about leadership, growth and future readiness.

I partner with firms around the world to excite, challenge and ignite their leadership off-sites and events. My approach has been described as a "double espresso for leadership" by Forbes.

Prior to my current role, I was a managing director for one of the world's largest advertising agencies working with clients such as American Express, JP Morgan and Apple. I am a battle tested director who understands the challenges of turning volatility into value creation.



*"The future isn't just about technology and trends. It's about **mindsets** and **choices** too. Today's challenges can't be solved with yesterday's thinking."*

WHAT ARE THE KEY MESSAGES AND #1 CALL-TO-ACTION FROM YOUR TALKS?

Change used to happen as a breeze. Now it feels like a category five typhoon. But it's never been easier to miss the upside of disruption. Leaders should not waste one of the biggest reframing moments of their lifetimes.

My #1 call-to-action at leadership off-sites and events is that **"We always overestimate the risk of trying something new and underestimate the risk of standing still. When volatility is high, not taking a risk is a risk."**

Top messages from my keynotes:

- Lead the future
- Drive the business outside of its comfort zone
- Courage over conformity
- Empower others to scale
- Win with trust

WHAT IS ONE OF THE BIGGEST LEADERSHIP CHALLENGES THIS YEAR?

If there's one challenge for leaders it would be to remember that data isn't the new oil. Attention is the new oil.

- Attention to learning at the speed of AI
- Attention to the growth and value agenda
- Attention to future ready DNA

Research at Hack Future Lab shows that in our disruptive times, **proactive resilience** has never been more urgent. Resiliency is the agility of mind, culture and leadership to adapt and thrive in a *Forever Beta* world. The good news is there are best practices, tools and insights to excel in ever-changing contexts and find the upside in disruption.

"93% of leaders expect significant disruption in the next three years but only 27% have the right mindsets."

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- 93% of leaders believe that mindset is key to growth but only 27% believe it's a strength.
- 66% of leaders say the business decisions made today are more complex than they were 2-years ago.
- 57% of leaders believe they spend more time on shallow work than deep work.
- 44% of leaders can link decision-making to enterprise value and strategy.
- 28% of leaders responsible for executing strategy could only list three of their five company's strategic priorities.

FINALLY, WHY SHOULD CLIENTS PARTNER WITH YOU?

I awaken and inspire leaders to sharpen their **future-readiness muscle** and turn it into a tailwind for laser-like focus, strategic courage and value creation. It's the:

- Curiosity to learn
- Courage to unlearn
- Clarity to focus
- Conviction to decide

I look forward to **igniting** your next leadership event or off-site with energy and action.



WATCH: LEAD TO WIN: TURN DISRUPTION INTO ACTION



BIO

TERENCE MAURI HAS BEEN DESCRIBED AS “AN INFLUENTIAL AND OUTSPOKEN THINKER ON THE FUTURE OF LEADERSHIP BY THINKERS50.”

He is the founder of a global management think tank, Hack Future Lab, an Entrepreneur Mentor at MIT and an adjunct professor at IE Business School where he speaks about leadership, growth and future readiness.

His new book '*The Upside of Disruption: Leading & Thriving in the Unknown*,' has been described as “Breakthrough thinking to unlock huge potential,” by Chris Barton, founder of Shazam.

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CONTACT

Partner with Terence to ignite your next leadership event, SKO or team off-site.

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“What a way to open our client conference! Terence inspired our audience to develop a new mindset, act as agents of change and reimagine their future, bolder selves.”

INGA ROTTMANN, VP MARKETING, WOLTERS KLUWER