



GLOBAL WELLNESS
SUMMIT 2018

OCTOBER 6-8 | TECHNOGYM | CESENA, ITALY

Creativity Drives Business... and Results

Gina Diez Barroso de Franklin, president & CEO,
Grupo Diarq, Mexico



LEARNING TO LOVE TRIBALISM | HASAN MINHAJ ON THE NEW BROWN AMERICA



AUGUST 22, 2016

time.com

SUPREME COURT BATTLE || MEXICO'S DILEMMA

DAVID COLE

ENRIQUE KRAUZE

DOUBLE ISSUE

APRIL 11/18, 2016

THE Nation.

Global Warming's Terrifying New Chemistry

Our leaders thought fracking
would save our climate.
They were wrong. Very wrong.

BILL McKIBBEN

THENATION.COM

\$4.99

15>



01223

PRICE \$4.50

THE

OCT. 20, 2008

NEW YORKER



HOW 9/11 STILL WARPS AMERICAN STRATEGY

FOREIGN AFFAIRS

JULY/AUGUST 2018

Which World Are We Living In?



FOREIGNAFFAIRS.COM

MARCH 19, 2018

TIME

Ripped Apart

THE COST OF
AMERICA'S
IMMIGRATION
CRACKDOWN

BY HALEY
SWEETLAND
EDWARDS



An undocumented woman
with two of her daughters.
Her husband was
deported to Mexico

time.com

HBR.ORG Harvard Business Review

SEPTEMBER 2015

44 The Big Idea

The Organizational
"I'm Sorry"
Maurice E. Schweitzer et al.

96 Risk Management

Cybersecurity: Lessons
from the Pentagon
James A. "Sandy" Winnefeld Jr. et al.

108 Managing Yourself

How to Embrace
Complex Change
Linda Brimm

THE EVOLUTION OF DESIGN THINKING

IT'S NO LONGER JUST FOR
PRODUCTS. EXECUTIVES ARE
USING THIS APPROACH
TO DEVISE STRATEGY
AND MANAGE
CHANGE.

PAGE 55



AIRBNB's Radical Bet / The Cult of NASTY GAL / In Praise of TWITTER, SNAPCHAT & TINDER

FAST COMPANY

EXCLUSIVE

SECRETS OF PIXAR

Fourteen #1 hits in
a row doesn't happen
by accident

HOW TO UNLEASH

CREATIVITY

WHAT MAKES ED CATMULL THE BEST MANAGER IN BUSINESS

WHY YOUR SHARPEST TOOL IS A CRISIS

DESIGNING YOUR BRAIN TRUST

THE MASTER SPEAKS:
"When you try to control,
steer, or control change,
we get into trouble."
says Pixar's Catmull.

29 REASONS
GOOGLE IS NO. 1

THE TESLA GUIDE
TO TALKING SMACK

WHAT YELP CAN
TEACH UBER

THE RAP ON
TWITTER

APPLE'S SOFT TOUCH VS.
AMAZON'S HARD SELL

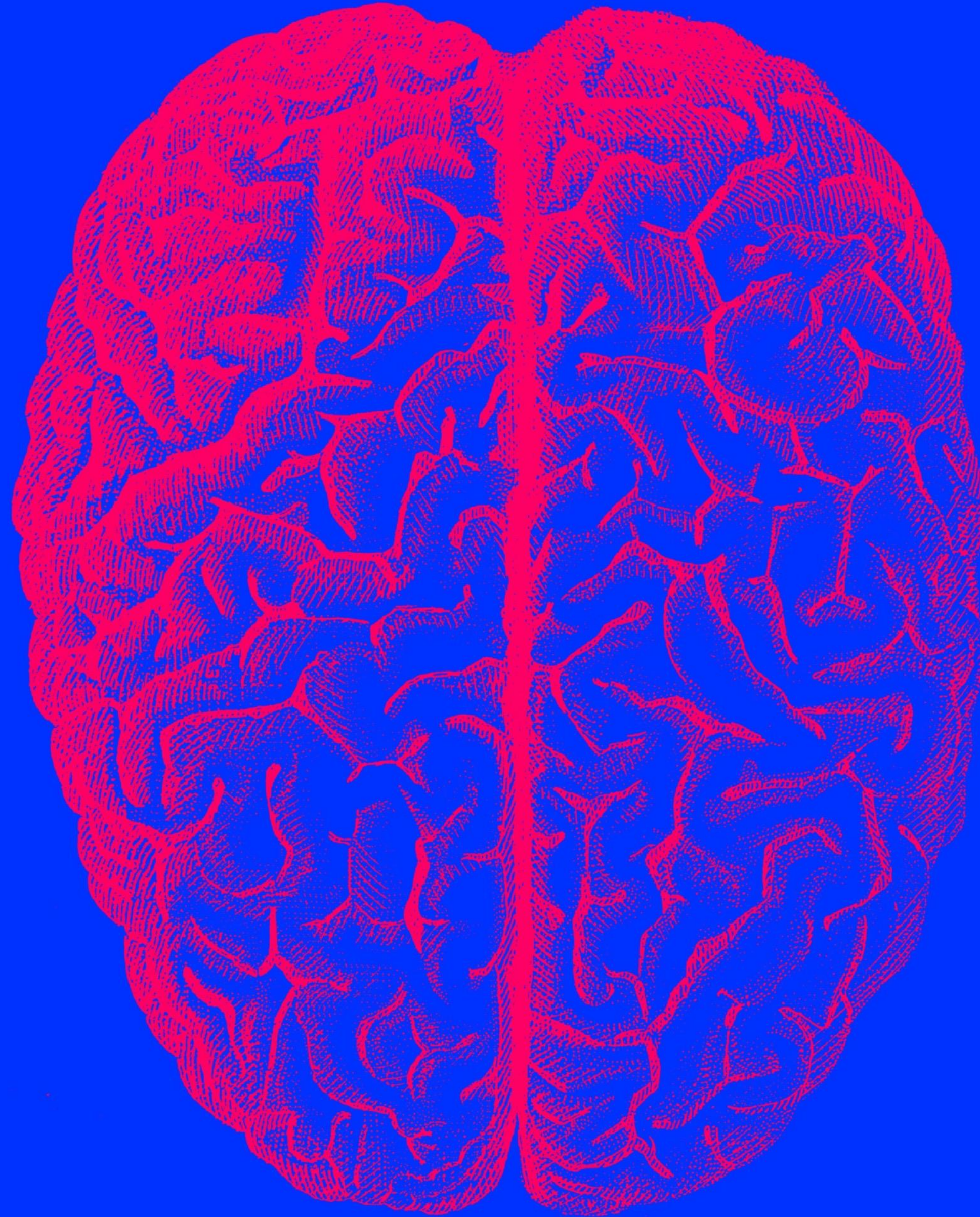
FAST COMPANY

THE WORLD'S 50 MOST INNOVATIVE COMPANIES

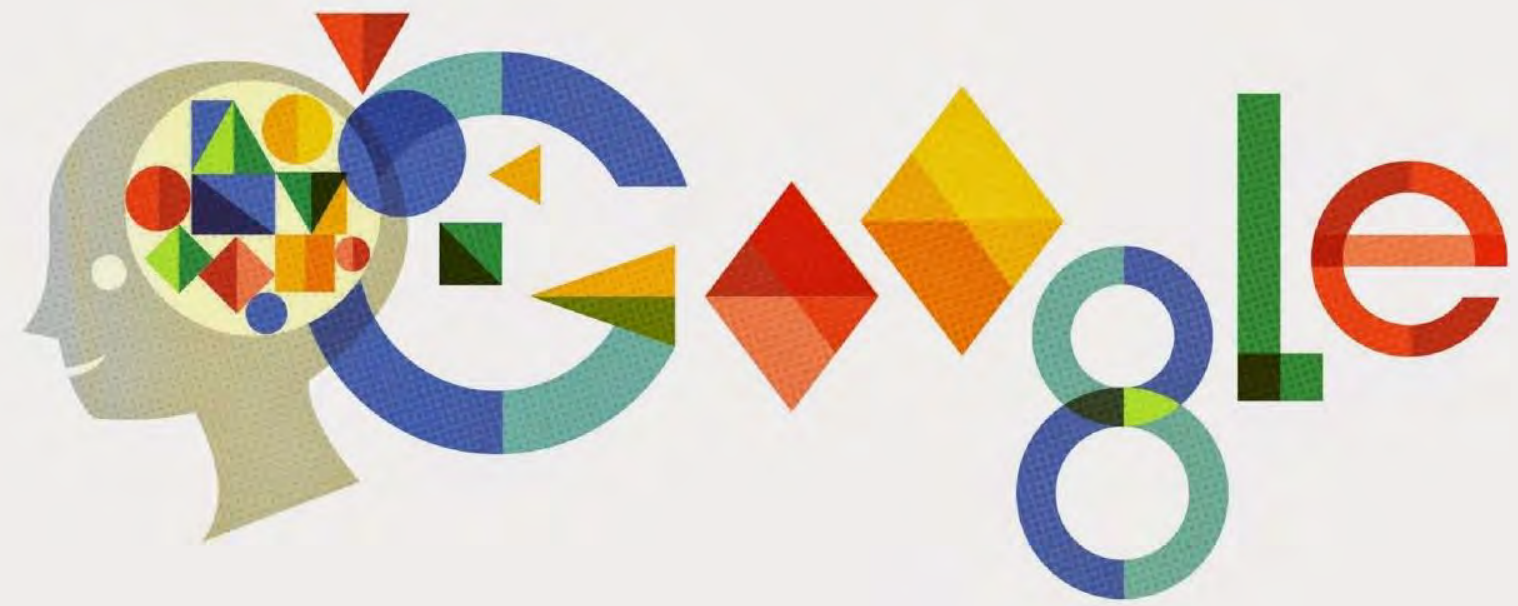
NO. 9
DONORSCHOOSE:
Why Stephen
Colbert, Sheryl
Sandberg, and
10 million kids love
CEO Charles Best



Linear
thinking



**Non-linear
thinking**



NETFLIX



amazon

facebook

The Most Innovative Companies of 2018

1 Apple	11 Airbnb	21 Siemens
2 Google	12 SpaceX	22 Unilever
3 Microsoft	13 Netflix	23 BASF
4 Amazon	14 Tencent	24 Expedia
5 Samsung	15 Hewlett-Packard	25 Johnson & Johnson
6 Tesla	16 Cisco Systems	26 JPMorgan Chase
7 Facebook	17 Toyota	27 Bayer
8 IBM	18 General Electric	28 Dow Chemical
9 Uber	19 Orange	29 AT&T
10 Alibaba	20 Marriott	30 Allianz

Top 10 skills

In 2015

- 1 Complex Problem Solving
- 2 Coordinating with Others
- 3 People Management
- 4 Critical Thinking
- 5 Negotiation
- 6 Quality Control
- 7 Service Orientation
- 8 Judgment and Decision Making
- 9 Active Listening
- 10 **Creativity**

In 2020

- 1 **Complex Problem Solving**
- 2 **Critical Thinking**
- 3 **Creativity**
- 4 People Management
- 5 Coordinating with Others
- 6 **Emotional Intelligence**
- 7 Judgment and Decision Making
- 8 Service Orientation
- 9 Negotiation
- 10 **Cognitive Flexibility**

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Technology

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Engineering

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Arts and Creativity

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Science

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Technology

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Engineering

A

Arts and Creativity

M

Mathematics

Wellness Trends 2018

1 Mushrooms Emerge from Underground

Whether “magic” or medicinal, shrooms’ superpowers come to light

2 A New Era of **Transformative Wellness Travel**

Circuits, sagas and epic storylines

3 Reframing the First 1,000 Days

Preconception & paternity enter the health equation

4 The Wellness Kitchen

Kitchens catch up with healthy eating

5 Getting out “Clean Air Act” Together

Taking personal responsibility for the air we breathe

6 **Extreme Wellness**

Hacking our way to better brains, bodies and overall well-being

7 Wellness Meets Happiness

The new happiness science indicates where wellness must go: drive more social connection and tech disconnection

8 **A New Feminist Wellness**

From a surge in women-only, wellness-infused clubs and co-working spaces – to a storm of FemTech “solving” for women’s bodies

BASED ON A TRUE STORY

Magical
Extraordinary
Journeys

Transformative Wellness Travel



FIELD

CULTIVATING ELITE MINDS

As global pioneers in consciousness enhancement,
we welcome you to the world of brain optimization.





HERA HUB

PHOENIX

MEMBERSHIP

COMMUNITY

EVENTS CALENDAR

PROGRAMS

BOOK SPACE

SEE THE SPACE

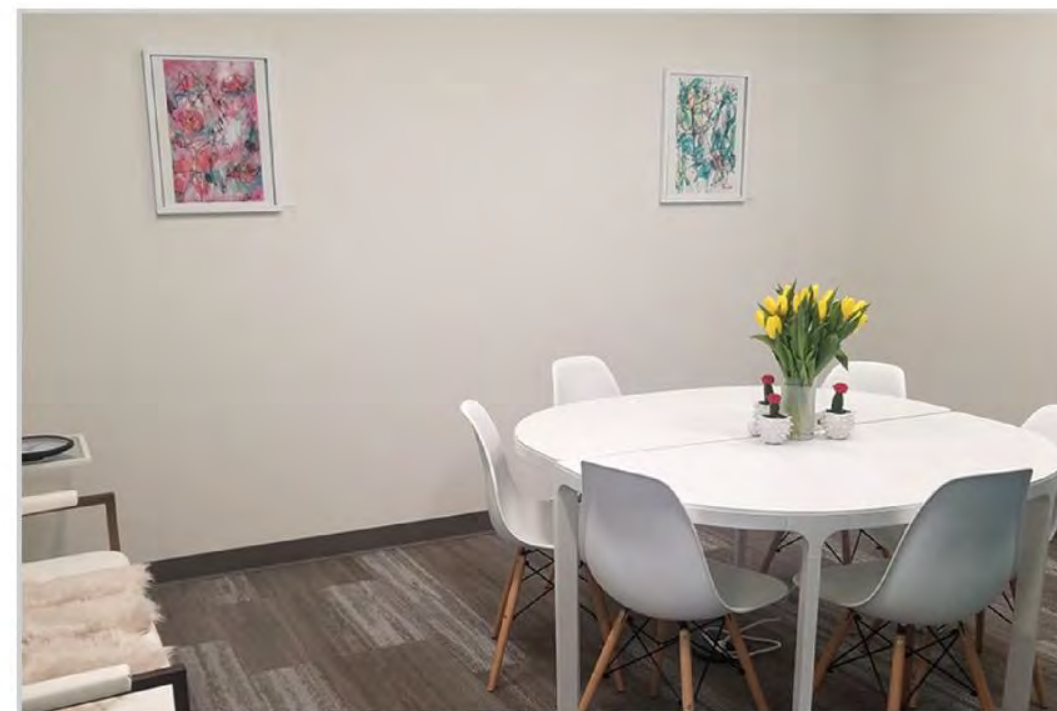
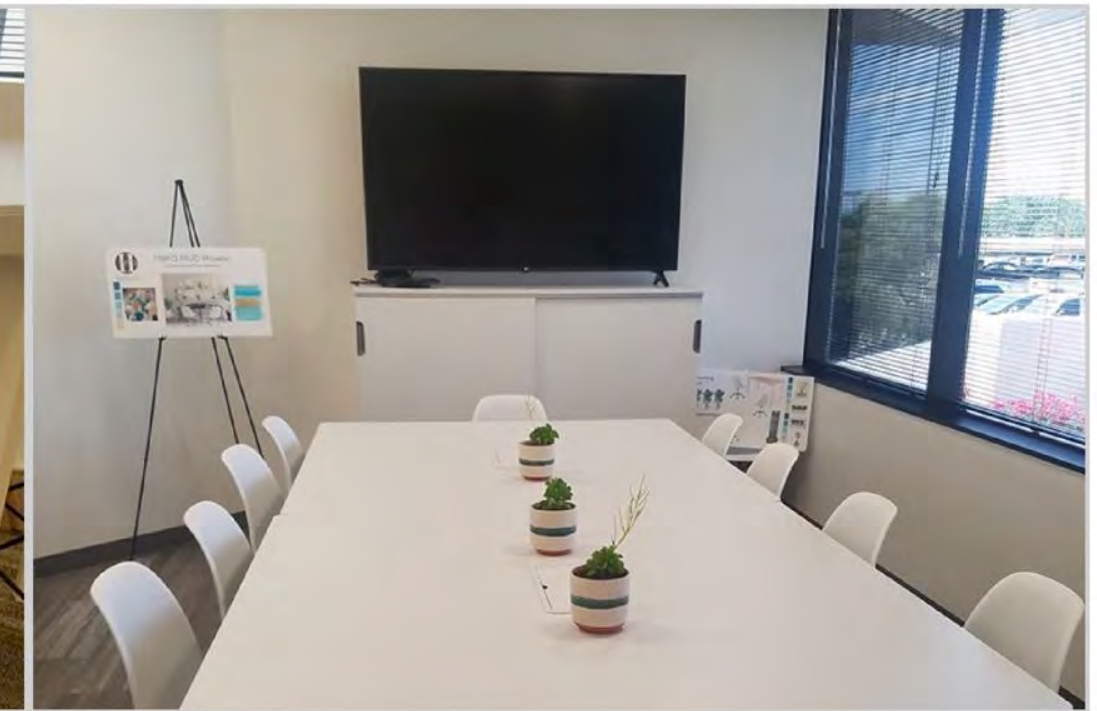
BLOG

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CEO

SELECT A LOCATION

MEMBER LOGIN



A New Feminist Wellness

