

 **Leadership
Seminars**
by SARGIA Partners

June 10, 2019

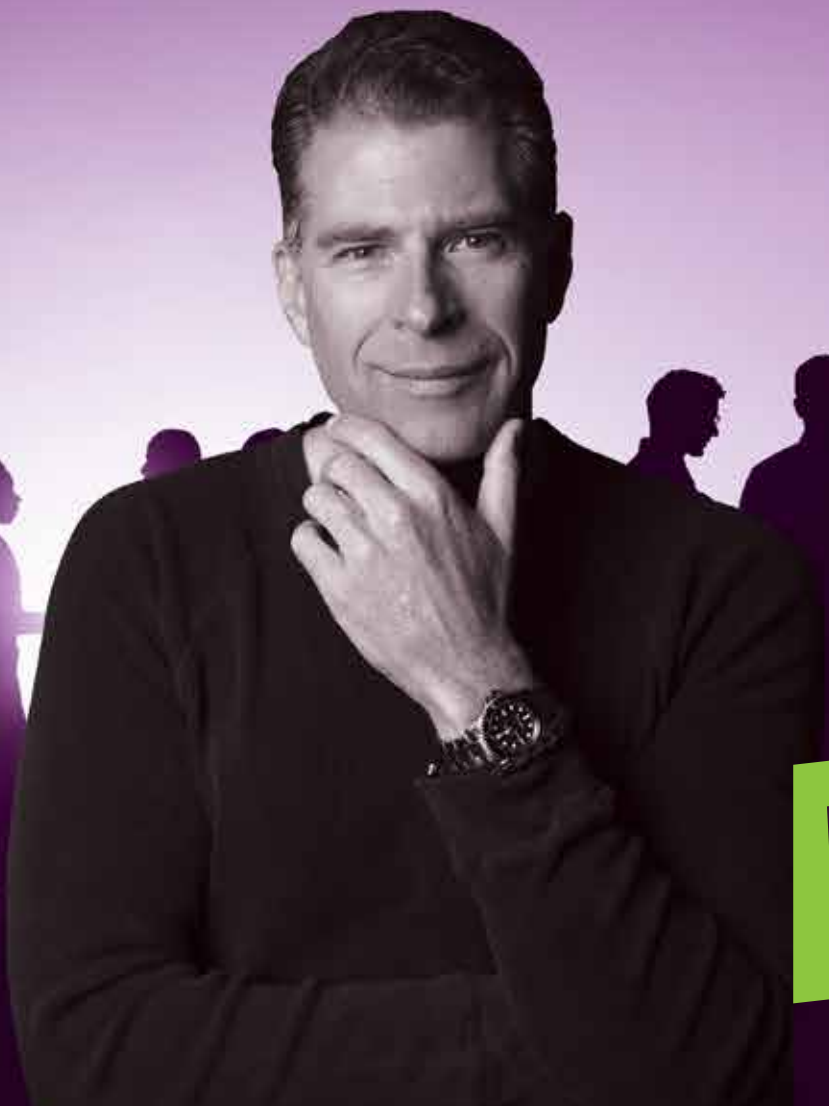
Divani Apollon Palace and Thalasso

Paul J. Zak

Neuroscientist. Prolific Author.
Public Speaker.

#Trust Factor

The Science of Creating
High-Performance Companies



**Partnership
Proposal** 

June 10, 2019

Divani Apollon Palace and Thalasso

Paul J. Zak

Neuroscientist. Prolific Author.
Public Speaker.

#2019

The Year of Trust

Trust is the key ingredient to success for most high-performing organizations and the figures are just impressive!

Based on research, people at high-trust companies report: 74% less stress, 106% more energy at work, 50% higher productivity, 13% fewer sick days, 76% more engagement, 29% more satisfaction with their lives and 40% less burnout, compared with people at low-trust companies. They also tend to enjoy their jobs 60% more, be 70% more aligned with their companies' purpose and feel 66% closer to their colleagues.

Are leaders today aware of it? According to PwC's Global CEO survey, 55% of CEOs worldwide recognize a trust deficit that threatens their organization's growth, but they lack a framework that shows them how to build it!

Join SARGIA Partners Leadership Seminar 2019 and find out why this year Trust will become the talk of the town!

June 10, 2019

Divani Apollon Palace and Thalasso

Paul J. Zak

Neuroscientist. Prolific Author.
Public Speaker.



#Trust Factor

The Science of Creating High-Performance Companies

For decades, alarms have sounded about employee disengagement. But why is "culture" so difficult to improve? What makes so many high performing employees check out? The famous Neuroscientist Paul Zak shows that innate brain functions hold the answers.

Trust is the secret ingredient of any high performing organization. When someone shows you trust, a feel-good jolt of oxytocin surges through your brain and triggers you to reciprocate. This simple mechanism creates a perpetual trust-building cycle, key to changing dysfunctional workplace patterns.

Drawing on his original research, Paul Zak, the honorary guest and keynote speaker of SARGIA Partners Leadership Seminar 2019 "**Trust Factor: The Science of Creating High Performance Companies**", will open us a window on how brain chemicals affect our behavior, and show us ways to consciously stimulate it.

He will present his pioneering management tool, called the **O-Factor** and will describe an eight-step trust-boosting program that every organization could use to reach peak performance and maintain happy and healthy employees.



It's neuroscience and
it's the art of conducting
smart business.
Get your brain in the game!

June 10, 2019

Divani Apollon Palace and Thalasso

Paul J. Zak

Neuroscientist. Prolific Author.
Public Speaker.

Meet our **1 million** YouTube views
Keynote Speaker

Paul J. Zak

Paul's two decades of research have taken him from the Pentagon to Fortune 50 boardrooms, in a quest to understand the neuroscience of human connection, human happiness and effective teamwork.



His latest book, **Trust Factor: The Science of Creating High Performance Companies**, uses neuroscience to measure and manage organizational cultures, to inspire teamwork and to accelerate business outcomes.

His 2012 book, **The Moral Molecule: The Source of Love and Prosperity**, recounted his unlikely discovery of the neurochemical oxytocin as the key driver of trust, love, and morality that distinguish our humanity.

Paul is the founding Director of the Center for Neuroeconomics Studies. He uses neuroscience to quantify the impact of movies, advertising, stories, and consumer experiences and has been key instigator in the development of several transdisciplinary fields, including neuroeconomics, neuromanagement, and neuromarketing.

Paul is also Professor of Economics, Psychology and Management at Claremont Graduate University. He has degrees in mathematics and economics from San Diego State University, a Ph.D. in economics from University of Pennsylvania, and post-doctoral training in neuroimaging from Harvard.



Learn more about Paul's:

[Academic lab](#)

[Consumer Neuroscience Company](#)

[Neuromanagement Company](#)

[Finsbury](#), a global leader in strategic communications where Paul serves as a senior advisor



Your 1 million reasons to support Trust is reciprocal!

In our turbulent days, the establishment of trust is of vital importance in all dimensions: corporate, political, financial and social. Up to now, most attempts to promote or discuss it, have focused on process transparency, solution credibility and product safety. However, trust is a reciprocal feeling, inspired and displayed by people: our customers, our employees and our business partners.

Join us in the support of the first corporate event in Greece that explains the brain mechanisms of trust and:



Relate your corporate brand and reputation with the notion of trust:

Trust for the organization, for its vision, for its leaders, for its people, for its services, for its contribution to society



Boost your leadership teams' trust and engagement,

by investing on their ongoing development through the dissemination of innovative, scientific approaches to leadership



Safeguard your corporate brand exposure in a targeted C-Level audience during the venue

Gain significant media exposure before, during and after the event

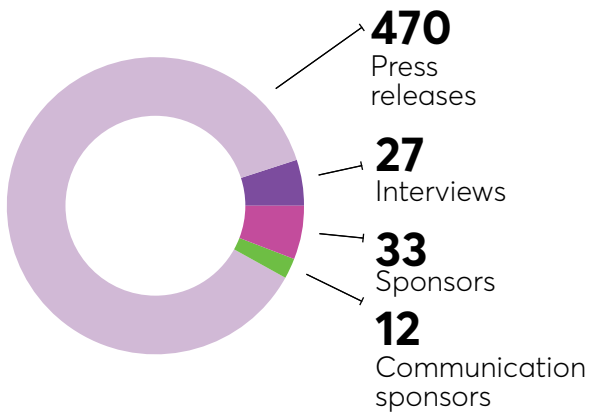


Get valuable insights that will enable you to **skyrocket the impact and effect of your own leadership**



Our Leadership Seminars Footprint 2012 - 2018

Strategic Partnerships



C-Level Executives Network of



More than
2,500
attendees

And a digital footprint of

40,583,792
Impressions

25,500
Facebook clicks



50,000
Unique visitors

2,180
YouTube
video views



Indicative Press Releases from our LS 2018

MarketingWeek

Marketing

Η συναισθηματική ασφάλεια στο χώρο εργασίας και η σημαντική συμβολή της στη δέσμευση και ανάπτυξη ανθρώπων και οργανισμών

11 Ιουνίου 2018 | 10:28 | Έγγραφο | Ηλεκτρονική Έκδοση | News | Twitter | Facebook | LinkedIn | Email

Twitter: Confessions,Market,Resonance

Επιχειρηματικό Αποστολή | Αποδοτικότητα | Αποδοτικότητα | Αποδοτικότητα



Η Γεωργία Καρτσάκη, Leadership Transformation Coach and CEO της SARGIA Partners, λίγο πριν το 7ο Leadership Seminar που έλαβε χώρα Τρίτη 12 Ιουνίου στο Divani Apollon Palace and Thalasso στο Καζόφι, με θέμα «Inspiring Commitment», μια κεντρική ομιλήτρια των ημερών φέρει Leadership Transformation Coach, Hendre Coetzee, μια μύθο για τους διαδραμάτιζους εκπαιδευτές που εξασφαλίζουν τη διάρκεια της δράσης και τους ενθουσιάζουν με τις οργανωσιακές αλλαγές για αναγεννηθείσες.

Εί, Κυρία Καρτσάκη, αναφέρεται συχνά πως η Ελλάδα συναισθηματικά θέματα των εργαζομένων απάντη στην πραγματικότητα που τους απειθαίρει, ενέχει σημαντικά προβλήματα και ρίσκα. Πώς αφέρεται κατά τη γνώμη σας το φαινόμενο αυτό;

Η πρώτη έρευνα για το τι αισθάνονται οι leaders του ελληνικού επιχειρείν και οι ομάδες του

naftemporiki.gr

11 Ιουνίου 2018 | 17:11 | #Forbes



ΕΠΙΧΕΙΡΗΣΕΙΣ



Hendre Coetzee: Σε αβέβαιους καιρούς οι άνθρωποι δεν χρειάζονται απαντήσεις αλλά κατεύθυνση

Facebook | Twitter | Google+ | LinkedIn



Με σημαντικά συμπεράσματα ολοκληρώθηκε το 7ο Σεμινάριο Ηγεσίας από τη SARGIA Partners

Facebook | Twitter | Google+ | LinkedIn

Forbes

Ο Hendre D. Coetzee στο Sargia Partners

11 Ιουνίου 2018 | 11:35 | Έγγραφο | Ηλεκτρονική Έκδοση | News | Twitter | Facebook | LinkedIn | Email

Η Sargia Partners διοργανώνει το 7ο Ετήσιο Leadership Seminar με ομιλήτρια την Hendre D. Coetzee ως θέμα «Inspiring Commitment», στην Αθήνα στις 12 Ιουνίου, στο Divani Apollon Palace & Thalasso στο Καζόφι.

Ο Hendre Coetzee, μετά την επιτυχία των δύο προηγούμενων παρουσιάσεών της «Your Vision Quest» και «Wake up your Creative Mind», έλαβε το ολοκληρωμένο με ταλέντα δείξιμα ως



Η Γεωργία Καρτσάκη, CEO και Leadership Transformation Coach της SARGIA Partners και η Σίβια Κοψιδράκη, Founder και Managing Partner της Focus Bar, μαζί μιλάει για την έρευνα «COMMITMENT RELOADED: REVEALING THE CORE», ΠΟΥ ΔΕΙΧΝΕΙ ΑΝΤΙΜΕΤΩΡΙΣΤΕΣ ΠΟΥ ΕΠΙΤΥΧΝΟΥΝ ΑΝΑΜΕΣΑ ΑΝΘΡΩΠΩΝ ΕΠΙΧΕΙΡΗΣΕΩΝ ΚΑΙ ΤΩΝ ΑΝΤΙΣΤΡΩΦΩΝ ΚΙΝΗΤΩΝ ΠΟΥ ΑΥΤΟΙ ΔΙΟΙΚΟΥΝ, ΑΠΟΔΕΙΚΝΥΟΝΤΑΣ ΟΥΣ ΟΤΙ ΟΙ ΦΟΒΟΙ ΕΧΕΤΕ ΤΑ ΜΕ ΤΟΝ ΒΑΘΜΟ ΚΕ ΤΩΝ ΑΝΤΙΣΤΡΩΦΩΝ ΕΙΝΑΙ ΒΑΣΙΜΟΙ. [ζωήτης η Αρσενία Κατσουλάκη](#)

Η Γεωργία Καρτσάκη, CEO και Leadership Transformation Coach της SARGIA Partners και η Σίβια Κοψιδράκη, Founder και Managing Partner της Focus Bar, μαζί μιλάει για την έρευνα «COMMITMENT RELOADED: REVEALING THE CORE», ΠΟΥ ΔΕΙΧΝΕΙ ΑΝΤΙΜΕΤΩΡΙΣΤΕΣ ΠΟΥ ΕΠΙΤΥΧΝΟΥΝ ΑΝΑΜΕΣΑ ΑΝΘΡΩΠΩΝ ΕΠΙΧΕΙΡΗΣΕΩΝ ΚΑΙ ΤΩΝ ΑΝΤΙΣΤΡΩΦΩΝ ΚΙΝΗΤΩΝ ΠΟΥ ΑΥΤΟΙ ΔΙΟΙΚΟΥΝ, ΑΠΟΔΕΙΚΝΥΟΝΤΑΣ ΟΥΣ ΟΤΙ ΟΙ ΦΟΒΟΙ ΕΧΕΤΕ ΤΑ ΜΕ ΤΟΝ ΒΑΘΜΟ ΚΕ ΤΩΝ ΑΝΤΙΣΤΡΩΦΩΝ ΕΙΝΑΙ ΒΑΣΙΜΟΙ. [ζωήτης η Αρσενία Κατσουλάκη](#)

Με σημαντικά συμπεράσματα ολοκληρώθηκε το 7ο Σεμινάριο Ηγεσίας από τη SARGIA Partners

Facebook | Twitter | Google+ | LinkedIn

Forbes



To view our LS 2018 video



Partnership Options

Partnership Options

● Strategic Partner	€20,000 + VAT
● Golden Partner	€14,000 + VAT
● Partner	€7,000 + VAT
● Supporter	€3,500 + VAT

Partnership Benefits

Media Communication

Type of Benefit	Duration	Eligible partners			
		Strategic Partner	Golden Partner	Partner	Supporter
Reference by corporate and/or brand name in all press releases	Throughout entire event communication period	✓	✓	✓	✓
Reference by corporate and/or brand name in published articles (when feasible*)	Throughout entire event communication period	✓	✓		
Logo appearance in all paid advertising and promotional material	Throughout entire event communication period	✓	✓	✓	

Communication in SARGIA Partners website and social media

Type of Benefit	Duration	Eligible partners			
		Strategic Partner	Golden Partner	Partner	Supporter
Reference by name and logo (where applicable) in SARGIA Partners website	Throughout entire event communication period	✓	✓	✓	✓
Reference by logo in our web banners	Throughout entire event communication period	✓			
Reference by name and/or logo in our e-mail campaign	Throughout entire event communication period	✓	✓	✓	✓
Reference in our social media (logo and name in Fb, LinkedIn, YouTube)	Throughout entire event communication period	✓	✓	✓	✓

Partnership Benefits

Corporate/brand promotion during the event

Type of Benefit	Duration	Eligible partners			
		Strategic Partner	Golden Partner	Partner	Supporter
Distribution of promotional material in event's promo bag	Seminar Day	✓	✓	✓	
Installation of roll ups	Seminar Day	✓	✓	✓	✓
Corporate kiosk for in-situ promotional activities	Seminar Day	✓ 8m ²	✓ 4 m ²		
Corporate logo in seminar's backdrop	Seminar Day	✓	✓	✓	✓
Corporate logo in seminar's main screen	Seminar Day	✓	✓	✓	✓

Special benefits

Type of Benefit	Duration	Eligible partners			
		Strategic Partner	Golden Partner	Partner	Supporter
3hours workshop for the CEO and/or his Leadership team by a SARGIA Partners Leadership Coach	Upon previous arrangement	✓			
2 hours of CEO coaching by a SARGIA Partners Leadership Coach					
Free invitations to attend the event		✓ (12)	✓ (8)	✓ (4)	
Further discount in future partnerships with SARGIA Partners	Valid for one year	✓ (15%)	✓ (10%)		

Unique benefits for our Strategic Partner

Type of Benefit	Duration	Eligible Partner
		Strategic Partner
Possibility of speech/corporate presentation during the event	7 minutes	✓

June 10, 2019

Divani Apollon Palace and Thalasso

Paul J. Zak

Neuroscientist. Prolific Author.
Public Speaker.

On SARGIA Partners Leadership Seminars **Get your brain in the game!**

SARGIA Partners initially launched its Leadership Seminars in 2012 and since then they have been established as a must-attend event in the agenda of all C- Level executives, HR Professionals and Senior Decision Makers. With a leadership specific content, our Seminars come to complement SARGIA Partners unique value proposition: To inspire and enable leaders to approach the notion of change with a higher level of consciousness, a broader perspective and an agile behavior.

Based on the latest trends and insights of neuroscience of leadership, our Seminars aim to address the core mindsets, skill-sets and behaviors that need to be developed for leaders to respond to the challenges of their role in transformational times. Supported by accredited research and based on the latest scientific approaches for leadership skills development, SARGIA Partners Leadership Seminars aim to inspire leaders to embrace the belief that change can be foreseen, managed and turned into a unique growth opportunity if they just **get their brain in the game!**



In our past LS participants' words:

"Exceptional, insightful, inspiring, authentic"

"Any Leader's must"

"Truly inspirational, capable for raising the standards"

"Captivating and motivating. Put my mind on thinking what I can do differently"

Cost of attendance

1-3 participants	€480+VAT per person
4-7 participants	€450+VAT per person
Table reservation (8 persons)	€3,360+VAT (€420 per person)

You may find out more about our Leadership Seminars [here](#)
or contact us to discuss a partnership opportunity at **+30 210 8920951**
To learn more about SARGIA Partners www.sargiapartners.com

SARGIA
PARTNERS