



June 10, 2019

Divani Apollon Palace and Thalasso  
09:00-16:00 hours

**Paul J. Zak**

Neuroscientist. Prolific Author.  
Public Speaker.

# #Trust Factor

The Science of Creating  
High-Performance Companies

Trust is the key ingredient to success for most high-performing organizations.

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 enjoy their jobs 60% more, are 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!



**SARGIA**  
PARTNERS

Welcome to the Trust Factor!



# #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 **OFactor** 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!

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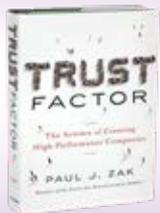
Neuroscientist. Prolific Author.  
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Meet our **1 million** YouTube views  
Keynote Speaker

**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.



View Paul's video  
Scan QRcode



# Agenda



Application login: LS2019

Use hashtag: #SARGIApartnersLS2019

09:00-09:30 *Registration & Coffee*

## 09:30-11:00 **PART I The neuroscience of high-trust organizations**

**Trust in the brain:** Join Paul Zak in an analysis of how his laboratory experiments prove that whenever we enjoy other people's trust, our brain synthesizes and releases oxytocin, a hormone that activates a brain network that makes us more empathic.

**Trust at work:** According to research 55% of CEOs globally recognize a trust deficit that threatens their organizations but lack a concrete framework that shows them how to anticipate and avoid it. Learn new approaches and best practices that showcase that Organizational Trust can be methodically and successfully cultivated.

**The performance leverage generated by trust:** Have you ever wondered to which extent a trust-based culture can boost your people performance, enabling you to achieve your organizational goals? Paul Zak presents survey insights from working adults, that indicate the extent to which trust leverages performance in key indicators that keep CEOs awake at night.

11:00-11:30 *Coffee Break*

## 11:30-12:00 **PART II First official presentation of the OFactor Organizational Trust Survey Report for Greece**

Paul Zak's OFactor Organizational Trust Survey evaluates work environment, leadership practices, and organizational factors associated with high trust cultures and effective teams. It is the first time that Greece is included in the OFactor Survey.

Join Paul Zak in a breakthrough analysis of:

- **The current level of Organizational trust in Greece**
- **A solid advisory on what Greek companies should do to gain the performance benefits of trust**

## 12:00-13:00 **PANEL DISCUSSION**

The Trust Survey presentation will be followed by a panel discussion where C-Suite Professionals of reputable organizations, will comment and elaborate on the survey findings with facts, insights and best practices from their own organizations.

13:00- 13:30 *Coffee Break*

## 13:30-14:30 **PART III Building a culture of trust**

Paul Zak presents his pioneering management tool, called the OFactor, and describes an eight-step trust-boosting program that every organization can use to reach peak performance and maintain happy and healthy employees. Join us in a unique discussion on:

- **Changing behavior at work:** The 8 key pillars that determine the trust level in your organizations: Ovation, Expectation, Yield, Transfer, Openness, Caring, Investing and building Natural Organizations.
- **Examples of microlearning modules to change behavior:** A mind triggering discussion that will analyze effective ways to raise trust, receiving actionable results and quantitative impact.

14:30-15:00 Q&A's and Conclusions

15:00-16:00 *Exclusive buffet lunch at the Mythos by Divani restaurant*

# Panel Speakers



## Pascal Apostolides

General Manager, AbbVie Pharmaceuticals S.A.

Holder of a BSc degree in Chemistry, a BA in Economic Geography and a post graduate degree in Pharmaceutical Chemistry from the University of Manitoba, Winnipeg, Canada. He also received a MSc in Environmental Chemistry from the University of Strathclyde, Glasgow, Scotland.

He worked for 7 years in the German affiliate and 4 years at Abbott Park Chicago. In 2001 he returned to Greece as Managing Director of Abbott Laboratories Hellas. Since January 2013, Pascal Apostolides holds the position of the Managing Director of AbbVie. He was also the President of the Hellenic Association of Pharmaceutical Companies (SFEE) for the term 2015-2018. Member of the Executive Committee of the Pharma Innovation Forum (PIF) as well as Member of the Pharma Committee of the Hellenic-American Chamber of Commerce (AmCham) and Member of the BoD. Furthermore, he is a Member of the Executive Board of Trustees/Treasurer of the American Community Schools of Athens (ACS).



## Elena Papadopoulou

Chief Human Resources Officer, OTE Group

Elena Papadopoulou has been OTE Group Chief Human Resources Officer since December 2011. She joined COSMOTE in September 2005, as COSMOTE Human Resources Director and in 2008, she assumed the position of COSMOTE Group Human Resources General Director.

Prior to joining COSMOTE, Elena Papadopoulou had worked in the Financial Division of Shell Hellas S.A., wherefrom she transitioned to Kraft Foods International as Human Resources Manager. Over the following ten years she was Human Resources Director and member of the Management team of Mercedes Benz Hellas, P.N. Gerolymatos and Praktiker Hellas of the Metro Group. Elena Papadopoulou holds a Bachelor's degree in Business Administration and Finance from Deree College.



## Panos Papazoglou

CESA Markets Leader, CESA South Cluster Leader, Country Managing Partner, EY

Panos Papazoglou is the Managing Partner in Greece since July 2010 and effective January 2011 he also holds the role of the CESA South Cluster Leader (responsible for Greece, Romania, Bulgaria, FYROM, Albania, Cyprus, Malta, Moldova, Kosovo).

He has served as Head of Assurance in Ernst & Young SRL-Assurance Services Romania for two years and focused on the energy and technology sectors. He has also served as Managing Partner and Head of Assurance in Bulgaria for three years. Besides, Panos is a Qualified Accountant in Greece and Romania. He has sound management experience and supervisory skills gained over the 26 years of being involved in the accounting and audit profession i.e. Financial audits on a number of European Commission funded projects in Greece, Romania, Albania and Bosnia and also been a leader to these financial audits executed in a number of public and non-public sector companies. Panos holds a MA in Economics and an MBA.





## 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"*

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# Leadership Seminars

*by SARGIA Partners*



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