

CEO MAGAZINE

INSPIRING THE BUSINESS WORLD

CHARTER HALL
CEO David Harrison talks strategy,
growth & leading from the top

Australia's BEST EXECs

The finalists for the 2017
Executive of the Year Awards

STEM @ WORK
PREPARING THE
NEXT GEN FOR
THE NEW NORM

THE \$4 TRILLION QUESTION
When will SAEVs dominate our roads?

theecomagazine.com

ISSN 2201-876X



9 772201 876005 > 03

\$19.95 incl. GST. ISSUE 73, SEPTEMBER, 2017



As featured in
The CEO Magazine
For more info visit
theceomagazine.com

THE WAY WE ROLL

Quite a fan of the Phantom? You'll be pleased to know there's a new one on the block. What's more, it's being hailed as the quietest, most luxurious and technologically advanced Rolls-Royce ever made.



THE NEW PHANTOM AT A GLANCE:

- The wholly new, contemporary design is an interpretation of Rolls-Royce Phantom DNA.
- The all-new aluminium spaceframe delivers a whole new level of 'magic carpet ride' because it's lighter, quieter and more advanced than previous incarnations.
- 'The Embrace' enhances the sense of occasion and effortlessness of entry into the new Phantom. As the patron settles in to the car, an assistant or valet steps forward and lightly touches the sensor on the door handle so it whispers closed of its own accord, enveloping the occupant in 'The Embrace'.
- 'The Suite' redefines Rolls-Royce comfort and refinement inside.
- 'The Gallery' is an unprecedented new concept in luxury. Reinterpreting the motor car's dashboard for the first time in 100 years, patrons will be able to commission a truly individual work of art that spans the width of the space.
- The all-new 6.75 litre twin-turbo V12 engine is the silent beating heart of the new Phantom.

The Phantom will hit Australian shores sometime later this year and customers can expect to pay in excess of \$1 million.

5 minutes with LINDSEY UEBERROTH



We talk travel with President and CEO of Preferred Hotels & Resorts.

What do you love most about your work? Honestly, I love everything about it. My profession is my passion so I don't look at it as 'work'. I've always loved to travel – I find it very intellectually stimulating. You get to interact with people all over the world and it gives me a sense of global connectedness that I really appreciate.

How do you measure success? I think there are three ways. There are the numbers, of course – you have the measuring stick of profit and revenue – but then there are the other two ways: people and partners. For me, our company without the people wouldn't really matter. It's what keeps me awake at night: can we hire and retain the best people in the business? I'm pretty proud of our retention rates; I measure that as a success factor. And we

have partners with the same retention, longevity and engagement as us. It's a three-pronged approach, but it all adds up to success.

What makes a good leader? A good leader needs to have a vision: where they're going, why they're going there and how they'll get there. They also need to be humble, have integrity, and be willing to innovate without the fear of failure. And they need to have a sense of humour, because leadership isn't always easy.

Your favourite quote? "People may not remember what you say, but they'll never forget the way you made them feel." I think this is particularly relevant to the hospitality industry.

Favourite countries in the world? India, South Africa, and Bhutan. I love destinations that make you feel something – you leave a changed person – they leave an imprint on your soul.

What's your vision for Preferred Hotels? I want to make our company logo – the pineapple – as famous as some other iconic logos, like the Nike swoosh. That when people see it they know they're getting a one-of-a-kind, unique hotel experience. If people can associate with a symbol, you take language out of it and I think it becomes an emotional approach. When you can get to people's hearts, versus their minds, that's the goal.

NICE ICE BABY

Purists rejoice – this limited-edition water comes from the pristine icebergs off the Svalbard archipelago, just 1,000 kilometres from the North Pole, and is claimed to be as fresh as the day it fell as snow 4,000 years previously. Each year, Svalbardi gathers and melts 15 tonnes of ice to create 13,000 750ml bottles of the stuff that it ships worldwide for just €69.95 (around \$100).
svalbardi.com



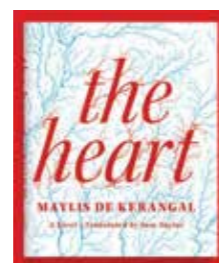
TOP BILLING

When Bill Gates isn't making billions/saving the world he's powering through about a book a week. While the majority are non-fiction (no surprises there), he does enjoy a novel every so often. Here are three he thinks everyone should read:



SEVENEVES by Neal Stephenson

After a decade-long break from science fiction, Bill gave this book a go on a friend's recommendation. He was quite pleased he did; "The plot gets going in the first sentence, when the moon blows up," he wrote on his blog. "You might lose patience with all the information you'll get about space flight," Bill writes, "but I loved the technical details."

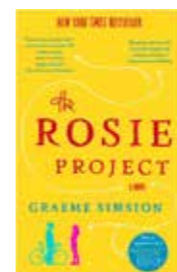


THE HEART by Maylis De Kerangal

This story involves a man dying in an accident, "But the plot is secondary to the strength of its words and characters," Bill reveals. "The book uses beautiful language to connect you deeply with people who may only be in the story for only a few minutes."

THE ROSIE PROJECT by Graeme Simsion

Bill was handed this book by his wife, Melinda. He says that he found the story about a genetics professor with Asperger's syndrome who goes looking for a wife, "clever, funny and moving". He reveals, "Melinda thought I'd appreciate the parts where he's a little too obsessed with optimising his schedule. She was right." Bill likes this book so much he even remarked that it was one of the most profound novels he's read in a long time. He has also sent several copies out to friends and already plans to re-read it himself.



GO BIG THEN GO HOME

BRING THE MOVIES HOME WITH THE C SEED 262 SURROUND SOUND, SIX-METRE INDOOR 4K TV SCREEN. COMPLETE WITH INTEGRATED MEDIA CONNECTION AND REMOTE-CONTROLLED CUSTOM FABRIC COVER, THIS LITTLE BEAUTY WILL SET YOU BACK A COOL \$677,000.

