

The World Strategy Summit is to be the greatest meeting of the greatest strategic minds in the world. The WSS will bring together business gurus, senior government officials, CEO's and leaders from all over the globe who will convene in the UAE for a four day event that will provide attendees sustainable innovative futurist strategies and provide some of the most powerful thinkers new ways to think together and create new ideas among the most premiere annual international gathering of strategy thought leadership and world known speakers from best in class Academic, Corporate, and Government Entities. Initiatives that will change the world as we know it.

The World Strategy Summit is an initiative by the supreme government entity in the United Arab Emirates that will commence once a year and join together the best strategists as they discuss new ways to think, put thought into action, and use that action for positive change unlocking human potential in ways otherwise unheard including Tom Peters who is the highest respected strategy guru whose book *In Search of Excellence* is regarded as the best selling business book of the 20th Century, and Tom is credited as being one of the driving forces behind America's renaissance in the 1980's. Gary Hamel of the London Business School, Renee Mauborgne author of "Blue Ocean", and Rafael Ramirez from Oxford University will be speaking to the anticipated 500 delegates from the Middle East and around the world.

The summit will take place over four days from November 16th – 19th, 2015 and will include breakout sessions and panel discussions that will speak to new, reliable

methods of strategic thought and strategic execution. Attendees will also have access to certification programs, master classes, virtual panel discussions, consulting and technology exhibitions and best selling strategy books.

On November 16th delegates will attend a pre-summit master class.

November 17th and 18th our attendees and gurus will attend the World Strategy Summit.

November 19th will be a post-summit master class where attendees will learn more about strategic thought, planning, leadership and execution.

The World Strategy Summit is the first of what will be many conferences where creating the proper strategy will be discussed, but most importantly the act of strategy execution will be learned and applied in ways that will change the lives of business owners, employees, and customers for years to come. As the summit continues to grow and bring new gurus and new delegates together, the world will become a unified machine of good business that will create wealth and open communication between all nations making a solid, unbreakable business world.