



# Belinda Parmar OBE

CEO of The Empathy Business, Founder of the Little Miss Geek Campaign



CSA Celebrity Speakers Ltd

Belinda is the founder and CEO of The Empathy Business, the company behind the world's first Empathy Index, supported by The World Economic Forum. Belinda leads a team of empathy geeks that measures and embeds empathy into businesses to make them more profitable.

**"More empathic companies are more profitable"**

## In detail

Belinda puts the case for businesses to be more empathic, drawing on tangible 'nudges' that companies can implement to improve their empathy levels to drive profit. All of her talks are based on real changes that she has made working with some of the biggest global businesses which have impacted company performance and increased empathy levels. She has worked with one of the biggest banks in Europe affecting more than 40,000 staff. Belinda has written for the Harvard Business Review, The Guardian and the World Economic Forum. Belinda was chosen as a Young Global Leader in 2014 by The World Economic Forum and was appointed an OBE for services to the UK's technology industry in the 2014 Birthday Honours.

## What she offers you

Belinda Parmar is making waves with her words as a keynote speaker, from highlighting why empathy matters in business in both money and motivational terms, to the contradiction of new technologies and explores what the workforce of tomorrow will look like and the skills we all need in the empathy revolution.

## How she presents

Belinda prepares each presentation to perfectly suit each event and offers audiences a wealth of useful actionable information with real life examples honed from her own business successes. Her exuberant personality is as compelling as her innovative and unique brand.

## Topics

- The Power of Empathy in Business
- The Future of Work
- Ditching Diversity Programs

## Languages

She presents in English.

## Want to know more?

Give us a call or send us an e-mail to find out exactly what she could bring to your event.

## How to book her?

Simply phone or e-mail us.

## Publications

### 2016

Little Miss Geek: Bridging The Gap Between Girls and Technology (2nd Edition with foreword from Jimmy Wales/Founder of Wikipedia and Martha Lane Fox/ Baroness Lane Fox of Soho CBE)

### 2014

The Empathy Era: Women, Business and the New Pathway to Profit

### 2012

Little Miss Geek: Bridging The Gap Between Girls and Technology