

club Life #1



Business

meps: Governance
by excellence

Partners

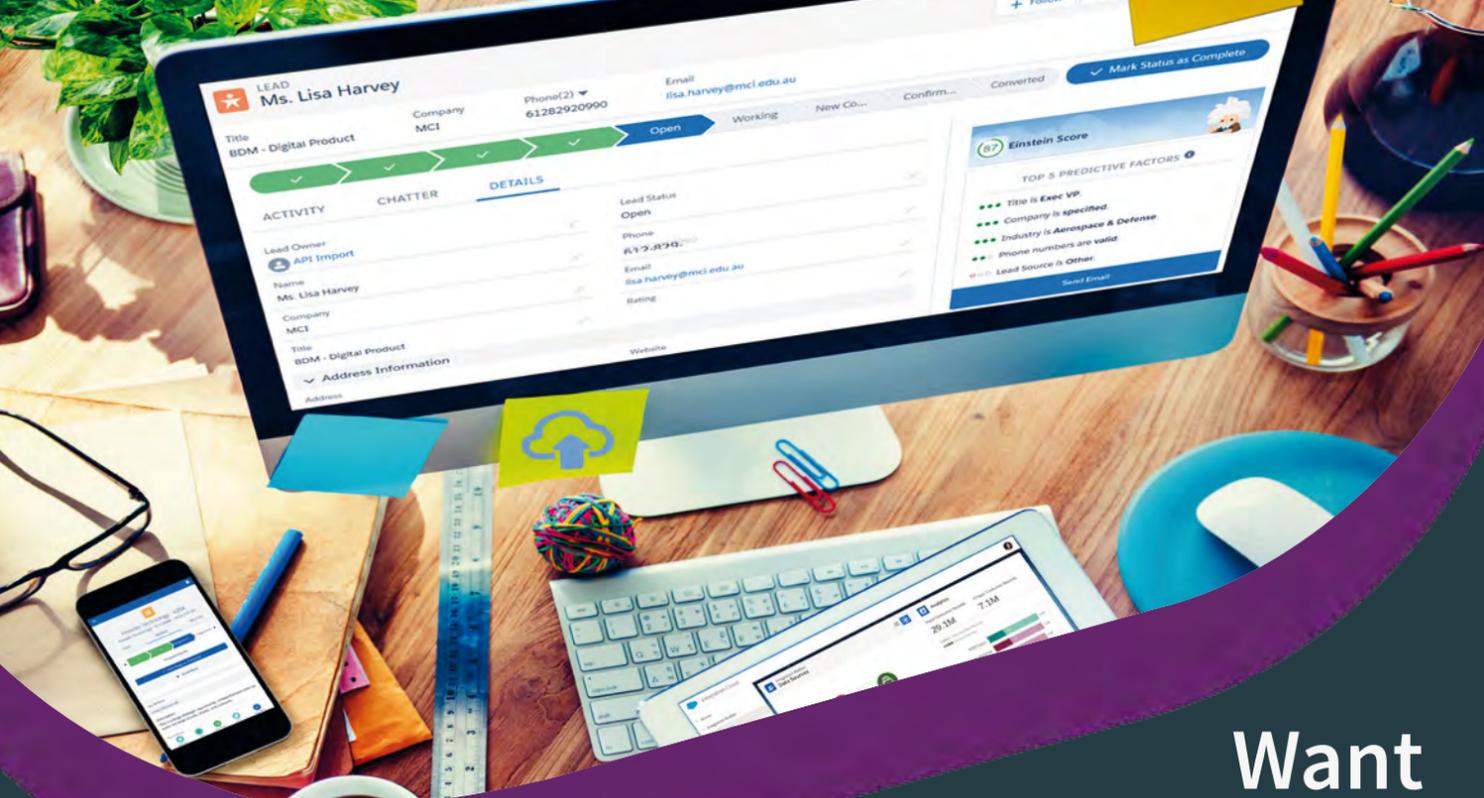
Saint James Club:
A Parisian dream

News

The Attic: A new
hub in the club

Vincent
Peters

In the mind
of a celebrity
photographer



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The Attic: The new hub for creative people to indulge in life's pleasures

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Dear Readers,

In your hands, you are holding the very first issue of Club Life! It's with great pleasure that we launch our own club magazine, created for and with input from the members of House17.

Club Life focuses on Lifestyle, Art, Business, Traveling, Luxembourg, Partnerships and Club happenings.

In this number, you will enjoy an interview with celebrity photographer Vincent Peters, a column by Annica Törneryd on how to become an influential leader, a glimpse of our new social lounge, the Attic, an article about our fabulous partner club in Paris, Saint James Club among other exciting topics...

2019 marks the 5-year anniversary of our club, which means that you can look forward to a year full of celebrations and surprises.

Enjoy the premiere edition of Club Life!

Your team at House17

Margrethe Vestager

EU Commissioner

The tax crusader

Margrethe Vestager, the Financial Times' Woman of the Year for 2016, shares her insights as EU Commissioner for Competition. An interview with a crusader who fearlessly takes on Google, Amazon, Fiat, Gazprom and Apple, among many other corporate giants, over their tax arrangements.



“In business this is the law that applies and not ethics.”

Margrethe Vestager, EU Commissioner for competition

You stated: “In business it is the law that applies and not the ethics”. Can you explain this view in light of the growing importance of politics in the world of business?

I’m often asked about the values underpinning our competition policy. More specifically, people ask about the role of politics. We can look at the politics of competition enforcement from three angles, starting from whether competition policy is based on political values and principles. The answer is, obviously, yes. Our founders made political choices when they wrote out treaty. Keeping markets fair, level, and open is good for our economies and societies. It establishes a good environment for business in Europe where companies can innovate, generate wealth, create jobs, and invest in the future. The second angle is: does competition enforcement relate to wider political priorities? And does it inform regulatory and other action taken to implement such priorities? Again, the answer is: yes, it does. The Juncker Commission is a political Commission with a clear set of objectives and the College of Commissioners works as a team.

Competition policy – and I as Competition Commissioner – clearly have our own space in it as law enforcement. But there should be no doubt that I will do my part

to help achieve the Commission’s broader objectives working with my colleagues on their files. The third angle is: is competition enforcement in individual cases politicized? Here the answer is a resounding No. We enforce the law and serve the common interest. We are committed to the principles of fairness, good administration, transparency and due process. There is simply no room to spare for political interference.

What do you think of the French’s Court decision to cancel Google’s 2.4-billion-euro tax obligations?

That’s a question for the French authorities applying national taxation rules. I understand that France has announced that they would appeal the court judgment. We are only in the picture, looking through the lens of EU state aid rules, if there are concerns that a Member State has given a special tax benefit to one or a select few companies. Something that distorts competition.

How do you feel about the series Borgen, where Adam Price was inspired by you for his main character?

I very much enjoyed the series because it explains very well how Danish politics work. No party has had a majority in Denmark’s parliament for over a century. So the

norm is a government with more than one party. And very often, like in the series, the government even has to negotiate to find a majority for the political suggestions presented. The noble art of finding a compromise is a basic competence among Danish politicians. The good thing with the series is that they have fast forwarded the most of the negotiation and therefore there is a lot happening. I enjoy that.

If you had a magic wand, what wish(es) would you like to see fulfilled?

Well with a magic wand many things could be solved. But on a more realistic note I very much hope that people see and realise that we work to find solutions to some of our big challenges: climate change, immigration, new technologies that change our lives. A market kept free and open to everyone where we are treated fairly.



Eric Chinchon and Emmanuel Bégat **mebs**

Governance by excellence

Luxembourg is leading professionalisation of governance in Europe. Challenges and outlook, with Eric Chinchon and Emmanuel Bégat, partners at mebs.

How much of a role does governance play in investor protection?

Eric Chinchon (EC): Effective governance enables the efficient implementation of investor wishes through diligent, informed, non-biased participants. It brings the organisation a strong sense of durability, stability and transparency. When carrying out a due diligence on Luxembourg funds, institutional investors consider three elements: 1. Their track record. 2. The risk management process in place. 3. Governance.

Emmanuel Bégat (EB): Governance ensures the implementation of a strategy in collaboration with the shareholders, while managing potential conflicts of interest. By providing complete and thorough information, governance facilitates the process of decision-making, protects all the stakeholders in an organisation,

including the shareholders, and favours prudent management.

What future do you foresee for Boards of Directors?

EB: The first change will be technological. The blockchain, AI and IoT must be at the core of the Boards' strategy. Boards will rely on tools that produce clear, concise, intelligible and efficient reporting, giving access to information anywhere and at all times.

EC: In Luxembourg, access to platforms such as Governance.io and Docunify, among others, will enable the endorsement of the procedures of the future. The diversity of cultural and technical skills will also play an important role, enabling the Board of Directors to cover the whole value chain. Finally, it is essential to go back to the basics of governance, i.e. defining the strategy, developing the business and determining



Emmanuel Bégat

remuneration of top management. Reallocating time from compliance and regulations to strategy issues brings significant added value to investors.

How is Luxembourg positioned as a place of governance par excellence?

EB: As a pioneer in independent



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Eric Chinchon

professional governance for investment funds and management companies, Luxembourg has been striving for a long time to offer certification and continuous professional training to Directors. Today, a pan-European trend going in the same direction is developing. The Grand Duchy is at the forefront of this trend, playing an exemplary

role, demonstrating the importance of independent governance in asset management and beyond.

EC: Certification is also part of the drive to make independent Directors more professional. Two out of three mebs partners are certified by the INSEAD. The creation of mebs France was a first step at international level, demonstrating that

professional independent governance is a key growth driver. Luxembourg's experience in cross-border activities and the creation of a French entity have enabled us to offer effective services immediately to French managers.

“Governance ensures the implementation of a strategy in collaboration with the shareholders, while managing potential conflicts of interest.”

Emmanuel Bégat, partner, mebs

+ INFORMATION
www.mebs.lu

Grace Allen **British Airways - Executive Club**

Luxembourg's best kept secret: House17



A little-known European gem, Luxembourg is also home to Europe's hottest emerging startup scene, with coworking spaces and creative agencies appearing across the capital. If you're an international traveller looking to crank up the luxe-factor in Luxembourg City, we've found the contemporary private member's club for you.

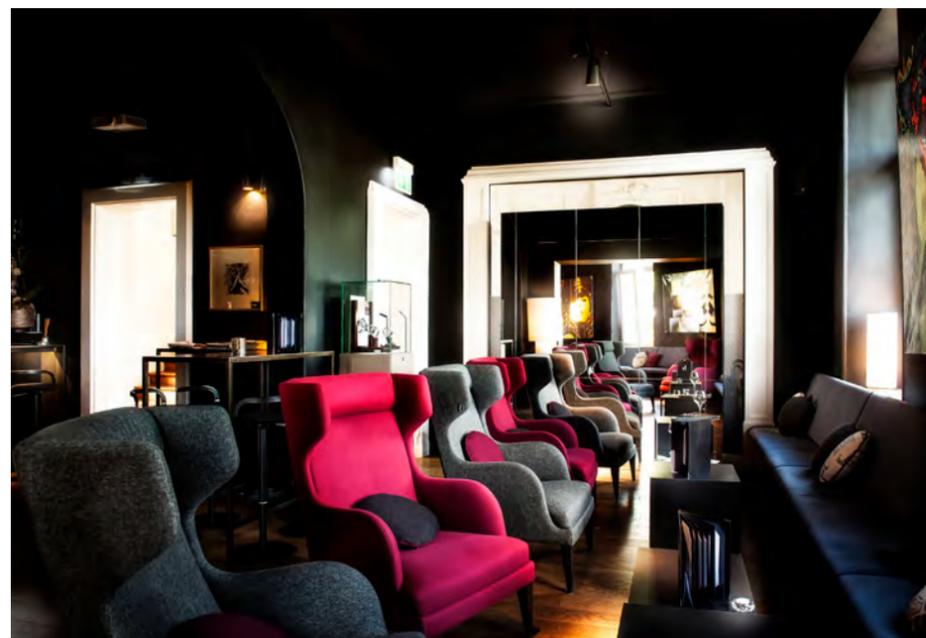
Ideal feel

Since opening in 2014 as Luxembourg's only modern private member's club, House17 has served as an ultra-plush home away from home for travellers, locals and top-secret VIPs alike. Drawing guests in their droves with polished interiors designed by Tom Dixon and Katty Chacun-Karapedian,

the chic club is located in former residence of the Court of Justice, a protected 19th century building home to several architectural treasures spanning four decadent floors. Yet for all its grandeur, House17 retains an ambience that is at once friendly, intimate and relaxed. Creatives will enjoy a perpetually rotating exhibition of artworks by local, contemporary artists; networkers will love the club's sociable bar, and those looking to get down to business will appreciate the club's cosy library and meeting rooms.

Posh nosh

Rumour has it that you'll find the best steak tartare in the locale at House17 – and that is really saying



“House17 has served as an ultra-plush home away from home for travellers, locals and top-secret VIPs alike.”

Grace Allen, **British Airways - Executive Club**

restaurant is also at the disposal of lucky members for private gatherings.

Point of view

Speaking of food, the club's terrace is a particularly enchanting spot from which to enjoy lunch or dinner in the sun. With spectacular panoramic views of Kirchberg and the lush Petrusse valley beyond, members can knock back a cooling drink alfresco before making hearty use of House17's seasonal Oyster and Seafood bar. On drizzly days stop by the top floor's Lounge bar instead, where guests can enjoy the same views from the comfort of a sumptuous armchair, Negroni in hand. House17 even has a dedicated

Cigar Lounge for those who enjoy a smoke with their glass of Scotch.

Work out

That breathtaking terrace is also home to a series of events over the year, which brings us to another of House17's winning features – it's the place to network. From jazz nights to inspiring seminars, art showcases and social events, the club's agenda makes it easy to meet and mingle with fellow business travellers. Or, should members need to organise a tailor-made function, each of the club's rooms (including the bar lounge, conference rooms and games room) can be handily privatised with the help of the club's accommodating management team.

Spread the love

A frequent visitor to New York, London, Cape Town, Melbourne, Vienna or Paris? There's more good news for you, as House17 has an impressive 50 reciprocal clubs around the world that members can enjoy using special rates when out globe-trotting. On that list is NYC's Norwood Club – located in the heart of Manhattan – plus London's exclusive The Ivy and Paris's elegant St James Club in the well-heeled 16th arrondissement.

Partner up

Fancy nosing around Maldives' Four Seasons Resorts, Kulm in St Moritz, Yangon's colonial-style Savoy Hotel or Portugal's dreamy Vila Monte Farm House? As part of the House17 elite you'll be spoiled with year-round discounts on all of the above, as well as free membership at swish Club1 Hotels. Residences, yachts, tennis courts and boutiques – both local and international – are all proffered to members at enticingly slashed prices. Have your ride in tow? House17 guests can enjoy a Valet service, as well as a car wash service upon request.

+ **INFORMATION**
www.house17.lu

Patrick Ittah and Yves Leblond **UpCRM**

CRM, the new growth driver

For Yves Leblond and Patrick Ittah, the co-founders of UpCRM, a CRM enables companies to put customer relationships at the heart of their organisation while bringing teams together when implementing the solution. Interview.



Patrick Ittah

Can you present UpCRM?

UpCRM is a consultancy company offering strong expertise in customer engagement, cloud architecture and data management. We help companies to become customer-centric by providing support for the implementation of a Customer Relationship Management (CRM) solution. Take on the digital challenge to bring new services, improve client experience and support a sales increase.

Our philosophy is to integrate the CRM at all levels of the company; from lead generation to invoicing, including sales and after-sales. Our expertise enables companies to analyse their existing processes and their development goals while focusing on their clients' view. Our team counts fifteen employees and

our consultants already work in France, Germany - opening of a Munich office scheduled for early 2019 -, Belgium and, of course, Luxembourg, where we've just moved into new premises. We're also working on several projects in the United States. And, we are Gold Partner of Salesforce, but also of Talend for data integration and management solutions.

What impact does a good CRM have on a company?

The new economy is based on data. A CRM is the ultimate solution for companies which work with data, enabling employees to share relevant data and thereby improve their performance. In addition, artificial intelligence presents us with new opportunities, particularly when it

comes to improving customer service. For example, we can analyse clients' emails using algorithms to interpret them and automatically suggest answers or actions.

UpCRM is the privileged Salesforce partner in Luxembourg. Salesforce is a flexible and adaptive CRM which was developed in Silicon Valley and is ideal for multinationals, small and medium-sized companies and even associations and charities. What makes Salesforce unique is the innovative way in which



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Yves Leblond

“Implementing a CRM is an act of faith by shareholders and managers in the company's transformation.”

Yves Leblond, co-founder, UpCRM

its transposes high-end technology to provide solutions which are available to everyone. We want to respond to the needs of economic players by offering tailor-made solutions.

What is the key to implementing a CRM?

The starting points are diverse: either the teams on the field provide feedback about their “frustrations” regarding their current tools or management identifies the implementation of a

CRM as an essential step in achieving the company's objectives. But in every case, we share our expertise in implementing a CRM with our clients. It becomes a key project: a solution which brings together all teams within the company.

In practice, we discuss with management to establish objectives and with teams on the best way to roll out the CRM. Our “4D” services methodology: Discover, Design, Deliver & Drive – covering each project

life-span while focusing on customer experience and CRM user adoption. Our solutions Salesforce and Talend allows us to configure and integrate various systems progressively. However, the project doesn't end there. If the company is interested, Salesforce can integrate further into business processes to put customer relationships at the heart of the business.

+ INFORMATION
www.up-crm.com

Vincent Peters

In the mind
of a **celebrity**
photographer

For Vincent Peters, photography represents the magic of time. The German photographer established himself with a recognisable style and collaborates with major fashion houses and celebrities. Interview.

 **INFORMATION**
www.instagram.com/vincentpeters1



Vincent Peters

How do you see photography evolve?

We are entering a standardized era. Digital is definitely exploiting photography differently. We live a polarized moment. Screen shots are much more detached from facts. Therefore the notion of time is no longer the same. Fascination no longer has the same place. It is clear that this change is appreciated by a certain audience. We are witnessing the showcase of new photos that are much more reworked, some are even entirely redone. It is therefore another technical, technological approach. Along with this observation, there are still photographers like me. We are looking for emotions, poetry within accidents. I am still amazed by the result of a simple click!

What is your philosophy in your approach to photography?

Photography is the magic of time. Time re-lives with photography in a straightforward way. I always feel another dimension. Indeed, time is a mystery. In photography there is always something that we can't explain. Every photo is a long time coming. I work with films so I never have the result on the spot. I'm watching it, I like that. I am always surprised by what I get. Photography is for me a perpetual quest for authenticity. It is always an extraordinary moment to discover details that we had not seen, it is unique to be able to realize that we have captured this famous «hole in time» and that it will be able to settle and to last.



©Vincent Peters

There are people who are excited by the potential of control. As for me, I like when I lose control. I like the poetry of light first and foremost.

What is your expectation in the performance of a picture?

I seize the moment. There are so many things happening in 1/125 of a second. I'm still troubled by this loss of control. It is destiny that takes up my picture. I do not even control the light. So I like to tell myself that everything happens by itself. Every detail is a form of feeling. I can work with fog, sun, smoke ... I feel what will be impactful and source of beauty. It's all this poetry that attracts me. Hence I have no editing, no remaster to add. This is part of the patience I have with my work.

Everything is spontaneous. Everything must be some kind of truth, of discovery privilege. I want to share in my work the experience, the texture. I am constantly looking for the beauty of light and that of women. I do not want any technique to interfere between the viewer and me. I do not work on the idea of great concept, we must go to the audience, surprise it and put human beings back in their real life, all of which with a humanistic approach.

What can be said about the evolution of today's society?

In every period of history, there have been waves of enthusiasm. To this day it is an enthusiasm that takes place to digitize the world. But not everything is so easy to convey. All suitcases do



“I seize the moment. There are so many things happening in 1/125 of a second.”

Vincent Peters

not get on trains! There are therefore significant emotional deficits. We tend to neglect the past ... We are then able to live moments that are all too prepared. Today, we live in a world that is probably too smooth. We are supposed to present things differently, to go beyond ourselves by thinking too much. I also note that communication has become an illusion. People have never been so far from each other by being so close to social networks. People do not see each other anymore! We are witnessing a real vacuum that is gradually taking hold. As for art, I think we are afraid to emit emotions and delicacy ... It's as if it was out of fashion. I miss the Impressionists! Indeed cold reflection is paramount, it is as if it had to reassure. And yet, in my opinion, you just have to stay natural.

So what is your mission?

It takes courage to remain romantic and poetic! We must continue to think through little things for decisive and powerful results. That's my philosophy. Light is an emotional story. We must go beyond the intellectual aspect of things. Art is an escape that must feed. I wish the public felt it. It's not important to think too much about what's in and on the photo. Cognition must happen naturally. You have to be surprised with photography. Everyone will have a different reaction to my works. I am not the type to present photos with geometry. I like blur, I like the surprise of the moment. I want the image to recall something. Photography allows us to confront ourselves. We always look for faces in clouds... Therefore, abstraction

must be a bridge for emotions. With the image we can remember something else, it's as if we all have a very personal relationship with it. That's what interests me, that's what drives me. I want to make sure that the person who sees my pictures can remember them and that his thinking settles for a long time as if something powerful had happened. Photography must make sense. I want to touch emotions! You know, there are a lot of similarities between photography and music. So I want to find a melody that goes right into people's heads. I want a feeling to develop. You have to know how people leave after seeing a picture. It's important to make sure that you have contributed to an emotion that was not planned and what's more, an emotion that sets you apart as an individual.

What happens when you photograph all these great personalities in the world?

Everyone changes in front of the camera! It is then an unexpected conversation with the camera. All these beings give what they are. I see them as they are. I photograph visual lives, more important than real lives in the eyes of the public! But I create the image and I see other personalities. I like the image of respect. I photograph with feeling. Famous people are projection surfaces, they stand for a part of ourselves. The public wants to be part of the lives of others, it's reassuring... I always look for the real personality in my photos. We need pictures that stand out from their own life. I photograph dreams that I want to be accessible to everyone, starting with those who pose, and those who can look at them. I try to grab the detail that will dazzle and paint the soul.

How did you become a photographer?

Chance, luck, will... At 17 I projected myself into the future by looking at a man in a beautiful car at a traffic light. I told myself that day in that very precise place: I will become a photographer, a great photographer! Life is a destiny. You have to believe in your dreams.

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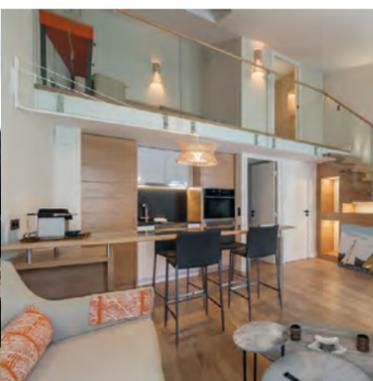
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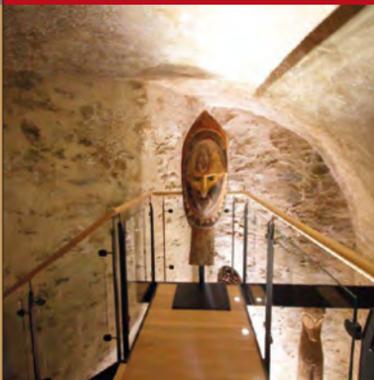
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LOCATION DE BIENS IMMOBILIERS DE PRESTIGE AU COEUR DE SAINT-TROPEZ

Le mythe de Saint-Tropez continue de faire rêver ! Le village demeure le passage obligé des célébrités, des amoureux de la mer, des passionnés d'histoire, d'art et de patrimoine. Un programme événementiel de qualité et des manifestations de renommée mondiale rythment l'année et contribuent à la légende de la cité. Mais, derrière les festivités, Saint-Tropez reste un village authentique, un port aux multiples facettes et aux charmes indéfinissables... Sub Solem vous propose de résider au coeur de ce lieu d'exception dans un de nos logements de prestige et de bénéficier d'un large éventail de services à la carte.

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Florence Pitruzzella **the Saint James Club**

Welcome to the club

Florence Pitruzzella, head of club and banquets, welcomes us to the Saint James Club, one of the most popular private members' clubs in the French capital. Interview.



“Our goal? Providing our members with a haven in the heart of Paris!”

Florence Pitruzzella, head of club and banquets, Saint James Club



Can you present the Saint James Club in brief?

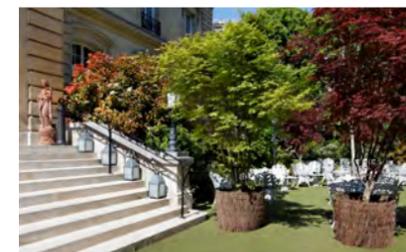
The Saint James Club is a private members' club within a Parisian château hotel. It has an incredible history: built in the 19th century on the site of the very first airfield in Paris, this neoclassical townhouse used to be the home of the Thiers Foundation. Many impressive students have spent time here, from Georges Huisman, Michel Foucault, to Maurice Duverger and Pierre Nora. In fact, the Saint James Club wasn't founded until 1987; elegant renovation work was carried out, ensuring that the building's architecture and unique atmosphere were preserved. Today, the club has nearly 700 male and female members of all ages, from a wide range of industries. These exclusive, sociable surroundings are perfect for business meetings and for relaxation. We offer luxury hotel services which are unique to Relais & Châteaux properties to provide a truly high-end setting.



What benefits do your members enjoy?

The Saint James Club offers its members round-the-clock access to the building and attractively priced services. Our members can visit the restaurant, where they can enjoy a

special set menu or à la carte dishes at reduced rates. Members can access the terrace at any time and can book the Library Bar for the evening. They can also try out the gym and take advantage of discounted rates at the Guerlain spa and when booking one of



the hotel's 49 rooms. The Saint James Club provides a day-to-day concierge service and organises exclusive events for members and their guests. And that's not forgetting the reciprocal agreements with 170 clubs which guarantee even more benefits for our members. All these luxury services make it possible for members to meet with friends, invite clients and spend time with one another in this unique setting.

What are the Saint James Club's goals?

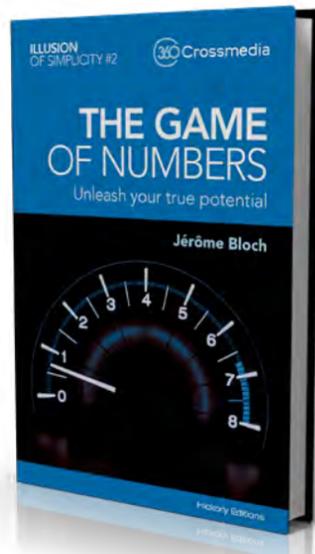
We have renovated the entire terrace, planted trees and installed a vegetable and fine herbs garden at the entrance, much to the pleasure of our chef. The club wants to retain the exclusive and high-end atmosphere which it has developed over the years.

+ **INFORMATION**
www.saintjamesclub.com

Jérôme Bloch 360Crossmedia

A game for you to play

After the success of his book *Illusion of Simplicity*, Jérôme Bloch is back with *The Game of Numbers* which focuses on performance.



SPECIAL OFFER FOR
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Why publish *The Game of Numbers*?

I was particularly struck after meeting with readers of my first book, *Illusion of Simplicity*. The book has helped them to be more effective personally and professionally: they now understand how to benefit from the ongoing digital transformation and how to cope in a world of hyper-communication. At the same time, my role at 360Crossmedia involves working with companies which are constantly talking about the “digital transformation”, even when they are clearly reluctant in the face of such changes. However, our evangelism regarding new technologies is paying off and helping these companies to perform better. I wrote *The Game of Numbers* for these two reasons: to share my experience and my exercises



with an interested audience and to encourage companies to embrace change.

Which methods do you recommend in your book?

The method developed in *The Game of Numbers* is focused on 3 tenets. The first, summed up by the maxim “numbers don’t lie”, explains why we must rely on performance indicators almost blindly, particularly to erase the impact of our emotions and our

ongoing development. The second tenet is personal leadership; encouraging every individual to act as he/she would like his/her superiors to act and behave. This is a four-part process: maintaining a healthy conversation with yourself, setting specific goals, achieving them and sharing your project with friends to learn from them. This won’t necessarily lead to success. Indeed, I hope that *The Game of Numbers* will teach a new generation about the benefits of failure. The third and final

commandment: the power of routines. I advocate implementing daily routines for significant results in the long term. Why? It’s simple: routines make it possible to establish a firm foundation and are a powerful signal. I feel that it’s most beneficial when individuals manage to develop their own routine.

Can you tell us more about your upcoming projects?

Two new projects come to mind. Firstly, developing the Game of

“ I wrote *The Game of Numbers* to share my experience and my exercises with an interested audience and to encourage companies to embrace change.”

Jérôme Bloch, CEO,
360Crossmedia

Numbers application. The app, which has been available since November, helps users to establish the goals of their routines, monitor their progress and results and share them with friends. The second is a 360Crossmedia project. My teams now handle the day-to-day management of our Corporate Publishing division. The division’s performance has already surpassed my expectations, so I can spend my time on the international roll-out of our management consulting services. Feedback from the workshops we’ve organised has been particularly positive; I want to share our expertise with companies in Paris, London, Brussels and Dublin. The reason for companies’ confidence in us is simple: we help companies to solve their problems in workshops lasting just three hours. Once we’ve developed this trust, we can then solve the next problem. QED.

 **INFORMATION**
www.360crossmedia.com

Annica Törneryd ACT2exceed

3 pillars of influential leadership

More than anything, we want to be inspired to perform at our very best, not managed and measured and told what to do. But most of the time, those who are being led feel exactly that; that they are being told what to do, how to do it, by when to do it and measured on how well they do it.

Trust in their capacity

One thing that sets the influential leader apart from the average boss is the capacity to influence and inspire their followers to want to perform at their very best. It is very different from the bossy leadership style, recognized by the frustration, pressure and irritation amongst staff for feeling that they're being managed and measured on if they perform well enough. If you want to grow your influence with your tribe; start communicating with the individuals in a way that shows you have full faith in their capacity to perform even better, and to become everything they were designed to be. Stop telling people what to do. Start asking them how things can be done even better!

Apply The Platinum Rule

We all have an ego to satisfy, and we all want, to some degree, the approval of our leader. Every one of us is driven by different factors and want to receive recognition in different ways: a public announcement about our great performance, a gift, compensation with time off, a promotion, a really nice dinner and VIP treatment. What is valuable to one person, may not be very valuable to another. You've probably heard of The Golden Rule; treat others the way you want to be treated. It sounds like a great foundation to build relationships, and become an influential leader, right? But the best way we can give recognition to someone is by applying The Platinum Rule; expressing it



the way they want to receive it. This auto-motivates most people to want to perform even better. Increase your influence by upgrading from The Golden Rule to The Platinum Rule!



Annica Törneryd,

founder of ACT2exceed is a coach, speaker and trainer helping individuals and teams improve their leadership skills, communication and performance. Special offer for House17 members: a complimentary strategy session with Annica at www.meetme.so/AnnicaTorneryd

“They may end up wanting to stay with you because you are the difference maker that allows them to fulfill their dreams.”

Annica Törneryd, founder, ACT2exceed

Be The Difference Maker

The average leader often has the attitude that the team is there to make sure the company hits its targets. Influential leaders make those we

lead feel that we care about them as an individual; that we see them, hear them and understand them. What do you think will happen with the level of motivation and commitment if your

team members feel that you want to help them turn their dreams into reality? Most employees will multiply their effort and maximize their performance if they know they have your support. A win-win situation! Don't put a lid on your followers' capacity to develop. Dare to invest in them, even if it means they will move on in their career. They may end up wanting to stay with you because you are the difference maker that allows them to fulfil their dreams.

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www.act2exceed.com

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www.royalexchange.com.au

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www.cercledewallonie.com

Royal International Club Château Sainte-Anne, Bruxelles
www.chateau-sainte-anne.be

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Island Athens Riviera
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Salon de Bricolage, Athina
salondebricolage.gr

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Royal Industriele Groote Club, Amsterdam
www.igc.nl

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The Stephen's Green Hibernian Club, Dublin
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Circolo Artistico Tunnel, Genova
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www.ft.com

Genaveh
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Hatt et Söner
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Hotel Le Place d'Armes
www.hotel-leplacedarmes.com

Hotel Royal
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Just Arrived
www.justarrived.lu

Luxembourg Times
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Pernod Ricard
www.pernod-ricard.com



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The Stack, Cape town
www.thestack.co.za

SPAIN

Circolo del Liceo, Barcelona
www.circulodelliceo.es

H1889, Barcelona
www.hotel1898.com

Hotel España Barcelona
www.hotelespanya.com

Hotel Alma, Barcelona
www.almahotels.com/barcelona/en

Matador

www.clubmatador.com

SWEDEN

Alma, Stockholm
www.thisisalma.com

SWITZERLAND

Club de Bâle, Basel
www.clubdebale.ch

Club zum Rennweg, Zürich
www.clubzumrennweg.ch

Kulm Hotel, St. Moritz
www.kulm.com

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Cercle d'Orient, Istanbul
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www.mac-stl.org

The Hospital Club, Los Angeles
www.thehospitalclub.com/la

The Modernist, San Francisco
www.modernist.club

The Montauk Club, Brooklyn, New York
www.montaukclub.com

The Norwood Club, Manhattan, New York
www.norwoodclub.com

Union League Club, Chicago
www.ulcc.org

UKRAINE

IlDecameron Club Odessa, des'ka oblast
www.ildecameron.com.ua

UNITED KINGDOM

British Airways Executive Club
www.britishairways.com/en-gb/executive-club

Century Club, London
www.centuryclub.co.uk

City University Club, London
www.cityuniversityclub.co.uk

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St. James Club, London
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The All Bright, London
www.allbrightcollective.com

The Hospital Club, London
www.thehospitalclub.com

The Ivy, London
www.the-ivy.co.uk

WEST INDIES

The West Indies Yacht Club, Jamaica
www.westindiesyachtclub.com

ONLINE

Triptyque Travel
www.triptyque-travel.com

+ INFORMATION
www.house17.lu



The new hub for creative people to indulge in life's pleasures



Found at the very top of House17s' beautiful old building with its panoramic views, the Attic is a social hub for creatively minded people to connect, unwind and be inspired. The venue provides an intimate and space for members and friends to indulge in life's pleasures.

You will find a selection of contemporary wines, champagne, cocktails and cold pressed juices alongside with an evolving, wholesome bistro menu and seasonal tapas, including French cheese and Serrano ham from the Attic's own Cortador de Jamon.

The first thing that strikes you when entering the Attic is the plush furnishings and accessories in a vibrant mix of materials, designs and colours.

Nuno Neves, head designer at BoConcept Luxembourg, was assigned the mission to transform the lounge bar into "the Attic". House17 selected BoConcept for this project for its modern Danish design and ability to create a comfy "Hygge" ambience.

"My aim was to create a cool and cozy space with a pinch of extravagance, which made me opt for a mix of various designers with different styles and fabrics which together create a complete lounge experience." Nuno sais.

With its ultimately unruffled ambience, lavish design and superb selection of wines, tapas and healthy delis, the Attic is your go-to place to play, relax and socialise.

The Attic Opening hours: Wednesdays to Saturdays 6 pm – 1 am.



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