

4th Global Peter Drucker Forum

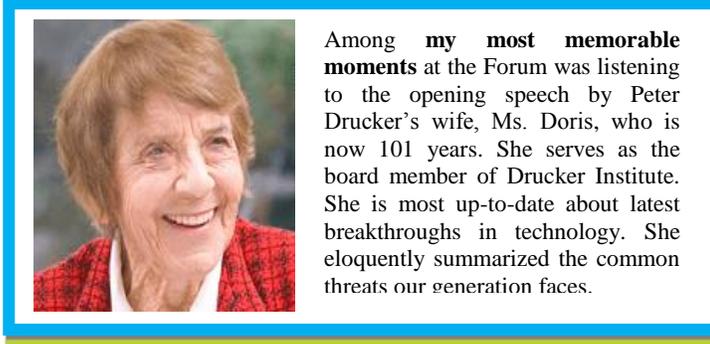
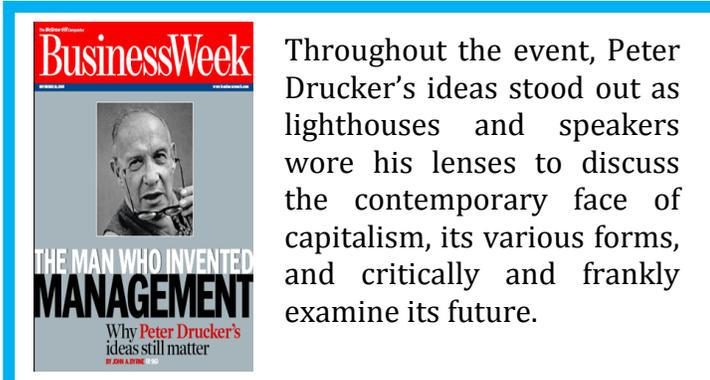
Reflections, by Yavnika Khanna

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As a young manager and student of management practice, I bagged a chance to be part of the prestigious **Global Peter Drucker Forum** in Vienna, where I represented Caggemini as one of the winners of Drucker Challenge 2012. The highlights of the event were indeed the enlightening discussions with modern day sages from 33 countries around the world.

The Theme, “Capitalism 2.0”: We live in exciting yet challenging times. We face a world full of blinding pace of change where we encounter new challenges that come with globalization, digital transformation and democratization. As today’s organizations and managers, we act, react but do not often reflect. In light of external market pressures, a new age manager’s role can be likened to flying an airplane where he or she is expected to change its parts while attaining high altitude. This Forum provided a much needed landing pad, for global thought leaders who not only reflected and theorized about the paradigm shift of economic models but also strived to find the practical edge for managers, practitioners and next generation- leaders.



Highlights of the 4th Global Drucker Forum

Learning from the Forum

For me, the greatest learning from Drucker's ideas and the Forum is that it is not enough for managers and tomorrow's leaders to recognize that the world around them is in a constant state of chaos. Besides "business –as usual", organizations today have an additional role to play in overcoming the cloud of distrust that has surrounded private sector as a response to the recent recessionary situations. In the words of Adrian Wooldridge, one of the keynote speakers at the Forum and columnist for The Economist, "*we must pay heed to the warnings of the external environment*". Managers and organizations must shed managerial myopia, and as suggested by Rick Wartzman, a columnist for Forbes, resolve the "*disconnect between what we know, what we say and do.*" Organizations and its people need to continually evaluate how they are contributing to the wealth producing capacity and adding value through innovation and operational excellence. One notable example was provided by Patrick Deconinck, Senior Vice President of 3M, when he talked about 3M's practice of measuring "Innovation Vitality" through an index. Kathleen Mazzarella (CEO of Graybar) and Peter Solmssen (Member of Managing Board at Siemens, AG) stressed on employee- centric and participatory business models, so crucial for profitability, growth and a competitive advantage. Pierre Hessler, Capgemini's Chairman's delegate, in his signature style moderated an excellent panel on "*Looking for signposts for future*" which aptly summarized experiences of offspring of capitalism 2.0: cooperatives, employee owned corporations, partnerships vs. traditional organizations. This is the sunny side of the capitalistic reality is that organizations have found collaborative models to sustain and thrive. Continuing the theme of alliance building, Professor Linda Gratton of London Business School stressed the importance of technology and open collaboration systems. The Forum also touched on how Capitalism has adapted to local contexts, providing interesting realities. Professor John Quelch of China Europe International Business School in his amazing talk, provided cases of how companies are adapting marketing communication to a digitalized and community based society in China. Alexander Triebnigg, President of Novartis in Brazil described the "state capitalism" model. Paul Polman, CEO of Unilever also mentioned how consumer expectations are changing world over, and how they contrast in Europe and other markets.

Overall, an excellent platform to absorb advice from the best!



With Prof. Dan Shechtman, Nobel Laureate in Chemistry and one of the most brilliant minds in the techno-entrepreneurial community



With Deepa Prahalad (CEO, Anuvaa LLC) and Ashwin, two very inspiring people I cherish meeting at the Forum.



With Richard Brem, Director of the Drucker Challenge



Listening to Paul Polman's post-speech comments with Angelica Kopper

List of Distinguished Speakers

- Dan Shechtman: Distinguished Professor, 2011 **Nobel prize laureate** in Chemistry, Israel
- Pierre Hessler: **Capgemini** Chairman's delegate, France
- Doris Drucker : Board member, the **Drucker Institute**, USA
- Lynda Gratton: Professor of Management Practice, **London Business School** and founder of the Hot Spots Movement, UK
- Deepa Prahalad: CEO **Anuvaa LLC** and author, USA
- Paul Polman: CEO, **Unilever**, UK
- Kathleen Mazzarella: President and CEO, **Graybar**, "fully employee owned FORTUNE 500 company", USA
- Roger L. Martin: Dean, **Rotman School of Management**, Canada
- Julia Kirby: **Harvard Business Review** Editor - at - Large and author

And many more, the full list and biographies are available at <http://www.druckerforum.org/>

Feedback for the Forum

I would like to congratulate the entire team of the Global Drucker Forum which executed the program with utmost **professionalism**. The profile of the event was elevated with the **excellent supporters and speakers** who graced it with their wisdom and wit.

The **diversity** of the participants was unprecedented: we saw delegates from 33 countries. In the future, there is always scope to challenge ourselves further to aggregate similar top speakers from Asia, Africa, The Pacific, and the East besides Europe and Americas. I believe we can if we **keep working together!** I would be a willing participant in follow-up and future editions.