

11th

GLOBAL PETER DRUCKER FORUM 2019

PRE-CONFERENCE PROGRAM

NOV
20

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HOUSE OF
INDUSTRY

08:30 – 14:15

MASTER CLASSES

MAIN AUDITORIUM

Chair

Nicole Torres Senior Associate Editor, Harvard Business Review

08:30 – 09:20

Thomas Wedell-Wedellsborg Author, Harvard Business Review Press

REFRAMING: SOLVE THE RIGHT PROBLEMS

It's been decades since Peter Drucker warned us against the danger of asking the wrong questions - and yet, today, 85 percent of companies still say they struggle to solve the right problems. It's time to change that. In this session Thomas Wedell-Wedellsborg will show how you and your team can master problem reframing, ask better questions, and waste less time on the wrong problems.

09:20 – 10:10

Avivah Wittenberg-Cox CEO of 20-first and author

BUILDING GENDER BALANCED COUNTRIES, COMPANIES & COUPLES

In a business eco-system dominated by men, and a talent eco-system increasingly dominated by women, how can companies adapt sustainably to global shifts in gender roles and capabilities? How can countries design policy shifts for healthy demographics? And how does all this change impact our personal lives? Too many countries and companies are still caught up in Fix-the-Women or Blame-the-Men dichotomies and backlashes. Gender balance takes thoughtful adaptation of leaders, cultures and systems to 21st century talent and markets.

10:10 – 10:30 – *Coffee Break*

10:30 – 11:20

Amy Webb Founder, Future Today Institute

HOW TO THINK LIKE A FUTURIST

The world's most successful leaders must manage the present and innovate for the future. This requires a new kind of strategic thinking. Drawing from her recent research Amy Webb explains how leaders can harness a futurist's strategic tools for the benefit of their organizations. In this presentation, you will learn how to think like a futurist, how to rethink risk, and how you'll know when to act.

11:20 – 12:10

Philip Kotler S.C. Johnson & Son Professor of International Marketing,
Kellogg School of Management, Northwestern University

THE FUTURE OF MARKETING

Marketing is a dynamic discipline, passing through different stages and philosophies. Marketing has moved through marketing 1.0, 2.0, 3.0, and now is at 4.0, and moving into 5.0. New concepts include customer journey mapping, customer service automation, content development, personalized marketing, and omnichannel marketing. CMOs are currently being challenged by other titled executives including Chief Growth Officer, Chief Revenue Officer, Chief Customer Officer, or eliminating a head of marketing altogether. We will review and highlight new developments in marketing theory and practice.



12:10 – 13:00

Amy Edmondson Professor, Harvard Business School

**PSYCHOLOGICAL SAFETY AT WORK –
BUILDING THE FEARLESS ORGANIZATION**

With so much riding on innovation, creativity, and engagement, today’s organizational leaders know it’s essential to attract, cultivate and retain talented employees – but it’s even more important to ensure that they are able to speak up. Ensuring high ethical standards also rests on the perceived ability – by everyone – to speak up with questions and concerns, to catch and correct errors and problems quickly.

13:00 – 14:15 – *Buffet Lunch*

REGISTRATION



REGISTRATION FOR
**THE MASTER CLASSES AND
ROUND TABLES/WORKSHOPS**
– FULL DAY –

The Master Classes may be booked only in conjunction with the registration for the Drucker Forum and the full pre-conference day.

REGISTER HERE