A Day of DRUCKER
PROGRAM JUNE 30

08:15 – 09:00 Welcome and Glimpses of Content Ahead
Host Katharina Moser Online Experience Designer, Global Peter Drucker Forum
Welcome Angelica Kohlmann Chairman and CEO, Kohlmann & Co AG, and Drucker family member
Strategic Partners Sunil Prashara President and CEO, Project Management Institute
Statement William Malek Senior Executive Director, Southeast Asia Innovation Management Research Center – a collaboration of Haier Group and the Southeast Asia Center (SEAC) focused on the Rendanheyi (RDHY) model
Introduction Richard Straub Founder and President, Global Peter Drucker Forum
Pre-recorded greetings Jim Collins Bestselling author; Advisor to leaders

09:00 – 10:10 Drucker’s Most Enduring Ideas - Opening Salvos
Drucker is most known for his breakthrough thinking on management. Experts from a range of disciplines share the ideas that have had greatest impact.

Chair Andrew Hill Management Editor, Financial Times
Speakers Peter Paschek Management consultant and author, Peter F. Drucker: Memories of a Conservative Christian Anarchist
Avivah Wittenberg-Cox Founder and CEO, 20-first
Santiago Iñiguez Executive President, IE University
Tammy Erickson Leadership educator, advisor, and author
Fredmund Malik Chairman Malik Group
Timo Meynhardt Dr. Arend Oetker Chair of Business Psychology and Leadership at HHL Leipzig Graduate School of Management
Claudia Peus Professor of Research and Science Management, TU Munich; Director, TUM Institute for LifeLong Learning

10:10 – 10:30 Breakout Discussions
Zoom-based participants divide into breakout groups to engage with ideas just presented
10:30 – 11:00  CONVERSATION LOUNGE

11:00 – 12:00  LIVESTREAM  zoom

**How Management Ideas have Impact: The Case of Drucker in Japan**

*Born in Vienna, based in America, Drucker had his earliest great impact in Japan. What made his thinking so relevant and readily embraced there? Is it still as valuable today?*

**Chair**  Emi Makino  Associate Professor, Hiroshima University, author, *Innovation Makers*, and friend to Doris Drucker, her mentor

**Panelists**  
- Yoshikuni Takashige  Chief Strategist Global Marketing, Fujitsu  
- Katsutoshi Fujita  Founder and CEO, Project Initiative Co., and Author, *Real Management Learned at the Drucker School*  
- Kazuo Yano  Fellow, Hitachi Ltd; CEO Happiness Planet  
- Yō Makino  Journalist & Drucker expert

12:00 – 12:30  CONVERSATION LOUNGE

**Thought Leaders Encounters**

**Moderator**  Thanigai Adhavan Muthusamy  Business Analyst at re:ceeve, Drucker Challenge Winner 2016  
**Panelists**  
- Richard Brem  Senior Advisor, Peter Drucker Society Europe  
- José Salibi Neto  Cofounder, HSM Group, colleague to Drucker  
- Marshall Goldsmith  Executive coach, best-selling author, colleague to Drucker

12:30 – 13:00  LIVESTREAM  zoom

**An Appreciation of Influence**

*Drucker was deeply influenced by his early upbringing and by the events of a turbulent century. In turn, his influence on later generations of thinkers and doers has been profound.*

**Chair**  Katharina Moser  Online Experience Designer, Global Peter Drucker Forum  
**Panelists**  
- Tammy Erickson  Leadership Advisor; Expert on collaboration & innovation  
- Hongjun Wang  Design Thinking Consultant Azuright Pte Ltd, Drucker Challenge Alumni  
- Alex Osterwalder  Business theorist; Canvas model developer

13:30 – 14:15  CONVERSATION LOUNGE

**Music & Leadership**

**Moderator**  Bernhard Kerres  Executive Coach connecting leadership & classical music  
**Musician**  Christine J. Lee  Cello

**Thought Leaders Encounters**

**Moderator**  Rahaf Harfoush  Digital anthropologist, member, National Digital Council of France, and Visiting Policy Fellow, Oxford Internet Institute  
**Panelists**  
- Don Tapscott  CEO, The Tapscott Group Inc.; Co-founder & Executive Chairman, Blockchain Research Institute; Adjunct Professor, INSEAD; Chancellor, Trent University, and author

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**14:15 – 15:00** **Taking ideas forward: Next Generation Managers**

Representatives of rising generations speak to how specific Drucker ideas and observations intrigued them. In what ways did they prove prescient (or not), and point the way to further exploration?

**Chair** Karen Woodin-Rodriguez Executive coach, entrepreneur, and Drucker Challenge essayist

**Panelists**
- Mathis Bitton Student of philosophy and political theory, Yale University
- Rahaf Harfoush Digital anthropologist, member, National Digital Council of France, and Visiting Policy Fellow, Oxford Internet Institute
- Eric Kohlmann Associate, Kohlmann & Co AG, New York, Zurich
- Prosper Yole Student, Writer & Project Manager from Nigeria (recorded)

**15:00 – 15:15** CONVERSATION LOUNGE

**15:15 – 16:30** **The Path to High Performance**

*Raising performance was the point for Drucker, whether he was focusing on corporations’ value to society or the keys to “executive effectiveness.” Four thinkers offer provocative takes on how Drucker defined the successful organization – and the managers who would succeed best in it.*

**Chair** Julia Kirby Senior Editor, Harvard University Press, and Drucker Forum Ambassador

**Panelists**
- Adrian Wooldridge Political Editor and the “Bagehot” columnist, The Economist
- Jenny Darroch Dean & Chair in Business Leadership, Farmer School of Business, Miami University, and author (with George Day and Stan Slater), A Tribute to Peter Drucker
- Roger L. Martin Strategy advisor, author, former Dean of Rotman School of Management, University of Toronto
- Tal Ben-Shahar Positive psychology educator, author, and cofounder, Happiness Studies Academy

**16:30 – 17:00** CONVERSATION LOUNGE

**Thought Leaders Encounters**

**Moderator** Esther Clark Executive Director of Marketing at Wey Education & Contributor to Forbes, Drucker Forum, WEF
- Steve Blank Serial entrepreneur; Professor at Stanford

**Moderator** Yavnika Khanna CIO, Impactika Consulting & Drucker Challenge Mentor
- John Hagel Faculty Member Singularity University

**Moderator** Zofia Barańska CEO at Blackbird, Crosscultural Trainer & Facilitator
- Roger Martin Strategy Advisor; former Dean Martin Prosperity Institute
17:00 – 18:15 Learning to Think Like Drucker: Formative Encounters with the “Father of Management”

Those who worked directly with Drucker came away with more than an education in management theories. As several collaborators share here, they also learned to approach their own work and goals in new ways.

Chair Eduardo P. Braun Leadership educator, Drucker Forum Conference Chair 2020
Panelists
Rita Gunther McGrath Professor, Columbia Business School
Hermann Simon Founder and Honorary Chairman, Simon-Kucher & Partners
Danny Stern Founder, Stern Strategy Group, agent to Drucker as speaker and advisor
Philip Kotler “Father of modern Marketing”, Co-authored with P. Drucker
The Five Most Important Questions You Will Ever Ask About Your Organization

18:15 – 18:30 CONVERSATION LOUNGE

18:30 – 19:30 Inspired Leaders: Putting Drucker Ideas into Action

Drucker’s work endures because it not only made sense to CEOs, it made a difference to their companies. Top executives highlight concepts central to their organizations’ success, and how they continually refresh and reinforce them

Chair Bernard Jaworski Peter F. Drucker Chair in Management and the Liberal Arts,
Drucker School of Management, Claremont Graduate University
Panel Dinesh Paliwal Global Partner KKR, Board member Nestle, Raytheon Technologies and
Miami University Board of Trustees
Ajay Patel President & CEO, SMA Inc.
Sara Mathew Chair of the Board, Freddie Mac
Rick Goings Chairman Emeritus Tupperware Brands

19:30 – 19:45 CONVERSATION LOUNGE
**19:45 – 20:45**

**Management as a Liberal Art: A Tribute to Joe Maciariello**

With Joseph Maciariello’s passing last year, we lost the leading steward of Drucker’s legacy, a gifted educator who not only counted Drucker as a friend and colleague at Claremont, but took his work much further in advocating for management to be understood and taught as a liberal art.

**Chair**  Karen Linkletter  Director, Management as a Liberal Art Research Institute, and author (with J. Maciariello), Drucker's Lost Art of Management

**Speakers**  Patrick Maciariello Partner & COO, Compass Diversified, representing the Maciariello family  
C. William “Bill” Pollard Chairman Emeritus, The ServiceMaster Company  
Jean Lipman-Blumen Professor of Public Policy and Organizational Behavior, Claremont Graduate University  
Byron Ramirez Professor of Strategy & Global Studies, California Institute of Advanced Management (CIAM) and Researcher at Management as a Liberal Art Institute

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**20:45 – 21:00**

**CONVERSATION LOUNGE**

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**21:00 – 21:30**

**The Monday Morning Imperative: Putting Thoughts into Action**

“Plans are only good intentions,” Drucker emphasized, “unless they immediately degenerate into hard work.” After a full day of learning, some very special guests offer advice and perspectives on the tough but energizing work ahead.

**Chair**  Laurent Choain  Chief People, Education & Culture Officer, Mazars

**Speakers**  David E. Sprott  Dean, Drucker School of Management, Claremont Graduate University  
Charles Handy  Social philosopher (recorded)  
Vint Cerf  VP and Chief Internet Evangelist, Google

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**21:30 – 22:30**

**Post Scriptum**

Following formal conclusion of program content, participants are invited to linger for rapporteurs’ summations of learnings. Links will also be provided to takeaways such as a Drucker bibliography and access to the Drucker interview videos online.

**Co-Chairs**  Raymond Hofmann  Designer, management and organization systems; Associate, Drucker Society Europe  
Wolfgang Lassl  Associate Partner, Pure Management Group; Associate, Drucker Society Europe

**Commentators**  Steve Denning  Forbes contributor  
Elisabeth Haas Edersheim  Author of The Definitive Drucker-Challenges for Tomorrow’s Executives  
Bruce Rosenstein  Author of Create your Future The Peter Drucker Way  
Isabella Mader  CEO, Excellence Institute