#1 The Argument for a New, Digital Humanism

Information, once scarce and controlled by powerful curators, is now the world’s most abundant resource. To ensure that our newly data-saturated societies and economies serve humanity well, we must build up some very human strengths – teaching more people to exercise independent powers of judgment, and apply both theoretical and practical common sense.

Chair
Helga Nowotny Founder and former President of the European Research Council

Speakers
Julian Nida-Rümelin Renowned philosopher (Ludwig-Maximilians-Universität, Munich), board member, Bavarian Research Institute for Digital Transformation, former state minister, Germany (virtual)
Veronica Kaup-Hasler Executive City Councillor for Cultural Affairs and Science, Vienna

#2 Key Challenges for Digital Humanists

Not everyone is on board with the digital humanism movement. Three challengers make their cases for focusing on other problems of the digital age: inequality, ethics, and privacy.

Chair
Helga Nowotny Founder and former President of the European Research Council

Speakers
Olivier Babeau Professor of management sciences, University of Bordeaux, founder and chair, Sapiens Institute, Paris
Peter G. Kirchschläger Professor of theological ethics, University of Lucerne, director, Institute of Social Ethics ISE
Hannes Werthner Prof. Technical University Vienna and Expert for Digital Humanism
Sarah Spiekermann Chair of the Institute for IS & Society Vienna University of Economics and Business (WU)
15:45 – 16:15  -  **Coffee Break**

16:15 – 17:45  -  **PLENARY 2**

**#3 Making It Digital, Keeping It Human: Leading Transformation in the Large Enterprise**

*Business Leaders briefly describe how their organizations succeeded in recent initiatives to take creativity, innovation, purpose and service to new levels – and how digital changes fit into human-centered transformation*

**Moderator**  
Simone Ahuja  
Founder Blood Orange, a global innovation and strategy firm

**Speakers**  
Maurice Lévy  
President Publicis Group  
James M. Loree  
CEO Stanley Black & Decker  
Maud Bailly  
CEO Southern Europe, Accor Group  
Patricia Pomies  
Chief Operating Officer, Globant  
Kevin Nolan  
CEO GE Appliances, Haier Group  
Gonzalo Brujó  
Global President Interbrand Group of Companies

17:45 – 18:15  -  **Break**

18:15 – 19:00  -  **Drucker Challenge Awards**

Celebrating Winners and Finalists from 2020 and 2021

**Moderator**  
Laurent Choain  
Chief People, Education and Culture Officer, Mazars Group

19:00 – 21:00  -  **Networking Cocktail with Flying Dinner**

21:00 – 21:45  -  **Fireside chats in the area of the Hilton Bar**

Relaxed small group discussions with leading thinkers

**Fireside Chat 1**  
Don Tapscott  
Digital theorist; Executive Chairman Blockchain Research Institute; Adjunct Professor, INSEAD

**Fireside Chat 2**  
John Kay  
Economist; Editorial contributor to FT

**Fireside Chat 3**  
Julia Hautz  
Professor of Strategic Management University of Innsbruck & Kurt Matzler  
Professor of Strategic Management University of Innsbruck
THE HUMAN IMPERATIVE
DIGITAL HUMANISM
AS A FRAMEWORK FOR PROGRESS

08:30 – 08:45
INSPIRATION MOMENTS
What we can learn from Zen in challenging times.
Bart Weetjens Zen priest and social entrepreneur

08:45 – 09:00
PLENARY 3
The Story So Far: Reflections on Day One
and outlook on Day Two
Are we persuaded that a common framework and vocabulary – like digital humanism –
could get us closer to building institutions that are higher performing and more humane
at the same time? Can leaders, managers, and workforces work toward this vision?
Moderators
Eduardo P. Braun Leadership Educator, Conference Chair
Katharina Moser Experience Designer, Conference Host

09:00 – 10:00
PARALLEL PLENARIES
#1
Putting Purpose at the Core:
A Human Organization In The Digital Age
How does tech enable more human-centric organizations? How can tech
enable the formation of ecosystems as industry lines begin to blur? How can
tech be used as a superpower for achieving purpose and creating good?
Moderator
Arne Gast Leader Organization Practice Asia, McKinsey
Co-Moderator
Melissa Dalrymple Partner, McKinsey
Speakers
John Hagel Faculty Member, Singularity University; Founder, Beyond Our Edge
Jasmine Manet CEO Youth Forever
#2 Innovation & Entrepreneurship in the Public-Private Space

*No longer so distinct, the public and private sector intersect and overlap as they take on complex societal challenges. What could each side do to make the combination work better, and deliver next-generation solutions faster?*

**Moderator**  
Mark Esposito  
Professor at Hult International Business School; Co-Founder & CLO, Nexus Frontier

**Speakers**  
Christian Bason  
Public Sector Innovation expert; CEO Danish Design Centre

Margaret Heffernan  
Entrepreneur, Professor of Practice, University of Bath School

Philippe Silberzahn  
Co-founder, Management Lab

Jonathan Brill  
Managing director of Resilient Growth Partners

10:00 – 10:30  
Coffee Break

10:30 – 11:30  
PARALLEL PLENARIES

#3 A Turning Point for Work and Workplaces

*Many months of pandemic-induced lockdowns pushed certain digital trends dramatically forward—but also forced reflection and action on what people don’t want to lose.*

**Moderator**  
Andrew Hill  
Associate Editor and Management Editor, Financial Times

**Speakers**  
Mickael Locoh  
VP Southern Europe & Africa, Steelcase

Ashwini Bakshi  
Managing Director, Europe and Sub-Saharan Africa, PMI

Avivah Wittenberg-Cox  
Founder & CEO, 20-first

Claudia Crummernel  
VP People & Organization practice, Capgemini Invent

#4 Decision Making under Conditions of Great Uncertainty

*If one phrase endures from 2020-2021, it may be “follow the science!” Managers making decisions in dynamic situations know that’s not always simple, or even possible.*

**Moderator**  
Gabriel Joseph-Dezaize  
Editor in chief, HBR France & National Geographic France

**Speakers**  
Margaret Heffernan  
Entrepreneur, Professor of Practice, University of Bath School

Philippe Silberzahn  
Professor, EM Lyon Business School

John Kay  
Economist; Editorial contributor to FT

Jonathan Brill  
Managing director of Resilient Growth Partners
PARALLEL PLENARIES

#5 A World Transformed by AI, Big Data and Algorithms

What are the limits of smart machines as they relate to the world of work? What are the dangers? What is the potential for progress?

Moderator: Julia Kirby Senior Editor, Harvard University Press
Speakers: Don Tapscott Digital theorist; Executive Chairman Blockchain Research Institute; Adjunct Professor, INSEAD
Daniel Erasmus CEO DTN, CEO Erasmus.AI / NewsConsole
Erik J. Larson Computer scientist and tech entrepreneur
Helmut Reisinger CEO Orange Business Services

#6 Revolutionizing Leadership Development

Will technological change force leaders to lead in different ways? How should they be preparing now to navigate the uncertain future?

Moderator: Johan Roos Chief Strategy Officer, Hult International Business School
Speakers: Santiago Iñiguez de Onzoño Executive President, IE University
Patricia Pomies Chief Operating Officer, Globant
Rosanna Sibora Vice President Digital Products & Innovation at Universal Music Group

Lunch Break

100 QUESTIONS

Launch of a co-creation process for the Drucker Forum Community: What are the most important questions leaders should ask themselves to navigate uncertainty in the digital age? Output of the participative process will be a booklet developed by Haufe Advisory.

Eduardo P. Braun Leadership Educator, Conference Chair
Joy Medos Executive Coach, Double Leap
Birgit Fordinal Chief Relations Officer, Haufe Advisory

UNCONFERENCE

What questions have you been pondering that you would like to discuss with the Drucker community? This is your chance to bring your question/ your topic/ your idea forward and discuss it with other participants in 45min slots. Everyone can bring in a question, the community decides which ones we will discuss in smaller groups in these 1,5 hours.
15:45 – 16:45  PARALLEL PLENARIES

#7  The Big Shifts that Will Define 21st Century Leadership
Leading well is less about who you are than about what you do – and it’s most of all about what problems you focus your team or organization on solving.

Moderator: Marine Hadengue  Assistant Professor at SKEMA Business School & CEO at Fondation Arbour
Speakers:
- Rita Gunther McGrath  Professor, Columbia Business School  (virtual)
- Alex Adamopoulos  CEO, Emergn  (virtual)
- Falco Weidemeyer  Partner, Head of EYParthenon EMEIA
- Behnam Tabrizi  Transformation expert, Senior Fellow Stanford University
- Deepa Prahalad  Design strategist and Social Innovator

#8  Fluidity and Direction: Resolving the Tension
Many leaders would like to bulldoze the barriers in their highly structured organizations to allow for more ad-hoc, adaptive, and agile approaches. How can they do that while still providing direction, stability, and alignment?

Moderator: Wolfgang Lassl  Associate Partner, Pure Management Group
Speakers:
- Gina Lodge  CEO Academy of Executive Coaching
- Christian Stadler  Professor of Strategic Management Warwick Business School
- Erhard Friedberg  Professor emeritus of Sociology at Sciences Po Paris
- Georg Kopetz  Co-Founder and CEO at TTTech

16:45 – 17:20  MAIN PLENARY

16:45 – 17:05  PLENARY 4

#1  INSPIRATION MOMENTS
Felipe Gomez  Devout pianist, renowned peak performance and entrepreneurial mindset expert

17:05 – 17:20  Closing and Announcement Forum 2022
Eduardo P. Braun  Leadership Educator, Conference Chair
Richard Straub  Founder and President Global Peter Drucker Forum

17:20 – 18:00  Post Scriptum
What have we learned at the Forum that is most exciting, concerning, surprising?

Moderator: Isabella Mader  CEO, Excellence Institute
Commentators:
- Andreas Rosenfelder  Head of feature section, Die Welt/Welt am Sonntag
- Ade McCormack  Digital leadership expert
- Stefan Pickl  Professor; Chair for Operations Research, Department of Computer Science, Bundeswehr University Munich
- Gabriela Allmi  Director Europe, Higher Education, HBS Publishing France SAS