

# 13<sup>TH</sup> GLOBAL PETER DRUCKER FORUM



Hilton Stadtpark  
Am Stadtpark 1  
1030 Vienna, Austria

IN PERSON  
FORUM  
PROGRAM

NOV  
18

## THE HUMAN IMPERATIVE DIGITAL HUMANISM AS A FRAMEWORK FOR PROGRESS

14:00 – 14:15

### OPENING & WELCOME

**Eduardo P. Braun** Leadership educator, Conference Chair

**Katharina Moser** Experience Designer, Conference Host

**Richard Straub** Founder and President Global Peter Drucker Forum

14:15 – 15:00

### PLENARY 1

#### #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

**Alexander Schallenberg** Minister of Foreign Affairs, Austria

**Veronica Kaup-Hasler** Executive City Councillor for Cultural Affairs and Science, Vienna

15:00 – 15:45

#### #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. Kirchschräger** Professor of theological ethics, University of Lucerne, director, Institute of Social Ethics ISE

**Hannes Werthner** Prof. Technical University Vienna and Expert for Digital Humanism

15:45 – 16:15 – *Coffee Break*

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16:15 – 17:30

## 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 Loree** CEO, Stanley Black & Decker

**Maud Bailly** CEO Southern Europe, Accor Group

**Patricia Pomies** Chief Operating Officer, Globant

**TBA**

17:30 – 18:00 – *Break*

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18:30

## Drucker Challenge Awards

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

19:00 – 20:30 | *Networking Cocktail with Flying Dinner*

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### 08:30 – 08:45 | INSPIRATION MOMENT

**What we can learn from Zen in challenging times.**

*Based on his experience, Zen priest and social entrepreneur **Bart Weetjens** provides convenient tools to lift you up in tough situations. This 'inspiration moment' includes a short guided meditation*

### 08:45 – 09:00

#### PLENARY 3

### The Story So Far: Reflections on Day One and outlook 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** Online Experience Designer, Conference Host

### 09:00 – 10:00

#### PARALLEL PLENARIES

### #1 Putting purpose at the core: A human organization in a digital age / Digital organizations tackling human needs

*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  
*Speakers* **John Hagel** Faculty Member, Singularity University; Founder, Beyond Our Edge  
**Hervé Helias** CEO and Chairman, Mazars Group  
**Emmanuelle Duez** CEO, The Boson Project

## #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

**Marie Ringler** Ashoka Europe Leader

**Michele Zanini** Co-founder, Management Lab

**Michael Jacobides** Chair of Entrepreneurship & Innovation, London Business School

10:00 – 10:30 – *Coffee Break*

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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** **TBA**

**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

11:40 – 12:40

## 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 t now to navigate the uncertain future?*

*Moderator* **Johan Roos** Chief Strategy Officer, Hult International Business School

*Speakers* **Alice Guilhon** Dean and Executive President, SKEMA Business School

**Santiago Iñiguez de Onzoño** Executive President, IE University

**Tammy J. Erickson** Adjunct Professor organizational behaviour, LBS

12:40 – 14:00 – **Lunch Break**

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14:00 – 15:30

## UNCONFERENCE

*What idea have you been working on lately that could help organizations serve  
“the human imperative” better, or navigate more confidently through times of  
great uncertainty? Here’s your chance to share it and get the feedback you need  
to take it further.*

15:30 – 16:00 – **Coffee Break**

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16:00 – 17:00

## PARALLEL PLENARIES

### #7 **The Big Shifts that Will Define 21<sup>st</sup> 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 **TBA**

Speakers **Rita Gunther McGrath** Professor, Columbia Business School (*virtual*)

**Alex Andamopoulos** CEO Emergn

**Falco Weidemeyer** Partner, Head of EYParthenon EMEA

**Rick Goings** Chairman Emeritus Tupperware Brands Corporation

**Behnam Tabrizi** Transformation expert, Senior Fellow Stanford University

### #8 **Living Books**

*(more information will follow)*

17:05 – 17:45

## **The Way Forward**

*What have we learned at the Forum that is most exciting, concerning, surprising? What might we do differently Monday morning as a result? Final statements from selected participants.*