

(CET)

WORKSHOP



15:00 - 17:00

Reinventing Capitalism in the Digital Age

This interactive workshop shows how to spark the entrepreneurial spirit in the digital age. It builds on the fact that the most successful firms in the world today are those that have taken to heart the 1954 maxim, on which Peter Drucker repeatedly insisted: "There is only one valid purpose of a corporation: to create a customer." The result—customer capitalism—differs fundamentally from industrial-era management, and is key to the digital transformations that most large firms are now attempting. This workshop explores both the "why" and the "how" of customer capitalism and examines the transition journey from industrial-era management.

Presenters **Steve Denning** Senior Contributor, Forbes.com
Curt Carlson Former CEO, SRI International
Miriam Schwarz Senior Vice President, Enterprise Agility Center of Excellence, Bank of the West; and Chair of the SD Learning Consortium

VIENNA
HILTON PLAZA
SCHOTTENRING 11
1010 VIENNA

PUBLIC PARTNER EVENTS

14:00 - 17:55

Women in Tech Carnival

Tech for her, Tech by her, Tech with her

Huawei advocates for gender equality and works to promote women's participation in the ICT industry and digital economy. To better push forward progress, Huawei officially launched our Women in Tech initiative in 2020 to make "Tech for Her, Tech by Her, and Tech with Her" a reality. This year, we are releasing the company's first Interview Series "Tech by her: Leadership" on our Women in Tech carnival event during the Peter Drucker Forum.

www.huawei.com/en/events/women-in-tech

ONLINE

16:30 - 18:30

From Start-up to Scale-up in Turbulent Times

The corporAID multilogue highlights African success factors of emerging start-ups and shows how Austrian companies can learn from these approaches. Free.

Keynote **Simone Ahuja** Founder Blood Orange, Fortune 500 Top Speaker
Podium **Antonella Mei-Pochtler** Patron of the "Kofi Annan Award for Innovation in Africa"
MyPaddi Nigerian scale-up in the health sector
Yacine Djibo Founder of Speak-up Africa
Umdasch Group Venture Austrian corporate spin-off invested in start-ups worldwide


www.corporaid.at/from-start-up-to-scale-up-in-turbulent-times

IMPACT HUB VIENNA
LINDENGASSE 56
1070 WIEN

14TH GLOBAL PETER DRUCKER FORUM

NOV
17

 **HOFBURG** Vienna
Heldenplatz
1010 Wien

 **Entrance** Schweizerhof, Botschafterstiege

PROGRAM

PERFORMANCE THAT MATTERS

SPARKING THE ENTREPRENEURIAL SPIRIT

(CET)

08:00

REGISTRATION

08:30 – 09:15

Welcome and Opening

ZEREMONIENSAAL

This gathering is convened with a strong point of view: As leaders and managers of society's major institutions, we must drive step changes in performance. Rising to the challenges of a transformed world will require us to aim much higher—and think more creatively. Management as usual is not going to cut it.

Conference Chair **Katharina Moser** Moderator & Executive Board Member, Inner Development Goals

WELCOME ADDRESSES

Richard Straub President, Peter Drucker Forum

Martin Kocher Federal Minister of Labour and Economy

OPENING STATEMENTS

Helmut Reisinger CEO, EMEA & Latin America, Palo Alto Networks

Joseph Cahill Chief Customer Officer, PMI

Florian Pollner Partner, McKinsey & Company

Afke Schaart SVP Global Government Affairs, Huawei

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

09:15 – 10:15

PLENARY 1

Coming to Terms with What Matters: What We Mean When We Talk about Performance

ZEREMONIENSAAL

When an executive team says it's looking for a turnaround in performance, how is it defining that term—implicitly or explicitly? Despite efforts to reconceive what constitutes corporate success, is the bottom line still the bottom line?

Chair **Amy Bernstein** Editor, Harvard Business Review

Speakers **Rita McGrath** Professor, Columbia Business School
Alex Adamopoulos CEO Emergn Limited
Gary Hamel Visiting Professor, London Business School
Scott Anthony Managing Partner Emeritus, Innosight

10:15 – 10:45 – *Break*

MARMORSAAL - RITTERSAAL - ANTEKAMMER

10:45 – 12:00

PARALLEL PLENARIES

A Killing It on Innovation: Keys to Getting Better at Inventing the Future

ZEREMONIENSAAL

In a downturn, more than ever, performance gains depend on more creative problem-solving. It's time for organizations to get serious about teaching their people to innovate.

Chair **Julia Hutz** Professor of Strategic Management, University of Innsbruck

Speakers **Simone Ahuja** Intrapreneurship expert
Annika Steiber Director, Rendanheyi Silicon Valley Center
Philipp Herrmann CEO, BRYCK
Hiroshi Nishikawa Senior Director Technology Strategy Design Division, Technology Strategy Unit, Fujitsu
Lalit Karwa Head TCS PACE Europe

B What Attitude? Managing the Multi- Generational Workforce

GEHEIME RATSTUBE

The perennial complaint of upper management is that "these new kids don't want to work." Probably the differences in expectations run much deeper.

Chair **Sharon Olivier** Professor of Practice in Leadership, Hult EF Corporate Education

Speakers **Rahaf Harfoush** Digital Anthropologist
Marine Hadengue Exec. Director, Higher Education for Good Foundation
Dewi Schoenbeck VP German Speaking Markets, Steelcase
Andreas Fröhlich CHRO, GoStudent
Berta Herrero Head of Equality, Diversity and Inclusion at Huawei EU

12:15 – 12:45

PLENARY 2

Bend it Like Beckett: Performance Lessons from Waiting for Godot

ZEREMONIENSAAL

The incomparable storyteller and organizational sage Charles Handy, with the help of his theatre director son Scott and two young actors, explores what makes a great performance from the perspective of a performing artist.

Speakers **Charles Handy** Social Philosopher
Scott Handy Theatre Director

Actors **Ollie Taylor**
Jude Martin

12:45 – 14:00 – **Lunch Break**

MARMORSAAL - RITTERSAAL - ANTEKAMMER

14:00 – 15:00

PARALLEL PLENARIES

C When Your Customer is the Citizen: Improving Performance in the Public Sector

ZEREMONIENSAAL

Bedeveloped by bureaucracy, corruption, and polarization, unmanageable scale and lack of competitive pressures, how could the world's governments manage to do better?

Chair **Mark Esposito** Professor, Hult International Business School & Senior Advisor, Strategy& at PwC

Speakers **James Mountford** Director, Royal Free London Hospital
Antonella Mei-Pochtler Board member, Publicis and Generali
Remigijus Šimašius Mayor of Vilnius, Lithuania
Amit Kapoor Honorary Chairman, Institute for Competitiveness, India

D The ESG debate: Finding a Way Forward in a World of Clashing Demands

GEHEIME RATSTUBE

Good businesses have always aimed for net-positive impact on the world around them – but some today are crying foul over the standards and ratings being imposed in the name of justice.

Chair **Andrew Hill** Senior Business Writer, Financial Times

Speakers **Marie Ringler** Ashoka Europe Leader
Falco Weidemeyer Partner, Global Head of Turnaround and Restructuring Strategy, EY Parthenon
Piyachart (Arm) Isarabhakdee CEO, BRANDi and Companies
Joseph Cahill Chief Customer Officer, PMI

15:00 – 15:30 – **Break**

MARMORSAAL - RITTERSAAL - ANTEKAMMER

15:30 – 16:45

PARALLEL PLENARIES

E **Navigating Transformation: The Deep Challenges of Big Change**

ZEREMONIENSAAL

A major overhaul can be perfectly logical for an organization – yet feel perfectly awful for everyone involved. What makes transitions go more smoothly?

Chair Christian Stadler Professor of Strategic Management, Warwick Business School

Speakers Thomas Wedell-Wedellsborg Executive Advisor

Guila-Clara Kessous UNESCO Ambassador

Behnam Tabrizi Consulting professor, Stanford University, Department of Mgmt Science

Heike Mensi-Klarbach Head of Group People and Organisational Innovation, RBI AG

Jennifer Tharp Chair of the PMI Board of Directors

F **Nothing Boosts Performance Like Technology: Best Bets for Automating Work Now**

GEHEIME RATSTUBE

The classic path to higher productivity is labor-saving equipment – and in the age of knowledge workers, that means ever-smarter machines. The real triumph comes, though, with spotting how the human capacity freed up can be directed to more valuable ends.

Chair Julia Kirby Editor, Harvard University Press

Speakers Abakar Saidov CEO and Cofounder, Beamery

Mehran Gul Author

So-Young Kang Founder, CEO Gnowbe

Georg Kopetz Co-Founder and CEO at TTTech

16:45 – 17:00 – Break

MARMORSAAL - RITTERSAAL - ANTEKAMMER

17:00 – 18:00

PARALLEL PLENARIES

G **“Hybrid” Meets High Performance: Finding Your Flex-Work Sweet Spot**

ZEREMONIENSAAL

It's been the biggest debate of the year: get back to the office, or assume remote work? “Hybrid” sounds ideal – but the keys to getting the best of both worlds aren't obvious.

Chair Astrid Maier Editor in chief, XING News

Speakers Claudia Crummenerl Managing Director Workforce & Organization, Capgemini Invent

Mickael Locoh VP Southern Europe & Africa, Steelcase

Frauke von Polier CPO, Viessmann Climate Solutions SE

Julia Hobsbawm Founder Editorial Intelligence

H Who Deserves to Get Ahead?

GEHEIME RATSTUBE

Meritocratic systems are harshly criticized for their tendency to preserve bastions of privilege. Some have been dismantled. Is there a better way to even the playing field – and encourage high achievement?

Chair **Sarah Green Carmichael** Bloomberg Opinion editor

Speakers **Carol Kauffman** Founder, Institute of Coaching, Harvard

Yasmina Jaidi Global Head, L'Oréal University Leadership & Culture

Michael Watkins Professor of Leadership and Organizational Change, International Institute for Management Development (IMD)

Anjana Mistry CFO/COO, Emergn Limited

18:00

END OF PROGRAM **NOV. 17**

19:45 – 23:00

GALA DINNER

FESTSAAL

DRUCKER CHALLENGE AWARD CEREMONY

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

Lalit Karwa Head TCS PACE Europe

Gala Dinner MC **Katharina Moser** Moderator & Executive Board Member, Inner Development Goals

PROGRAM

PERFORMANCE
THAT MATTERS
SPARKING THE
ENTREPRENEURIAL SPIRIT

(CET)

08:30 – 08:50

SPIRITUALITY AND PERFORMANCE

ZEREMONIENSAAL

How spirituality supports self-management and enhances performance.
Dialogue between **Christian Marte SJ**, rector of the Jesuit College Innsbruck
and **Bart Weetjens**, Zen priest and social entrepreneur.

08:50 – 09:00

Welcome to Day Two

ZEREMONIENSAAL

Conference Chair **Katharina Moser** Moderator & Executive Board Member, Inner Development Goals

09:00 – 10:00

PLENARY 3

High-Performance Leadership

ZEREMONIENSAAL

Different eras call for different leaders. At a time when making performance gains is imperative, what C-suite skills come to the fore?

Chair **Gemma D'Auria** Senior Partner, McKinsey & Company

Speakers **Tammy Erickson** Adjunct Professor, London Business School

Xavier Huillard CEO, Vinci Group

Helmut Reisinger CEO, EMEA & Latin America, Palo Alto Networks

Tina Müller Member of the Supervisory Board, Douglas Group
Former Chief Executive Officer, Douglas Group

10:00 – 10:30 – Break

MARMORSAAL - RITTERSAAL - ANTEKAMMER

10:30 – 11:30

PLENARY 4

How Purpose Drives Performance

ZEREMONIENSAAL

Few would deny that an organization should have an inspiring sense of purpose. But what do we really know about how that produces better results?

Chair **Mary Meaney Haynes** Social Entrepreneur and Philanthropist

Speakers **Ranjay Gulati** Professor, Harvard Business School

Jean-Philippe Courtois Executive Vice President and President, National Transformation Partnerships at Microsoft

Michael Jacobides Chair of Entrepreneurship & Innovation, London Business School

Maud Bailly CEO Southern Europe, Accor

11:30 – 12:00 – *Break*

MARMORSAAL - RITTERSAAL - ANTEKAMMER

12:00 – 13:00

PARALLEL PLENARIES

I Performance Demands Control! No, Performance Demands Autonomy!

ZEREMONIENSAAL

Drucker called it the spirit of performance: the productive energy of a team committed to taking its achievement to the next level. Leaders today are discovering how changing an organization's structure can affect it.

Chair **Michele Zanini** Co-Founder Management Lab

Speakers **Linda Asplund** Global Head of Corporate Experience, Capgemini Invent

Tony O'Driscoll Professor, Duke University

Sharon MacBeath Group HR Director, Hermès

Kevin Nolan President & Chief Executive Officer, GE Appliances

J Resilience, Risk-Taking, and Experimentation: Stories of Organizational Learning

GEHEIME RATSTUBE

Great organizations don't just survive change. They use it to get smarter.

Chair **Alice Sherwood** Research Fellow, King's College

Speakers **Keri Mesropov** Founder, TRG Arts Talent Lab

Santiago Iñiguez de Onzoño Executive President, IE University

Eric Kohlmann Kohlmann & Co AG

Garrick Jones Adjunct Faculty, Hult EF Corporate Education

13:00 – 14:15 – *Lunch Break*

MARMORSAAL - RITTERSAAL - ANTEKAMMER

14:15 – 15:30

PLENARY 5

Thinking About Management Ideas on HBR'S 100th Birthday

ZEREMONIENSAAL

On HBR's hundredth birthday, we trace the trends in management thinking that have had most impact—and positioned us to see further and move forward.

Chair **Ania Wieckowski** Executive Editor, Harvard Business Review

Speakers **Adi Ignatius** EVP & Editor-in-chief, HBR Group

Amy Edmondson Professor, HBS

Claudio Fernández-Aráoz Executive Fellow for Executive Education, HBS

Roger Martin Strategy Advisor

Laura Morgan Roberts Sr. Associate Professor, Darden School of Business

YOUNG GENERATION EXCHANGE

Follow Your Passion – It Will Lead You to Your Purpose

GEHEIME RATSTUBE

You're part of the next generation of innovators, value-creators, and leaders. How will you navigate swirling economic and social change to have the positive impact the world needs you to have? This highly interactive session is an opportunity to learn from—and share your ideas with—peers from far and wide.

Chair **Isabella Mader** Excellence Institute

Panelists **Curtis Carlson** Distinguished Executive in Residence, Worcester Polytechnic Institute

Christine Darla Bautista Co-founder & CMO, TRIZIE, Drucker Challenge Finalist

Felix Häusler Founder Infinity Vertigo, 4GAMECHANGERS and Global Shapers delegate

15:30 – 15:45 – *Break*

MARMORSAAL - RITTERSAAL - ANTEKAMMER

15:45 – 16:45

PLENARY 6

Sparking the Spirit of Performance

ZEREMONIENSAAL

Our world needs entrepreneurial energy to renew itself. How can we cultivate more of it?

Chair **Wolfgang Lassi** Peter Drucker Society and Qwinnt Management Institute

Speakers **Adrian Wooldridge** Global Business Columnist, Bloomberg Opinion

Muriel Pénicaud Former Minister of Labour, France

Jordi Gual Chair, VidaCaixa

André Loesekrug-Pietri Executive Chair, JEDI

16:45 – 17:00

Closing

ZEREMONIENSAAL

Conference Chair **Katharina Moser** Moderator & Executive Board Member, Inner Development Goals

ANNOUNCEMENT DRUCKER FORUM 2023

Richard Straub President, Peter Drucker Forum