## PROGRAM OVERVIEW

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<th>TIME</th>
<th>EVENT</th>
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<tr>
<td>08:30 – 09:00</td>
<td>Welcome and Opening</td>
<td>GROSSER FESTSAAL</td>
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<td></td>
<td>Conference Chair</td>
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<td></td>
<td>Tatyana Mamut Tech Executive &amp; Founder, CultureRisk</td>
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<td>Richard Straub Founder &amp; President Global Peter Drucker Forum</td>
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<td>Ricardo Vargas Executive Director Brightline Initiative</td>
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<td>Alex Adamopoulos Chief Executive Officer, Emergn Limited</td>
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<td>Renata Lerch Vice President of Global Marketing and Communications, Scrum Alliance</td>
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| 09:00 – 10:00 | What Business Must Do Now in Society                                  | GROSSER FESTSAAL       |
|              | Chair                                                                |                        |
|              | Nancy McGaw Deputy Director of the Aspen Institute Business & Society Program |                |
|              | Jean-Dominique Senard CEO Michelin Group                             |                        |
|              | Vineet Nayar CEO and founder, Sampark Foundation                      |                        |
|              | Yves Doz Solvay Chaired Professor of Technological Innovation and Emeritus Professor of Strategic Management, INSEAD |    |
|              | Constantijn Van Oranje Special Envoy Startup Delta                    |                        |

| 10:00 – 10:30 | Coffee Break                                                        |                        |

|              | Chair                                                                |                        |
|              | Julia Kirby Senior Editor, Harvard University Press                  |                        |
|              | Yves Pigneur Professor of Management Information Systems, University of Lausanne |          |
|              | Jim Keane President and CEO, Steelcase Inc.                          |                        |
|              | John Hagel Co-Chairman, Deloitte, Center for the Edge                |                        |
|              | Hal Gregersen Executive Director, MIT Leadership Center, MIT Sloan School of Management |                        |

| 11:30 – 12:30 | The Very Human Pursuit of Innovation                                | GROSSER FESTSAAL       |
|              | Chair                                                                |                        |
|              | Betsy Ziegler CEO 1871                                               |                        |
|              | Linda Hill Professor of Business Administration, Chair of the Leadership Initiative, HBS |              |
|              | Tim Brown President and CEO, IDEO                                    |                        |
|              | Charles-Edouard Bouée CEO, Roland Berger                             |                        |
|              | Efosa Ojomo Research Fellow, Clayton Christensen Institute for Disruptive Innovation |              |

| 12:30 – 13:30 | Lunch Break and                                                      |                        |

| 12:30 – 13:30 | Young Generation Luncheon                                           | FORUM                  |
|              | with                                                                |                        |
|              | Charles Handy Social philosopher                                    |                        |
|              | Moderator                                                           | Isabella Mader Executive Advisor, Global Peter Drucker Forum, CEO, Excellence Institute |    |
### PLENARY 1

**13:30 – 14:45** Human Potential - Are We Cracking the Code?  
**GROSSER FESTSAAL**

**Chair**
Gina Lodge  
Academy of Executive Coaching (AoEC)

**Speakers**
Claudio Fernández-Áraoz  
Executive Fellow HBS, Senior Advisor Egon Zehnder  
Sally Helgesen  
Womens’ Leadership consultant and author  
Isaac Getz  
Professor ESCP Europe Business School  
Sunnie Giles  
President, Quantum Leadership Group  
Curtis Carlson  
Founder and CEO, The Practice of Innovation, former CEO of SRI

### PLENARY 2

**13:30 – 14:45** Time to Re-engage with Humanities?  
**ZEREMONIENSAAL**

**Chair**
Alice Sherwood  
Senior Visiting Research Fellow, Kings College London

**Speakers**
Art Kleiner  
PwC | Editor-in-chief, Strategy+Business  
Julia Culen  
Managing Partner at Culen Mayhofer Partner  
Fred Kofman  
Leadership Development Advisor, Google  
Santiago Iñiguez  
Executive President of IE University  
David Hurst  
Adjunct Professor, Univ. of Regina’s Kenneth Levene Graduate School of Business

**14:45 – 15:15**  
**Coffee Break**

**15:15 – 16:15** Strategy in the Face of Reality  
**GROSSER FESTSAAL**

**Chair**
Tony O’Driscoll  
Academic Director ASEP; Research Fellow, Duke Corporate Education

**Speakers**
Michael Jacobides  
Professor, London Business School  
Rita Gunther McGrath  
Professor, Columbia Business School  
Alexander Osterwalder  
Entrepreneur and Business Model Innovator, Co-Founder Strategyzer  
Dorie Clark  
Marketing strategist; Adjunct Professor of Business Administration, Fuqua School of Business, Duke University

**16:15 – 17:30** Should Managers be Activists?  
**GROSSER FESTSAAL**

**Chair**
James Ashton  
Business writer and media consultant

**Speakers**
Emmanuelle Duez  
Serial entrepreneur; Founder, The Boson Project;  
Henry Mintzberg  
Cleghorn Professor of Management Studies Strategy and Organization, Desautels Faculty of Management, McGill University  
Peter Oswald  
CEO Mondi Group  
Philip Kotler  
S.C. Johnson & Son Professor of International Marketing, Kellogg School of Management, Northwestern University  
Nicolas Colin  
Co-Founder and Director, The Family

**19:30 – 23:30** Gala Dinner  
**VIENNA CITY HALL**

**Welcome**
Ernst Woller  
President of the Vienna City Council

**Moderation**
DRUCKER CHALLENGE CEREMONY

**Deepa Prahalad**  
CEO Anuvaa LLC

**Richard Brem**  
Media Producer, Drucker Challenge Juror

**Sponsor**
Ramkumar Chandrasekaran  
Head of HR UK & Ireland, TCS

**Statements**
Laurent Choain  
Chief People Officer Mazars Group
**Program Overview**

**TIME** | **VENUE**
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08:45 – 10:00 | GROSSER FESTSAAL

**Beyond Market Failures: How the State Creates Value**

*Chair*

Bill Fischer Professor of Innovation Management, IMD

*Speakers*

Mariana Mazzucato Director, Inst. for Innovation and Public Purpose, University College London

Martin Wolf Associate editor and chief economics commentator, Financial Times

Thomas Sattelberger Member of German Parliament

Hermann Hauser Serial entrepreneur; Director, Amadeus Capital Partners; Chair, European Innovation Council

Andrew Keen Entrepreneur and author on the digital revolution

10:00 – 11:00 | GROSSER FESTSAAL

**The Human-Centred Organization of the Future**

*Chair*

Julie Teigland Regional Managing Partner of EY DE, CH and AT

*Speakers*

Dave Ulrich Rensis Likert Professor of Business, Univ. of Michigan; Co-founder, The RBL Group

Gary Hamel Professor, London Business School; Director of the Management Innovation eXchange

Zhang Ruimin EO & Chairman of the board, Haier Group

Xavier Huillard Chairman and CEO, VINCI Group

11:00 – 11:30 |  

*Coffee Break*

11:30 – 12:30 | FORUM

**Parallell Tracks**

**#1** Barcamp Session with the Young Generation

*Chair*

Isabella Mader Executive Advisor Drucker Forum, CEO Excellence Institute

**#2** A Culture of Mindfulness, Compassion, Empathy

*Chair*

Nicole Torres Associate Editor, Harvard Business Review

Rasmus Hougaard Managing Director, Potential Project

Vlatka Hlupic Professor, University of Westminster, CEO, The Management Shift Consulting Ltd

Anthony Howard CEO The Confidere Group

Thomas Bubendorfer Solo climber and author

**#3** Organizing to Contribute to the Common Good

*Chair*

Timo Meynhardt Dr. Arend Oetker Chair of Business Psychology and Leadership, HHL

Gregor Jost Partner McKinsey & Company

Marie Ringler Europe Leader Ashoka

Paul Kasimu Director of Resources, Safaricom Limited

Noboru Konno President of Japan Innovation Network and Professor of Tama Graduate School
#4 Business at Human Scale: Managing Like You have Skin in the Game

**Chair**
Gabriel Joseph-Dezaize Editor in Chief, Harvard Business Review France

**Speakers**
Denise Kenyon-Rouvinez The Wild Group Professor and Director of the IMD Global Family Business Center at IMD
Bjarte Bogsnes Chairman, Beyond Budgeting Inst., Sen. Advisor Performance, Framework, Equinor
Christiane Wenckheim Chairwoman of the Board of Ottakringer Getränke AG
Peter R. Crow Company director & Board advisor

#5 Smart and Human – The Future of Cities

**Chair**
Mark Esposito President of Nexus FrontierTech; Prof. of Business & Economics (Hult & Harvard)

**Speakers**
Mikko Kosonen President Sitra
Wolfgang Müller Deputy Chief Executive Director, City of Vienna
Luís Newton President, Estrela’s Borough
Lu Ying CEO of Lumon-Create, CO-Founder of Future Urban Living

12:30 – 13:30 - Lunch Break and

12:30 – 13:30 Young Generation Luncheon
with
Paul Polman CEO, Unilever
Rebekah Granger-Ellis Postdoctoral Research and Program Design Fellow, John Hopkins University

**Moderator**
Deepa Prahalad CEO, Anuvaa LLC and author

13:30 – 14:30 Managing for the Long Term

**Chair**
Adi Ignatius Editor in Chief, Harvard Business Review Group

**Speakers**
Isabelle Kocher CEO Engie
Paul Polman CEO Unilever
Roger L. Martin Institute Director, Martin Prosperity Institute, Rotman School of Management
Robin Stalker Supervisory Board, Commerzbank

14:30 – 15:00 - Coffee Break

15:00 – 16:15 Technocrat or Humanist - Finding the Leadership Balance

**Chair**
Tamara J. Erickson Adjunct Professor of Organisational Behaviour, London Business School

**Speakers**
Rosabeth Moss Kanter Professor HBS, Chair & Director Harvard Advanced Leadership Initiative
Marshall Goldsmith Business Educator & Executive Coach
Herminia Ibarra Charles Handy Professor of Organizational Behaviour, LBS
Gianpiero Petriglieri Associate Professor of Organisational Behaviour, INSEAD
Adrian Wooldridge Management Editor, The Economist, and author

16:15 – 17:15 Final Fireworks - Creating a Movement

**Chair**
Andrew Hill Management Editor, Financial Times

**Panel 1 - Speakers**
Ricardo Vargas (Brightline Initiative), Gary Hamel (LBS), Johan Roos (Hult Int. Business School), John Hagel (Deloitte Consulting LLP), Steve Denning (SD Learning Consortium), Tammy Erickson (LBS)

**Panel 2 - Speakers**
Meg Seitz (Drucker Challenge winner), Mehran Gul (WEF), Henry Mintzberg (McGill University), Rita McGrath (Columbia Business School), Angelica Kohlmann (Kohlmann & Co AG), Roger Martin (Rotman School of Management),