«WE GIVE A LEGITIMATE VOICE TO MANAGEMENT»

**About
Peter Drucker
Society Europe?**

PDSE is a non-profit association established under Austrian law with the aim of contributing to the evolution of management as a vital function in modern society. As a platform for dialogue with key stakeholders it is inspired by Peter Drucker's fundamental ideas and humanistic values while supporting the further development of the practice of management to respond to the changing requirements of our time. In this sense we are standing on the shoulders of a giant to find the way to the future. As the crystallizing event the PDSE has been organizing the Global Peter Drucder Forum since 2009.

**Who are
the stakeholders?**

The stakeholders include leading management thinkers, management practitioners at all levels, key players in business education and research, top executives, member organizations as well as word class media who support our endeavour: over the last years PDSE has developed strategic partnerships with leading business media such as the Harvard Business Review, the Financial Times and editorial cooperation with The Economist and Forbes as well as with local media in various countries.

**A growing
membership base**

A growing group of members engage directly with us to be part of the journey:

PDSE has developed a network of 90 institutional and individual members from over 21 countries, supported by 4 local Drucker Society Europe Chapters (Drucker Society Barcelona, Drucker Society of London, Drucker Society Mannheim and Peter Drucker Society of Austria) and 11 Associates. PDSE is affiliated with the Drucker Institute at Claremont Graduate University, California.

Institutional members include important companies such as 3M, Mazars Group, Deutsche Telekom, OMV, organizations from the Cooperative Banking Sector in Austria and Germany, Academic institutions such as the Vienna University of Economics and Business Administration (WU), University of St. Gallen, Nottingham Trent University Business School, Stellenbosch University, public sector bodies such as the German Employment Agency (Bundesagentur für Arbeit) and non-profit organizations such as the European Foundation for Management Development (EFMD) the Social Entrepreneurship Academy (SEA), Munich and the Red Cross in Austria.

**Bundling the
energies –
the Global Peter
Drucker Forum**

The Global Peter Drucker Forum Vienna is the crystallizing annual event to advance the agenda of our global community. It has been launched with the centenary event in 2009 to celebrate the life and work of the most important management thinker of the 20th century. The Drucker Forum is committed to the highest quality standards in terms of content, organization and facilities. It is funded by participation fees and sponsorship.

The Drucker Forums focus on specific topics such as "Legitimacy" in 2012 or "Complexity" in 2013. As for the audience some 300+ participants congregate from Europe (2/3) and other geographic regions (1/3). More than 50% come from business (executives, entrepreneurs and senior managers), some 20% from education and research, 10% from the non-profit sector, 10% from the young generation (see Drucker Challenge below). Public sector and media make up for the remaining 10%.

The Drucker Forums are documented in a complete video library, special editions of management journals, Blog posts and various media reports (such as in the FT and The Economist).

Speakers so far included management thinkers and authors such as the late **C.K. Prahalad**, **Charles Handy**, **Philip Kotler**, **Lynda Gratton**, **Fredmund Malik**, **Roger Martin** and top executives such as **Paul Polman** (Unilever) and Nobel Prize winners such as **Dan Shechtman**.

Funded by a number of sponsoring partners up to 30 winners are invited to join the Drucker Forum for free – with the top 20 receiving full cost coverage.

The link to the 2013 Program is included below under key links.

Engaging the younger generations – the Global Peter Drucker Challenge contest

Since 2010 an essay contest has been established to provide an opportunity to representatives of the young generation to participate in the Drucker Forum and to contribute to its content. Up to 30 winners are invited to join the Drucker Forum for free – with the top 10 receiving full cost coverage. In 2013 some 160 essays have been submitted from all over the world – the winners are being determined by a Jury with Lynda Gratton as chair. The top winners also contribute to the Forum in a special panel.

In 2013 an additional contest has been introduced – the Drucker Challenge video contest. It received 50 submissions.

Governance of the Drucker Society Europe

The Peter Drucker Society Europe has been founded by Richard Straub and his wife Ilse Straub.

The Peter Drucker Society Europe is part of a global network of Drucker Societies that are all affiliated with the Drucker Institute in Claremont.

An international advisory board guides the Drucker Society Europe with regard to its strategy and focus.

Members are:

Dr. Angelica Kuepper	CEO ifitech, niece of Peter Drucker, Munich – Chair of the Board
Laurent Choain	Chief HR Officer Mazars Group
Prof. Dr. Eric Cornuel	Director General, European Foundation for Management Development (EFMD), Brussels
Prof. Dr. Peter Gomez	Professor Emeritus of Management, University of St. Gallen, Zurich
Prof. Dr. Fredmund Malik	Founder, Owner and Chairman of Malik Management Zentrum St. Gallen, St. Gallen
Peter Paschek	Partner Delta Management Consultants, Berlin
Deepa Prahalad	CEO Anuvaa LLC and author, CA
Dr. Christian Prosl	President, Oesterreichische Kulturvereinigung; former Ambassador (Germany, US), Vienna
Thomas Sattelberger	Vice-President Board of Trustees, European Foundation for Management Development (EFMD)
Rebecca Stromeyer	Managing Director, ICWE, Berlin
Felix Thun-Hohenstein	CEO Winterthur Technologies, 3M, Vienna
Rick Wartzman	Executive Director, Drucker Institute, Claremont Graduate University, CA
Prof. Dr. Daniel Weihs	Distinguished Professor Emeritus, Technion, Haifa and former Chief Scientist, Israel
Dr. Richard Straub	President Peter Drucker Society Europe, Vienna

Key Links	http://www.druckerforum.org/2013/the-event/program/ (Conference Program)
	http://www.druckerforum.org/ (Conference website)
	http://www.druckerforum.org/blog/ (Peter Drucker Society Blog)
	http://druckersociety.at (Peter Drucker Society Website)
	http://www.druckerchallenge.org/ (Essay + Video Contest, hosted by the Peter Drucker Society)
	http://druckersociety.at/index.php/day-1-19-november-2009/ (1st Global Peter Drucker Forum, November 19 – 20, 2009, Vienna)
	http://druckersociety.at/index.php/pdf-2010/program (2nd Global Peter Drucker Forum, November 18 – 19, 2010, Vienna)
	http://www.druckerforum.org/2011/the-event/the-event/ (3rd Global Peter Drucker Forum, November 3 – 4, 2011, Vienna)
	http://www.druckerforum.org/2012/the-event/the-event/ (4th Global Peter Drucker Forum, November 15 – 16, 2012, Vienna)
	http://www.druckerforum.org/2013/the-event/venue/ (5th Global Peter Drucker Forum, November 14 – 15, 2013, Vienna)
Social Media	https://www.facebook.com/pages/Global-Peter-Drucker-Forum/105556006206119
	https://twitter.com/GDruckerForum
	http://www.linkedin.com/groups/Global-Peter-Drucker-Forum-3976256
	https://www.xing.com/net/pdse
	http://www.youtube.com/user/druckerforum
Harvard Business Review	http://blogs.hbr.org/cs/2013/05/why_managers_havent_embraced_c.html (Blog Post by Richard Straub, "Why Managers Haven't Embraced Complexity")
	http://blogs.hbr.org/cs/2013/05/the_mongrel_discipline_of_mana.html (Blog Post by David Hurst, "The Mongrel Discipline of Management")
	http://blogs.hbr.org/cs/2013/06/making_management_as_simple_as.html (Blog Post by Steve Denning, "Making Management as Simple as Frisbee")
	http://blogs.hbr.org/cs/2013/06/how_drucker_thought_about_comp.html (Blog Post by John Hagel, "How Drucker Thought About Complexity")
Harvard Business Manager	http://www.harvardbusinessmanager.de/meinungen/artikel/a-901176.html (Blog Post by Richard Straub, "Warum Manager Komplexität immer noch scheuen")
	http://www.harvardbusinessmanager.de/meinungen/artikel/komplexitaet-was-management-leisten-muss-a-906081.html (Blog Post by David K. Hurst, "Die zwei Seiten des Managements")
The Drucker Institute	http://www.druckerinstitute.com/