

**5TH** VIENNA  
**GLOBAL**  
**DRUCKER** MANAGING COMPLEXITY  
**FORUM** 14 | 15 NOVEMBER  
**2013**

CONFERENCE PROGRAM

(Status: November 1, 2013)

DAY 1 – November 14

Day Chair: **Matthias Lufkens** (CH) Managing Director, Digital, EMEA at Burson-Marsteller

14. NOVEMBER	
7:00 - 8:00	Check-in
8:00 – 9:00	Großer Festsaal
OPENING	<b>Welcome</b>
	<p><b>Richard Straub</b> (AT) President, Peter Drucker Society Europe</p> <p><b>Georg Kapsch</b> (AT) President, Federation of Austrian Industries</p> <p><b>Alexander von Gabain</b> (AT) Chairman of the Governing Board, European Institute of Innovation &amp; Technology (EIT)</p> <p><b>Gerard van Schaik</b> (NL) Honorary President, EFMD</p> <p><b>Felix Thun-Hohenstein</b> (AT) Global Business Director, 3M ASD, Precision Grinding &amp; Finishing, Winterthur Technology Group</p> <p><b>Doris Drucker</b> (US) Board member, the Drucker Institute (video message)</p>

<b>9:00 - 10:30</b>	Großer Festsaal
<b>PLENARY I</b>	<b>Complexity – Looking at the World through Different Lenses</b>
CHAIR	<b>Richard Straub</b> (AT) President, Peter Drucker Society Europe
SPEAKERS	<b>Don Tapscott</b> (CA) President and CEO The Tapscott Group “Applying Complexity Thinking to Solving Global Problems“ Q & A
	<b>Helga Nowotny</b> (AT) President European Research Council, Professor Emeritus of Social Studies of Science, ETH Zurich “The Embarrassment of Complexity“
	<b>Charles Handy</b> (UK) Social Philosopher and Writer “Managing Complexity?“
<b>10:30 – 11:00</b>	Coffee break

<b>11:00 - 13:00</b>	Großer Festsaal
<b>PLENARY II</b>	<b>Complexity – Impact on People and Organizations</b>
CHAIR	<b>Andrew Hill</b> (UK) Associate Editor and Management Editor, Financial Times
SPEAKERS	<b>Fredmund Malik</b> (CH) Founder, Owner and Chairman Malik Management Zentrum St. Gallen “Solutions for Mastering Organizational Complexity“
	<b>John Hagel III</b> (US) Director Deloitte Consulting LLP, Co-Chairman Deloitte Center for the Edge “Innovation and Scale in Complex Times“
	<b>Tim Brown</b> (US) CEO and President, IDEO “Design for Complexity“
	<b>Umair Haque</b> (UK) Director Havas Media Group “Can Well-being be Achieved in the Current Complex Environment?“
DISCUSSION	and exchange with the audience
<b>13:00 - 14:15</b>	Lunch break Book signings at Ludwig Urban Saal

<b>14:15 - 15:45</b>	<b>PARALLEL SESSIONS I</b>
<b>TRACK A</b>	Kleiner Festsaal
	<b>Amplifying Strategy: Lessons from the Vanguard Companies</b>
<b>CHAIR &amp; SPEAKER</b>	<b>Liisa Välikangas</b> (FI) Professor of Innovation Management, Aalto University School of Business and Hanken School of Economics
<b>PANELISTS</b>	<b>Jouko Ahvenainen</b> (UK) Co-Founder & Group Chairman, Grow VC Group <b>Otto Chrons</b> (FI) Co-Founder and CTO, Microtask <b>Juho Malmberg</b> (FI) CEO, ZenRobotics <b>Petri Rahja</b> (FI) Chairman/ COO, Scoopshot
<b>DISCUSSION</b>	and exchange with the audience
<b>TRACK B</b>	Ludwig Urban Saal
	<b>Building the Human Capacity to Cope with Complexity</b>
<b>CHAIR</b>	<b>Laurent Choain</b> (FR) Chief HR Officer Mazars and Board member EFMD
<b>SPEAKER</b>	<b>Tamara J. Erickson</b> (US) CEO Tammy Erickson Associates
<b>PANELISTS</b>	<b>Heiko Hutmacher</b> (DE) Member of the Management Board, Chief Human Resources Officer, Metro Group <b>Petra Pointinger</b> (AT) Executive Director Human Resources, Head of HR Austria, Raiffeisen Bank International
<b>DISCUSSION</b>	and exchange with the audience
<b>TRACK C</b>	Großer Festsaal
	<b>Applying Complexity Science to Management Practice</b>
<b>CHAIR</b>	<b>Thierry Grange</b> (FR) President of the Strategic Board, Grenoble Ecole de Management; Special Advisor of the President of AACSB for Europe
<b>SPEAKERS</b>	<b>Peter Gomez</b> (CH) Professor Emeritus of Management, University of St. Gallen <b>"Good management requires no predictive power!"</b> <b>Stefan Thurner</b> (AT) Professor for Science of Complex Systems, Medical University of Vienna and Santa Fe Institute <b>"Managing complexity by understanding multiplex networks"</b>
<b>DISCUSSION</b>	and exchange with the audience
<b>15:45 – 16:15</b>	Coffee break

<b>16:15 – 17:45</b>	Großer Festsaal
<b>PLENARY III</b>	<b>The Top Management Perspective: Is Complexity on the Agenda ?</b>
CHAIR	<b>Lynda Gratton</b> (UK) Professor of Management Practice, London Business School; Founder The Hotspot Movement
SPEAKERS	<b>Rick Goings</b> (US) CEO Tupperware Brands <b>Natarajan Chandrasekaran</b> (IN) CEO and Managing Director, Tata Consultancy Services
PANELISTS	<b>Curt Pullen</b> (US) Executive VP, Herman Miller; Chairman of the Drucker Institute's Board of Advisors <b>Clas Neumann</b> (IN) Senior VP and Global Head, SAP Labs Networks
DISCUSSION	and exchange with the audience

<b>20:00 – 24:00</b>	Theater Odeon (Access with Gala Voucher)
	<b>GALA EVENING</b>
COCKTAIL RECEPTION	MC: <b>Christian Prosl</b> (AT) Amb. (ret.), President, Austrian Cultural Association
GALA DINNER	Drucker Challenge Awards presented by <b>Lynda Gratton</b> (UK) Professor of Management Practice, London Business School; Head of the Judging Panel, Challenge Essay Contest 2013

## DAY 2 – November 15

Day Chair: **Pierre Hessler** (FR) Chairman's delegate, Capgemini

15. NOVEMBER	
8:30 – 9:00	Check-in
9:00 – 10:30	Großer Festsaal
<b>PLENARY IV</b>	<b>Public Policy Effectiveness and Complexity</b>
CHAIR	<b>Adrian Wooldridge</b> (UK) Management Editor, The Economist
SPEAKERS	<p><b>Yves Doz</b> (FR) Solvay Chaired Professor of Technological Innovation, INSEAD  <b>"Addressing complexity: the next challenge for governments"</b></p> <p><b>Sir John Elvidge</b> (UK) Chairman, Edinburgh Airport; Former Permanent Secretary to the Scottish Government  <b>"Scotland since 2007 - one approach to the challenge of public sector agility"</b></p> <p><b>Michael Hallsworth</b> (UK) Senior Policy Advisor, Behavioural Insights Team at Cabinet Office, Cabinet Office UK  <b>"System Stewardship"</b></p>
PANELISTS	<p><b>Mikko Kosonen</b> (FI) President of SITRA, The Finnish Innovation Fund</p> <p><b>Ben Ramalingam</b> (UK) Independent Consultant, Overseas Development Institute</p>
DISCUSSION	and exchange with the audience

15. NOVEMBER	
10:30 – 10:45	Großer Festsaal
<b>AWARD CEREMONY</b>	<b>Peter F. Drucker Award for Nonprofit Innovation: Combining Complexity and Simplicity in the Nonprofit Sector</b>
WINNER	<p><b>Boston Medical Center</b>            Represented by  <b>Dr. Brian Jack</b> (US) Chair of Family Medicine at Boston Medical Center</p>
PRESENTED BY	<b>Rick Wartzman</b> (US) Executive Director, the Drucker Institute
10:45 – 11:15	Coffee break

<b>11:15 - 12:30</b>	<b>PARALLEL SESSIONS II</b>
<b>TRACK D</b>	Ludwig Urban Saal
	Inspiration and Innovation through the Eyes of Drucker Challenge Winners
<b>CHAIR</b>	<b>Deepa Prahalad</b> (US) CEO Anuvaa LLC; Judge for the Drucker Challenge Essay Contest 2013
<b>PANELISTS</b>	<p><b>Tojin Eapen</b> (IN) Director Innomantra</p> <p><b>Prince Karakire Guma</b> (UG) Researcher and Director ACML</p> <p><b>Andrew Schwartz</b> (US) Student, Robinson College of Business, Georgia State University</p> <p><b>Sarah Maria Meisenberger</b> (AT) Assistant Professor, University of Applied Sciences Wiener Neustadt</p> <p><b>Philip Noelting</b> (CA) President, Qwalify Inc.</p> <p><b>Ugo Nkworo</b> ((UK) Student, Nottingham Trent University</p>
<b>Q &amp; A</b>	
<b>TRACK E</b>	Großer Festsaal
	Complexity / Simplicity: Managing the Digital Enterprise
<b>CHAIR</b>	<b>Pierre Hessler</b> (FR) Chairman's delegate, Capgemini
<b>SPEAKER</b>	<b>Ron Tolido</b> (NL) Chief Technology Officer, Capgemini
<b>PANELISTS</b>	<p><b>Isabella Mader</b> (AT) CEO NetHotels and CIO of the year 2013/Austria</p> <p><b>Franz Wolawa</b> (AT) Dean, Faculty of Computer Science, Professor of Software Engineering, Graz University of Technology</p>
<b>DISCUSSION</b>	and exchange with the audience
<b>TRACK F</b>	Kleiner Festsaal
	Project Management, Systems Thinking & Complexity
<b>CHAIR</b>	<b>Johan Roos</b> (SE) Dean and Managing Director Jönköping International Business School
<b>SPEAKER</b>	<b>Terry Cooke-Davies</b> (UK) Chair of Human Systems International
<b>PANELISTS</b>	<p><b>Philip R. Diab</b> (UAE) 2008 Chair, Board of Directors, Project Management Institute</p> <p><b>David Hurst</b> (CA) Owner DKH Productions</p>
<b>DISCUSSION</b>	and exchange with the audience

<b>12:30 – 13:45</b>	Lunch break Book signings at MANZ
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15. NOVEMBER

<b>13:45 – 15:30</b>	Großer Festsaal
<b>PLENARY V</b>	<b>How Should Leaders Embrace Complexity?</b>
CHAIR	<b>Julia Kirby</b> (US) Editor at large, Harvard Business Review
SPEAKERS	<b>Roger L. Martin</b> (CA) Academic Director, Martin Prosperity Institute, Rotman School of Management "Rising Above Inter-Domain Complexity"
	<b>Julian Birkinshaw</b> (UK) Professor of Strategy and Entrepreneurship, London Business School "The Two Faces of Complexity"
PANELISTS	<b>Venkat Ramaswamy</b> (US) Hallman Fellow of Business & Professor of Marketing, Ross School of Business <b>Charles-Edouard Bouée</b> (FR) Member of Global Comex, President Asia, Roland Berger Strategy Consultants <b>Harvey Wheaton</b> (UK) Chairman of the Board, Scrum Alliance
DISCUSSION	and exchange with the audience

<b>15:30 – 16:45</b>	Großer Festsaal
<b>CONCLUDING SESSION</b>	<b>What Would Drucker Say Now? What Have We Learned?</b>
DEBATE	<b>Rick Wartzman</b> (US) Executive Director, the Drucker Institute; <i>Time</i> contributor <b>Steve Denning</b> (US) Member of the Board of Directors Scrum Alliance, <i>Forbes</i> contributor
AUDIENCE	<b>"WRITE A COMMENT ON THEMATIC POINTS RAISED DURING THE CONFERENCE"</b> More information at the welcome desks
DISCUSSION	Comments of general interest will be shared with the audience Rapporteur: <b>Lukas Michel</b> (CH) Founder & Managing Director, Sphere Advisors, AgilityINsights
MODERATION SYNTHESIS CLOSING	<b>Pierre Hessler</b> (FR) Chairman's delegate, Capgemini