

13TH GLOBAL PETER DRUCKER FORUM

IN PERSON
FORUM
PROGRAM

NOV
18



Hilton Stadtpark
Am Stadtpark 1
1030 Vienna, Austria

13:00 – 14:00

COVID-19 CHECK + REGISTRATION

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

Margarete Schramböck Federal Minister for Digital and Economic Affairs, Austria

▶ Video Message

14:15 – 14:45

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 (virtual)

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

14:45 – 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

Sarah Spiekermann Chair of the Institute for IS & Society Vienna University of Economics and Business (WU)

15:45 – 16:15 – *Coffee Break*

16:15 – 17:45

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 M. Loree CEO Stanley Black & Decker

Maud Bailly CEO Southern Europe, Accor Group

Patricia Pomies Chief Operating Officer, Globant

Kevin Nolan CEO GE Appliances, Haier Group

Gonzalo Brujó Global President Interbrand Group of Companies

17:45 – 18:15 – *Break*

18:15 – 19:00

Drucker Challenge Awards

Celebrating Winners and Finalists from 2020 and 2021

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

19:00 – 21:00

Networking Cocktail with Flying Dinner

21:00 – 21:45

Fireside chats in the area of the Hilton Bar

Relaxed small group discussions with leading thinkers

Fireside Chat 1 **Don Tapscott** Digital theorist; Executive Chairman Blockchain Research Institute; Adjunct Professor, INSEAD

Fireside Chat 2 **John Kay** Economist; Editorial contributor to FT

Fireside Chat 3 **Julia Hantz** Professor of Strategic Management University of Innsbruck & **Kurt Matzler** Professor of Strategic Management University of Innsbruck

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THE HUMAN IMPERATIVE DIGITAL HUMANISM AS A FRAMEWORK FOR PROGRESS

08:30 – 08:45 | INSPIRATION MOMENTS

What we can learn from Zen in challenging times.

Bart Weetjens Zen priest and social entrepreneur

08:45 – 09:00 | PLENARY 3

The Story So Far: Reflections on Day One and outlook on Day Two

MAIN PLENARY

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 Experience Designer, Conference Host

09:00 – 10:00 | PARALLEL PLENARIES

#1 Putting Purpose at the Core: A Human Organization In The Digital Age

MAIN PLENARY

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
Co-Moderator **Melissa Dalrymple** Partner, McKinsey
Speakers **John Hagel** Faculty Member, Singularity University; Founder, Beyond Our Edge
Jasmine Manet CEO Youth Forever

#2 Innovation & Entrepreneurship in the Public-Private Space

PARALLEL
PLENARY

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*

10:30 – 11:30

PARALLEL PLENARIES

#3 A Turning Point for Work and Workplaces

MAIN PLENARY

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

PARALLEL
PLENARY

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 **Gabriel Joseph-Dezaize** Editor in chief, HBR France & National Geographic France

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

Jonathan Brill Managing director of Resilient Growth Partners

11:40 – 12:40

PARALLEL PLENARIES

#5 **A World Transformed by AI, Big Data and Algorithms**

MAIN PLENARY

*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**

PARALLEL PLENARY

Will technological change force leaders to lead in different ways? How should they be preparing now to navigate the uncertain future?

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

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

Patricia Pomies Chief Operating Officer, Globant

Rosanna Sibora Vice President Digital Products & Innovation at Universal Music Group

12:40 – 13:45 – *Lunch Break*

13:15 – 13:45

100 QUESTIONS

PARALLEL PLENARY

*Launch of a co-creation process for the Drucker Forum Community:
What are the most important questions leaders should ask themselves to navigate uncertainty in the digital age? Output of the participative process will be a booklet developed by Haufe Advisory.*

Eduardo P. Braun Leadership Educator, Conference Chair

Joy Medos Executive Coach, Double Leap

Birgit Fordinal Chief Relations Officer, Haufe Advisory

13:45 - 15:15

UNCONFERENCE

MAIN PLENARY

What questions have you been pondering that you would like to discuss with the Drucker community? This is your chance to bring your question/ your topic/ your idea forward and discuss it with other participants in 45min slots. Everyone can bring in a question, the community decides which ones we will discuss in smaller groups in these 1,5 hours..

15:15 – 15:45 – *Coffee Break*

15:45 – 16:45

PARALLEL PLENARIES

#7 **The Big Shifts that Will Define 21st Century Leadership**

MAIN PLENARY

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 **Marine Hadengue** Assistant Professor at SKEMA Business School & CEO at Fondation Arbour

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

Alex Adamopoulos CEO, Emergn (*virtual*)

Falco Weidemeyer Partner, Head of EYParthenon EMEIA

Behnam Tabrizi Transformation expert, Senior Fellow Stanford University

Deepa Prahalad Design strategist and Social Innovator

#8 **Fluidity and Direction: Resolving the Tension**

PARALLEL PLENARY

Many leaders would like to bulldoze the barriers in their highly structured organizations to allow for more ad-hoc, adaptive, and agile approaches. How can they do that while still providing direction, stability, and alignment?

Moderator **Wolfgang Lassi** Associate Partner, Pure Management Group

Speakers **Gina Lodge** CEO Academy of Executive Coaching

Christian Stadler Professor of Strategic Management Warwick Business School

Erhard Friedberg Professor emeritus of Sociology at Sciences Po Paris

Georg Kopetz Co-Founder and CEO at TTTech

16:45 – 17:20

PLENARY 4

MAIN PLENARY

16:45 – 17:05

#1 **INSPIRATION MOMENTS**

Felipe Gomez Devout pianist, renowned peak performance and entrepreneurial mindset expert

17:05 – 17:20

#2 **Closing and Announcement Forum 2022**

Eduardo P. Braun Leadership Educator, Conference Chair

Richard Straub Founder and President Global Peter Drucker Forum

17:20 – 18:00

Post Scriptum

What have we learned at the Forum that is most exciting, concerning, surprising?

Moderator **Isabella Mader** CEO, Excellence Institute

Commentators **Andreas Rosenfelder** Head of feature section, Die Welt/Welt am Sonntag

Ade McCormack Digital leadership expert

Stefan Pickl Professor; Chair for Operations Research, Department of Computer Science, Bundeswehr University Munich

Gabriela Allmi Director Europe, Higher Education, HBS Publishing France SAS