

# 3RD GLOBAL DRUCKER FORUM 2011

«A Quest for Legitimacy –  
How Managers Can Shape the Future»

NOV 3 – 4, VIENNA

3 <sup>RD</sup> GLOBAL PETER DRUCKER-FORUM	NOVEMBER 3 - 4, 2011
VENUE	AULA DER WISSENSCHAFTEN ("Hall of Sciences") Wollzeile 27a, 1010 Vienna, Austria <a href="http://www.aula-wien.at/en/aula">www.aula-wien.at/en/aula</a>
HOSTED BY	Peter Drucker Society Europe
CHAired BY	Richard Straub, President, Peter Drucker Society Europe
REGISTRATION	<a href="http://www.druckerforum-registration.org/eventReg.php?e=Vienna2011">http://www.druckerforum-registration.org/eventReg.php?e=Vienna2011</a>
PROGRAM	<a href="http://www.druckersociety.at/index.php/pdf-2011/program">http://www.druckersociety.at/index.php/pdf-2011/program</a>
CONTACT	<a href="mailto:office@druckersociety.at">office@druckersociety.at</a>

PROGRAM\*

**DAY 1** Thursday 3 November 2011 Morning Sessions

07:30 – 09:00 REGISTRATION

**OPENING** CAPITALISM AT A CROSSROADS

09:00 – 10:00

Chair **Richard Straub** (AT) President, Peter Drucker Society Europe  
Room: Jesuit Hall

Welcome address **Doris Drucker** (US) Board member, the Drucker Institute (video message)  
**Klaus Poettinger** (AT) Vice President, Federation of Austrian Industries  
**Walter Rothensteiner** (AT) Chairman of the Managing Board and CEO, Raiffeisen Zentralbank Österreich AG

Keynote **Charles Handy** (UK)  
Social philosopher and celebrated author  
"Is There a Future for Capitalism?"

**PLENARY I** Responsibility Towards Society  
10:00 – 11:15 SHARED VALUE – GREAT CONCEPT. HOW CAN IT WORK IN PRACTICE?

Chair **Helmuth Brandstaeetter** (AT) Editor-in-chief of Austrian daily Kurier  
Room: Jesuit Hall

Keynote **Mark R. Kramer** (US)  
Managing Director, FSG, and Senior Fellow CSR Initiative Harvard Kennedy School of Government; co-author with Michael Porter of the *Harvard Business Review* article "The Big Idea: Creating Shared Value"  
"Creating Shared Value: Redefining the Role of Business in Society"

Statement **Adrian Wooldridge** (UK)  
Management Editor of *The Economist*  
"Shared Value--Wise Strategy or Pious Hope?"

Panel Discussion - Examples from practice **Georg Knoth** (DE) CEO & Regional Executive, General Electric in Central Europe  
**Patrick de Cambourg** (FR) President and CEO of the Group Executive Board, Mazars  
**Peter Gomez** (CH) Professor of Management, University of St. Gallen; president of the Swiss Stock Exchange; initiator of the "Swiss Dialogue"

11:15 – 11:45 Coffee break  
Room: Pillared Hall

**BREAKOUT DISCUSSION SESSION I** **Track A: Good practices for shared value**

Room: Aula Lounge  
Moderator: **Stefan Stern** (UK) Director of Strategy, Edelman  
**Adrian Wooldridge** with **Peter Gomez**. Q&A.

**Track B: What are the challenges of growing a business and maintaining values?**

Room: Jesuit Hall  
Moderator: **Angelica Kohlmann Küpper** (DE) CEO Ifitech, Advisory Board Member Peter Drucker Society  
**Mark R. Kramer** with **Patrick de Cambourg** and **Georg Knoth**. Q&A.

**CONCLUDING PLENARY** Feedback from breakout session moderators  
Conclusions by the panel

12:30 – 13:00

Room: Jesuit Hall

13:00 – 14:30

Room: Pillared Hall

14:00 – 14:30

Room: Pillared Hall

Lunch break

Book signing at MANZ booth

Book signing at EMERALD Group Publishing booth

**DAY 1** Thursday 3 November 2011 Afternoon Sessions

**INTERVIEW**

**A DRUCKER RENAISSANCE IN JAPAN**

14:30 – 15:00

Moderator

Translator

Room: Jesuit Hall

**Lawrence Greenspun** (US) Senior Program Manager, the Drucker Institute

**Emi Makino**

**Natsumi Iwasaki** (JP)

On-stage interview with the author of the bestselling novel in Japan in 2010, featuring the ideas of Peter Drucker.

**PLENARY II**

15:00 – 16:15

Chair

Room: Jesuit Hall

The Internal Side of Value Creation

**UNLEASHING THE POWER WITHIN THE ORGANIZATION**

**Mario Vaupel** (DE) Professor of Sustainable Leadership, Steinbeis University Berlin

Keynote

**Rakesh Khurana** (US)

Professor of organizational behavior, Harvard Business School

"How professionalization will strengthen the management capacity in organizations"

Statements

**Angelika Bergmann** (BE)

Executive Director, Management Centre Europe (MCE)

"Leadership and Successful Strategy Implementation – How to Align People to your Strategy"

**K.H. Moon** (KR)

President of the New Paradigm Institute of Seoul; Board Member, the Drucker Institute; former CEO of Yuhan-Kimberly

Panel discussion

**Jack Bergstrand** (US) Management consultant and writer; founder and CEO of Brand Velocity Inc; former Vice President, Business Systems, Coca-Cola

**Stephen Harding** (UK) Director, Towers Watson; co-author with Thomas O. Davenport of *Manager Redefined*

16:15 – 16:45

Room: Pillared Hall

Coffee break

**BREAKOUT DISCUSSION SESSION II**

16:45 – 17:30

**Track A:** The Hippocratic Oath: What are the experiences from the first years?

Room: Jesuit Hall

Moderator: **Martin Moehle** (DE) Former CLO Deutsche Bank

**Rakesh Khurana**. Q&A.

**Track B:** How can we make knowledge work effective?

Room: Aula Lounge

Moderator: **Stefan Gueldenberg** (LI), Chair of International Management, Head of Institute, University of Liechtenstein Institute for Entrepreneurship

**Jack Bergstrand** with **K.H.Moon**. Q&A.

**Track C: Manager behaviours – what promotes an engaged workforce?**

Room: Science Café

Moderator: **Wolfgang Erharter** (AT) Malik Management Zentrum St. Gallen

**Stephen Harding** with **Angelika Bergmann**. Q&A.

**CONCLUDING  
PLENARY**

17:30 – 18:00

Room: Jesuit Hall

Feedback from breakout session moderators  
Conclusions by the panel

20:00 – 24:00

**Cocktail and Gala Dinner**

Venue Museum for Applied Arts/Contemporary Arts (MAK)  
Cocktail Speech: Juergen Hairbucher, Intel Labs Europe  
Drucker Challenge Awards Ceremony

**DAY 2 Friday 4 November 2011 Morning Sessions**

**PLENARY I**

09:00 – 10:15

Room: Jesuit Hall

Chair

**Addressing the Needs of the Underserved  
HOW THE BOTTOM OF THE PYRAMID CAN CREATE VALUE**

**Christopher Maclay** (UK) Associates Programmes Manager, EEP/shiree

Keynotes

**Deepa Prahalad** (US)

Strategy consultant; co-author with Ravi Sawhney of *Predictable Magic: Unleash the Power of Design Strategy to Transform Your Business*

**"Why the Bottom of the Pyramid Matters for Everyone"**

**Iqbal Z. Quadir** (US)

Professor of the practice of Development and Entrepreneurship and Founder and Director of the Legatum Center for Development and Entrepreneurship at MIT; Founder and former CEO of Grameenphone in Bangladesh

**"Bottom-Up Entrepreneurship"**

Panel Discussion

**Venkatesh Valluri** (IN) President Ingersoll Rand India

**Michael Fuerst** (CH) Manager Corporate Citizenship, Novartis International AG

10:15 - 10:45

Room: Pillared Hall

Coffee break

**BREAKOUT  
DISCUSSION  
SESSION I**

10:45 – 11:30

**Track A: Emerging Markets as an Innovation Hub**

Room: Jesuit Hall

Moderator: **Bernhard Weber** (AT) Co-founder and Managing Director, Institute for Development Cooperation (ICEP)

**Deepa Prahalad** with **Venky Valluri**, Q&A.

**Track B: Building credibility, collaboration and profits on the ground**

Room: Aula Lounge

Moderator: **Hartwig Kirner** (AT) Managing Director Fairtrade Austria

**Iqbal Z. Quadir** with **Michael Fuerst**, Q&A.

**CONCLUDING**

Feedback from breakout session moderators

<b>PLENARY</b> 11:30 – 12:00 Room: Jesuit Hall	Conclusions by the panel
12:00 – 13:30 Room: Pillared Hall	Lunch break
13:00 – 13:30 Room: Pillared Hall	Book signing at MANZ booth Book signing at EMERALD Group Publishing booth

## DAY 2 Friday 4 November 2011 Afternoon Sessions

<b>PLENARY II</b> 13:30 – 15:00 Room: Jesuit Hall	<b>THE FUTURE OF MANAGEMENT EDUCATION</b>
Chair	<b>Laurent Choain</b> (FR) CHRO Mazars
Keynote	<b>Thomas Sattelberger</b> (DE) Executive Committee member and CHRO, Deutsche Telekom "From curse to cure: challenges for management education"
Statement	<b>Daniel Weihs</b> (IL) Distinguished Professor of Aerospace Engineering; Chief Scientist, Israel Ministry of Science & Technology "The Importance of Imbuing Managements Skills for Engineers and Scientists"
Panel Discussion Q&A	<b>Ivo Matser</b> (NL) CEO, TSM Business School <b>Julia Middleton</b> (UK) Founder and Chief Executive of Common Purpose
<b>SESSION</b> 15:00 – 16:00 Room: Jesuit Hall	with Peter Drucker Challenge Winners <b>THE PERSPECTIVE OF THE YOUNGER GENERATION</b>
Moderator	<b>Helmut Haussmann</b> (DT) Vice-President Capgemini; former German Federal Minister of Economics
<b>CLOSING</b> 16:00 – 16:30 Room: Jesuit Hall	LEARNINGS FROM THE DRUCKER FORUM 2011 <b>Rick Wartzman</b> (US) Executive Director, the Drucker Institute, Claremont Graduate University CLOSING REMARKS AND OUTLOOK 2012 and 2013 <b>Richard Straub</b> (AT) President, Peter Drucker Society Europe