

WELCOME MESSAGE



WELCOME TO THE 1ST GLOBAL PETER DRUCKER FORUM, VIENNA

«REACHING OUT – COMING HOME»

This centennial conference marks the starting point for a European initiative, based on the legacy of the «father of modern management». When Peter Drucker left Europe for America he had spent 28 years on this continent. It is no surprise then that he carried deep impressions from the cultural and intellectual environment he grew up in. Yet this strong Viennese and European bond has not been perceived so far as a potential asset for Europe.

As much as the 1st Global Peter Drucker Forum is about paying tribute to Peter Drucker as one of the great thinkers of our time, celebrating his life and work, it is also about promoting a deep dialogue about the future of management. Peter Drucker considered management as the «life giving function» of organisations in modern societies composed of a complex fabric of institutions, be it business, government, the civil sector or education.

The Peter Drucker Society of Austria has taken the lead in organising this Centennial Forum in the belief that Peter Drucker's thinking is still relevant today. Given the overwhelming response of great minds from all over the whole world, who are contributing to this event, this assumption has been validated.

I view this conference as the beginning of a journey. As such it has a number of objectives. First, we want to elucidate Peter Drucker's European roots and thus open minds on this continent to reconnect with his thinking. Second, to bring together key stakeholders from business, academia and the non-profit sector to work on management challenges for the 21st century as laid out by Peter Drucker. Third, we aim to engage in establishing signposts for regaining orientation in a fast changing and complex world, where Peter Drucker's holistic perspective and his wisdom are of great help.

This event was made possible due to the dedication of a small core team and the generous help of partners and sponsors.

Thank you for joining in this event which opens on the 100th anniversary of Peter Drucker's birth - November 19. It closes the circle of major centennial events in different continents. I hope it will fulfil your expectations and many of you will stay connected to this initiative. Peter Drucker once said – the best way to predict the future is to create it. Let us embark on a journey to create the future.

A handwritten signature in black ink, appearing to read 'Straub'.

Richard Straub
President of the Peter Drucker Society of Austria