

*Conference Chair*

**Karen Ward** Associate Director, Corporate Research Forum;  
Research Director, Aditi Unlimited.

**PLENARY 1****JESUIT HALL****OPENING AND WELCOME**

08:30 – 09:00

*Chair*

**Angelica Kohlmann** Chairman & CEO Kohlmann & Co AG,  
Chair of International Advisory Board, Peter Drucker Society Europe

*Speakers*

**Richard Straub** Founder & President Global Peter Drucker Forum

**Jenny Darroch** Dean of the Peter F. Drucker and Masatoshi Ito Graduate School of Management

**Lisa Hershman** CEO Scrum Alliance

**Karen Ward** Associate Director, Corporate Research Forum;  
Research Director, Aditi Unlimited.

**PLENARY 2****JESUIT HALL****APPLYING NEW LENSES  
TO LOOK AT THE CHALLENGES OF OUR TIME**

09:00 – 09:45

*Chair*

**Sarah Green Carmichael** Senior Editor *Harvard Business Review*

*Speakers*

**Hal Gregersen** Executive Director, MIT Leadership Center, MIT Sloan School of Management

**Thomas Wedell** Partner at The Innovation Architects and author

**Roger Martin** Institute Director, Martin Prosperity Institute, Rotman School of Management

*How might we reframe the challenges we face as leaders? Can we ask better questions, shift from “either/or” to “and” solutions, and look at the world with new eyes?*

**PLENARY 3****JESUIT HALL****GROWTH - AN IMPERATIVE?**

09:45 – 10:30

*Chair*

**Alexandra Borchardt** Director of Strategic Development,  
Reuters Institute for the Study of Journalism, Oxford University

*Speakers*

**Pankaj Ghemawat** Professor of Global Strategy, IESE Business School; Director for the  
Globalization of Education & Management, Stern School of Business

**Anil Gupta** Michael Dingman Chair in Strategy, Globalization & Entrepreneurship Smith  
School of Business, The University of Maryland

**Martin Reeves** Head of the Boston Consulting Group's Bruce Henderson Institute

*What constitutes growth? And how does it link to broad-based prosperity gains? Which indicators and measurements serve us well, especially in light of globalization?*

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*Coffee Break*

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**PLENARY 4****JESUIT HALL****THE NEVER-ENDING QUEST FOR HUMAN PROSPERITY****11:00 – 11:45***Chair***Allyson Stewart-Allen** Founder and Director of International Marketing Partners Ltd.*Speakers***Neila Benzina** CEO Business & Decision MEA**Julia Hobsbawm** Founder, Editorial Intelligence Ltd;**Nilofer Merchant** Former Tech Executive and author*Economic prosperity versus human well-being and development – in a connected world, how shall we set our aspirations?***PLENARY 5****JESUIT HALL****PERSPECTIVES FROM EMERGING AND DEVELOPING REGIONS****11:45 – 12:30***Chair***Deepa Prahalad** Author, CEO Anuuva LLC*Speakers***Joseph Ogutu** Director, Strategy & Innovation, Safaricom**Irene Yuan Sun** Engagement Manager Mc Kinsey and author**Haiyan Wang** Managing Partner, China India Institute*Case studies from different regions of the world reveal a growing army of young people aspiring to “good jobs” – and untold opportunities for leapfrogging. Will prosperity come through entrepreneurship?***PLENARY 6****JESUIT HALL****AUDIENCE Q & A ON PLENARIES 3 - 6****12:30 – 13:00***Chair***Karen Ward** Associate Director, Corporate Research Forum; Research Director, Aditi Unlimited.**Lunch Break****PLENARY 7****JESUIT HALL****THE ROLE OF TECHNOLOGY - THREAT OR CATALYST FOR HUMAN PROSPERITY?****14:00 – 15:00***Chair***Alex Adamopoulos** CEO, Emergn Ltd.*Speakers***Charles-Édouard Bouée** Senior Partner, CEO, Roland Berger**Rahaf Harfoush** Digital Anthropologist, and author**Erica Dhawan** CEO, Cotential and author**Don Tapscott** CEO, The Tapscott Group Inc., Adjunct Professor, Rotman School of Management.*Is the digital revolution decoupling growth from employment and human prosperity? Has digital transformation lost the human touch? What new challenges will digital disruptions create?*

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Coffee Break

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**PLENARY 8**

**JESUIT HALL**

**UNLEASHING INNOVATION AND  
ENTREPRENEURIAL POTENTIAL IN ORGANIZATIONS**

**15:30 – 16:30**

Chair  
Speakers

<b>Alexander Osterwalder</b>	Entrepreneur and business model innovator; Co-founder of Strategyzer
<b>Steve Blank</b>	Silicon Valley Serial Entrepreneur, Professor, University of Stanford
<b>Bill Fischer</b>	Pofessor IMD, Advisor to Haier Group
<b>Ashok Krish</b>	Head of Social Media & Workplace Reimagination practice, TCS Digital Enterprise
<b>Efosa Ojomo</b>	Research Fellow, Clayton Christensen Institute for Disruptive Innovation

*How can large enterprises tap the rich innovation potential of their people? What does it take to move beyond operational excellence and incremental innovation to pioneer market-creating solutions? How to create a culture of innovation?*

**PLENARY 9**

**JESUIT HALL**

**AUDIENCE Q&A ON PLENARIES 7 – 8**

**16:30 – 17:00**

Chair

<b>Gabriel Joseph-Dezaize</b>	Editor in Chief, Harvard Business Review France
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**GALA EVENING**

**SCHÖNBRUNN**

**WITH DRUCKER CHALLENGE AWARD CEREMONY**

**20:00 – 23:30**

<b>Venue</b>	Schönbrunn Palace, Orangerie Schönbrunner Schloßstraße 47 1130 Wien
<b>MC</b>	<b>Karen Ward</b> , Associate Director, Corporate Research Forum; Research Director, Aditi Unlimited.
<b>Dinner Speech</b>	<b>Ricardo Vargas</b> , Executive Director Brightline Initiative
<b>Drucker Challenge Awards Ceremony Speech</b>	<b>Laurent Choain</b> , Chief people & Communication Officer, Mazars

## Conference Chair

**Karen Ward**Associate Director, Corporate Research Forum;  
Research Director, Aditi Unlimited.

## PLENARY 10

JESUIT HALL

## THE GROWTH IMPERATIVE IN BUSINESS

09:00 – 10:00

Chair  
Speakers**Sarah Cliffe**Executive Editor, *Harvard Business Review***Michael G. Jacobides**Sir Donald Gordon Chair of Entrepreneurship and Innovation and Associate  
Professor Strategy & Entrepreneurship Department, London Business School**Yves Doz**Solvay Chaired Professor of Technological Innovation and  
Emeritus Professor of Strategic Management, INSEAD**Rita Gunter McGrath**

Professor of Management at Columbia Business School

*How to stimulate and manage growth making the right strategic choices? Pathways to intelligent growth?  
Rebalancing global vs. local and centralization/decentralization.*

## PARALLEL SESSIONS INCLUDING WALKING COFFEE

10:00 – 11:30

## SESSION 1

## DRUCKER CHALLENGE BARCAMP SESSION

KABARETT SIMPL

Chair

**Isabella Mader**CEO & CIO, Excellence Institute  
Executive Advisor Germany, Austria, Switzerland, Global Peter Drucker Forum*For the first time the finalists and winners of the Drucker Challenge Essay Contest will have a barcamp session,  
in which the audience will determine the topics that will be presented and discussed. The idea behind this  
inclusive conference format is to provide both junior experts and the audience with new experiences and different  
perspectives.*

## SESSION 2

NEW CHALLENGES FOR MANAGEMENT EDUCATION  
AND RESEARCH

JESUIT HALL

Chair

**Tony O'Driscoll**

Global Head, Duke CE Labs

Speakers

**Johan Roos**

Chief Academic Officer Hult International Business School

**Heiko Hutmacher**

Member of the Management Board, METRO AG

**Julia Wang**

President, Peter F. Drucker Academy (Hong Kong)

**Santiago Iñiguez**

President &amp; Professor of Strategic Management, IE University

*How should management development and the approach to conducting relevant research evolve in a time of  
tectonic shifts in society and business?**What role should leadership play in maintaining the right level of continuity in increasingly disruptive times?  
What mechanisms are available to develop the leadership qualities required to achieve growth and prosperity at  
fast pace and large scale?*

**SESSION 3****PUBLIC VALUE: A CORPORATE PURPOSE TOWARDS INCLUSIVE PROSPERITY****SCIENCE CAFÉ**

<i>Chair</i>	<b>Timo Meynhardt</b>	Professor for Business Psychology and Leadership, HHL Leipzig Graduate School of Management
<i>Speakers</i>	<b>Julie Linn Teigland</b>	Regional Managing Partner of EY Germany, Switzerland and Austria
	<b>Franz Karl Prüller</b>	Senior Advisor to the Management Board of ERSTE Foundation and Savings Bank Group in Austria
	<b>Virginie Coulloudon</b>	Executive Director, Your Public Value

*Should an organization follow a purpose which transcends its profit motif? Historically, the dominant answer to this question has been with regard to the economic function of an organization: Organizations can produce at lower transaction costs than the market. These days we desperately need a narrative which allows for more complex views.*

**SESSION 4****INCLUSIVE PROSPERITY IN CENTRAL/EASTERN EUROPE AND EMERGING MARKETS****PILLARED HALL**

<i>Chair</i>	<b>Andreas Ludwig</b>	Chairman of the Executive Board and CEO, Umdasch AG
<i>Speakers</i>	<b>Jean-Noel Fourel</b>	President of the Managing Board & CEO, Selena FM SA
	<b>Stefan Zapotocky</b>	Member of the Executive Committee, Sberbank Europe
	<b>Jean-Marie Penven</b>	General Manager, Integrated Micro-Electronics Czech Republic s.r.o.

*Central and Eastern Europe was touted as the „New Europe“ - not only catching up rapidly but potentially bypassing the „Old Europe“ countries. Where are we today with regard to political tensions, demogographic changes and the challenge to build up local champions with strong ecosystems? What are lessons that can be learned across emerging markets for mangement to shape a bright future?*

**PLENARY 11****JESUIT HALL****FEED-BACK FROM PARALLEL SESSIONS BY CHAIRS**

11:30 – 12:00

<i>Chair</i>	<b>Karen Ward</b>	Conference Chair
<i>Feedback</i>	<b>Isabella Mader, Tony O'Driscoll, Timo Meynhardt, Andreas Ludwig</b>	

*Lunch Break***PLENARY 12****JESUIT HALL****THE NEW CHALLENGE TO ENTERPRISE LEADERS**

13:00 – 14:00

<i>Chair</i>	<b>Michael Skapinker</b>	Contributing Editor, Financial Times; Executive Editor, FT/IE Corporate Learning Alliance
<i>Speakers</i>	<b>Sydney Finkelstein</b>	Professor of Management, Tuck School of Business, Dartmouth College
	<b>Tammy Erickson</b>	Adjunct Professor of Organisational Behaviour, London Business School
	<b>Guillaume Alvarez</b>	Senior Vice President EMEA, Steelcase
	<b>Joan Snyder-Kuhl</b>	Founder Why Millennials Matter

*As leaders work to reconcile enterprise profitability and employee prosperity, how should we think about growth, engagement, and the practice of management? As work is increasingly digitized, networked, and automated, is a new kind of leadership required? How to create energy and engagement in these new settings.*

## Coffee Break

### PLENARY 13

JESUIT HALL

#### THE ROLE AND RESPONSIBILITIES OF THE STATE IN FUELING GROWTH AND PROSPERITY

14:30 – 15:15

Chair  
Speakers

<b>Steve Denning</b>	Member of the Board of Directors SD Learning Consortium; Forbes contributor
<b>Carlota Perez</b>	Visiting Professor, London School of Economics, Honorary Professor at SPRU and UCL
<b>Markus Müller</b>	President and Professor of Medicine, Medical University of Vienna
<b>Curt Carlson</b>	Founder and CEO, The Practice of Innovation, former CEO of SRI

*Are rules and regulations devised for an industrial age constraining prosperity? What management models might make states more effective actors in times of complex and dynamic transition? Is there a new role for the state to help society deal with uncertainty and unpredictability?*

### PLENARY 14

JESUIT HALL

#### AUDIENCE Q&A ON PLENARIES 12 & 13

15:15 – 15:45

Chair

<b>Wolfgang Lassl</b>	Director Western Europe, Pure Management Group Member of the Drucker Forum Program Steering Committee
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### PLENARY 15

15:45 – 17:00

#### FIREWORK 1

JESUIT HALL

Chair 1 & 2  
Panel

<b>Andrew Hill</b>	Management Editor, <i>Financial Times</i>
<b>Lisa Hershman</b>	CEO Scrum Alliance
<b>Ricardo Vargas</b>	Executive Director Brightline Initiative
<b>Guillaume M. Alvarez</b>	Senior Vice President EMEA, Steelcase
<b>Rahaf Harfoush</b>	Digital Anthropologist
<b>Joseph Ogutu</b>	Director, Strategy & Innovation, Safaricom

#### FIREWORK 2

Panel

<b>Carlota Perez</b>	Professor, London School of Economics
<b>Roger L. Martin</b>	Institute Director, Martin Prosperity Institute, Rotman School of Management
<b>Ali Rushdan Tariq</b>	Design Lead, Manulife RED Lab, Drucker Challenge Winner
<b>Rita Gunther McGrath</b>	Professor of Management at Columbia Business School
<b>Sydney Finkelstein</b>	Professor of Management, Tuck School of Business, Dartmouth College

*Selected speakers will highlight their personal top learnings and takeaways in two rapid-fire sessions.*

#### CLOSING ADDRESS

<b>Charles Handy</b>	Social Philosopher
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