








FORUM 2004



Great Leaders • Good Leaders
Be one. Make a difference.

Friday & Saturday, October 1st and 2nd
(Pre & after-conference sessions on Thursday September 30th and Sunday October 3rd)
At the **Gottlieb Duttweiler Institute (GDI), Rüschlikon, Zürich, Switzerland**
www.spiritinbusiness.org






























Final Schedule

Date	Time	Session	Type	Speakers / Contributors	Room / Size
30-Sep evening	5:00 PM	Registration	Continuous		Foyer
	5.00-5.40	Reception	Plenary		Albert Heijn
	5.45-6.35	Welcome and Introduction to SiB by founders	Plenary Presentation	Tideman, Palazzi, Ferguson 	Albert Heijn
	6.40-6.55	"A Word of Inspiration"	Plenary Presentation	Brantschen, Gyger 	Albert Heijn
	6.55-7.00	Introducing the Forum Moderators	Plenary Introduction	Gauthier, Bütikofer, Bredemeyer, Cheshire 	Albert Heijn
	7.00- 7.55	Kick-Off Session: Setting the Scene for Forum 2004 > Great Leaders • Good Leaders	Plenary + Discussion: Tony Weller + voices from the room	Weller (chair & keynote speaker), Grayson, Pruzan, Buckley & others 	Albert Heijn
dinner	8.00-9.45	Dinner	Plenary	Table Hosts: Grayson, Cheshire, Starcher, Klein Klouwenberg, Tigchelaar, Ganzevoort, Mollner, Buckley, Bredemeyer, Barrett, Little, Kirpestein, Edelstein, McCartney, Adnan, ten Kate 	Bibliothek + Restaurant
	9.45-10.00	Music and Day Close	Plenary		Bibliothek


Final Schedule

1st Oct morning	8.00-8.55 AM	Registration	Continuous				Lobby
1st Oct morning (optional)	8.05-8.50 AM	Mental + Body Fitness (for early birds)	Hatha Yoga < 35 max.	Palazzi-v Hövell			Havel
plenary	9.00-9.20	Welcome and Introduction to SiB by Founders	Plenary Presentation	Tideman, Palazzi, Ferguson	  		Albert Heijn
	9.20-9.25	Welcome by Forum Moderators	Plenary	Gauthier, Bütikofer	 		Albert Heijn
	9.25-9.30	Chief Inspiration Officer	Plenary	Walleczek			Albert Heijn
	9.35-10.30	"When great leaders become good leaders: Straight from the CEOs"	Plenary Dialogue	Jecklin, Peacock, Matser, Cuneo, Guptara (chair)	    		Albert Heijn
	10.35-11.30	"Redefining hard and soft power"	Plenary Interview	Burger-Calderon, Ganzevoort, Adnan, Gunzinger, Batstone (chair + Keynote speaker)	    		Albert Heijn
	11.30-12.00		Coffee Break				
	12.05-13.00	"A Discussion on the morning themes"	Plenary Interview + Q & A	Batstone (chair) in dialogue with (among others): Cheshire, Narayana, Otero, Carriere, Whitmore	     		Albert Heijn





























Final Schedule

lunch	13.00-14.00		Lunch				Bibliothek Restaurant
afternoon	14.00-14.40		Recreation				
parallel sessions	14.45-16.15	"Financial Innovations and System Change for Sustainability"	Learnshop 1	Butler (chair), GRI Equity, Ferguson (chair) Uplift Capital, Tideman , Insight Partners, Knoepfel , onValues, Glad , Waterlution, Anson , Life Quality Enhancement	     	Havel < 20-35	
1st Oct afternoon parallel sessions	14.45-16.15	"Embracing the 3 Cs: Creativity, Chaos and Change"	Learnshop 2	Kirpestein (chair), SHM Corp, Schmid Göldi , Migros, Rhule , Skandia, Whitmore , Institute for Human Excellence, de Bruin , Turner, Cummings , Unilever	     	Dürrenmatt < 20-35	
! FINAL ROOM ALLOCATION FOR ALL LEARN-SHOPS MAY CHANGE !	14.45-16.15	"Out-of-the Box Executive Learning Experiences", including "Wilderness Outside, Balance Inside: A leadership journey through wild nature"	Learnshop 3	Cheshire , Academy for Chief Executives, MacCartney (chair), Pathways UK, Ostoja Zawadzka , Pathways Poland, Peacock , Exemplas, Tigchelaar (chair), LEAP Company, Edelstein , Quality of Life Company, Roell , ODE Magazine, Vissinga , Vissinga Consulting	      	Dopchie < 20	
	14.45-16.15	"Zen and the Art of Leadership"	Learnshop 4	Gyger , Lassalle Institut, Brantschen (chair), Lassalle Institut, Walleczek , Walleczek & Partner	  	Bibliothek < 20-25	
! WATCH OUT !	14.45-16.15	"Building authentic and lasting brands"	Learnshop 5	Franks , SEED, Britschgi , Advico Young & Rubicam, Giraudi , Ethico J Walter Thomson, Bird , HB Health, ten Kate , Inc 21, Allan (chair), Placebrands	     	Sitzung-zimmer 4 < 20	
	14.45-16.15	"...with David Batstone"	Learnshop 6	Batstone , business entrepreneur, journalist, professor of business ethics at the University of San Francisco; author "Saving the Corporate Soul"		Adele Duttweiler Studio < 30	
















Final Schedule

	14.45-16.15	"How to Transform a Dream into a Company: Dr Gunzinger and Supercomputing Systems AG"	Learnshop 7	Gunzinger , Founder, Owner & Chairman, Supercomputing Systems AG; Professor, ETH Zürich. One of the best Swiss entrepreneurial success stories.		Richner < 20
1st Oct afternoon 2 separate plenary sessions	16.15-16.45		Break			
	16.45-19.15	WOMEN'S FORUM in parallel to MEN's FORUM. Following 2 extremely successful WOMEN's Fora in San Francisco in 2003 and Santa Barbara in 2004, Karen Buckley & colleagues offer a unique gathering of women entrepreneurs, executives and consultants with whom to share their deeper challenges of leadership.	For women & 30 men max.	Buckley, Reed, Franklin, Cheshire, Bredemeyer, Chand, Williams, Schatz, Bird, Bütikofer, Lenzo, Kish, Höller, Bellefeuille, Foxhall, Leithoff, Bredemeyer K ! REQUEST SEPARATE PROGRAMME ! OR DOWNLOAD IT FROM OUR WEB-SITE		Albert Heijn < 130
	16.45-19.15	MEN'S FORUM in parallel to WOMEN's FORUM. Under Craig Neal's experienced hand, entrepreneurs, board-level senior executives and professional leadership coaches will dwell into some hard issues of what it takes to be a successful leader and a balanced human being.	For men and some women	Neal , founder of the Heartland Institute, MacCartney , founder of Pathways UK, Matser , serial entrepreneur and philanthropist, Meurs , former CFO Ahold, Boschee , one of the world's top social entrepreneurs & founder of the Institute for Social Entrepreneurs, Leewens , chairman of Van Ede Foundation, Otero , founder of Bancosol, one of the pioneers of micro-enterprise in South America		Dürrenmatt & Havel < 70

Final Schedule

DAY ENDS	19.30-20.45		Dinner	Table Hosts: Hindle, Vissinga, Pruzan, Bütikofer, Fallowfield-Cooper, Udall, Constant, Cummings, Jiang, Gunzinger, Mack, Pietzner, In Liem, Jecklin, Bates, Foxhall, Cuneo, Piccot, Weller	                	Bibliothek & Restaurant 2 rooms of 100 ea, approx.
	20.45-21.45	Spirit at Work Award	Plenary Award Ceremony	Harpham, Wiggelsworth, Kik	  	Albert Heijn
	21.45-22.00		Music/Dance			Albert Heijn
	22.00-22.15		Return to hotels			
	2nd Oct morning (optional)	8.00-8.45	Mental + Body Fitness (for early birds)	Hatha Yoga < 35 max.	Palazzi-v Hövell	
	09.00-09.10	Welcome by Forum moderator + Chief Inspiration Officer	Plenary	Buckley, Walleczek	 	Albert Heijn
	09.15-09.45	"Integrating leadership & entrepreneurial cultures: reports from the MEN's and WOMEN's Fora"	Plenary	Berry, Franquemont (chairs) with Whitmore, Pruzan, Franks, Engvig	    	Albert Heijn

Final Schedule

	09.50-10.15	"Values-based leadership in action: an experience from the front line of business"	Plenary Presentation	Hindle , minister in the Anglican Church, management consultant, immediate past director, Procter & Gamble Fabrics worldwide			Albert Heijn
	10.15-11.05	"Measuring and fostering values in your organization"	Plenary Presentation	Barrett (chair), Leutscher , Smith	 		Albert Heijn
	11.05-11.30		Coffee Break				
2nd Oct morning parallel sessions	11.30-13.00	"Corporate Tools for Good Leadership"	Learnsop 1	Barrett , Miscovitch (chair), PwC, Heini , UBS, Leutscher , Marsh, Tideman , SiB	    		Adele Duttweiler Studio < 30
	11.30-13.00 IN GERMAN & ENGLISH	"By entrepreneurs for entrepreneurs: Confronting the knowledge of the heart with the challenge of 'real life' in business"	Learnsop 2	Jecklin , Author and Pathfinder towards servant business; Former Owner, Chair & CEO, Jecklin Music House			Richner < 20
	11.30-13.00	"Being a greater and better leader: experiences across generations"	Learnsop 3	Hindle , Consultant, past director, Procter & Gamble, Piccot , St Gall University, corporate director, Truran (chair), EBBF and SiB, Enayati-Ettehadieh , Two Wings Fund, Pietzner , Board Member Gotheanum, Furter , Environmental Engineer, Kersten , Student at Leiden University, Clare , PhD Student at Vienna University, Laszlo , Eurovisioning, author	       		Albert Heijn < 40-55
	11.30-13.00 "Spirit at Work" Track	"The best of Spirit at Work"	Learnsop 4	Harpham , Wigglesworth , Kik and the 10 award-winning companies: Australia & New Zealand Banking Group, Ascension Health, Centura Health, etc.	  		Havel < 20-35














Final Schedule

parallel sessions	11.30-13.00	"7 Steps to make Corporate Social Responsibility work for your business" from one of the world's top CSR doers	Learnshop 5	Grayson (chair & keynote speaker), social entrepreneur, author, member of several corporate & non-profit boards, with Starcher, McGregor, Pruzan, Palazzi	    	Albert Heijn < 40-55
	11.30-13.00	"The best of Bernhard Mack" , founder and chairman of the CoreDynamik Institute	Learnshop 6	Mack , one of the top German-language coaches and management trainers		Dürrenmatt < 20-35
	11.30-13.00	"What kind of leadership is needed to collaborate effectively across public, private & civil society sectors ?"	Learnshop 7	With Alain Gauthier (chair), SOL & CORE Leadership Development, Rolf Carriere , GAIN, Malcolm Allan , Placebrands, Dirk Elsen , SNV	   	Sitzung-zimmer 4 < 20
Lunch 2nd Oct afternoon	13.00-14.00		Lunch			
	14.00-14.30	"Cultivating the Heart of Leadership"	Plenary Presentation	Ferguson, HH The Dalai Lama and George (video recorded)	  	Albert Heijn
	14.30-14.55		One-to-one Meetings	Open 'bazaar' to connect, learn and plan		Thr. building
parallel sessions	15.00-16.30	"The Play Ethic, A Manifesto for a Different Way of Living" . It proposes the "player", not the "worker" as a new identity for a productive, creative and meaningful life.	Learnshop 1	With Indra Adnan and Pat Kane , two young and extraordinarily resourceful professionals, with experience in the arts, entrepreneurship, music, dance, public policy, government.	 	Albert Heijn < 40-55
		"Warrior Strategies for Leaders" , from the most interesting professional woman in South Africa, a Paulo Coelho-like session on becoming a "warrior of light".	Learnshop 2	With Debby Edelstein (chair & keynote speaker), and Lynne Franks , one of Europe's most innovative entrepreneurs	 	Albert Heijn < 40-55

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! FINAL ROOM ALLOCATION FOR ALL LEARN-SHOPS MAY CHANGE ! ! WATCH OUT ! 2nd Oct afternoon		"WOMEN's FORUM: the sequel"	Learnshop 3	With Ruth Bütikofer Schwalbe on "Personal Transformation through Introspection" , Patricia Benecke on "Inspired Space" , to deepen the discussions of yesterday and include men participants	 	Havel < 20-35
		"Designing an economy that works for everyone, incl. the development of The Gross National Happiness Indicator"	Learnshop 4	With Sander Tideman (chair), Pancho Otero , Bancosol, Glok In Liem , author, Dirk Elsen , SNV, Consuela Dantes , Plantersbank Philippines, David Berry , Sustainability Professional	   	Adele Duttweiler < 30
	"Spirit at Work" Track	"Learning from within: A 2003 Int'l Spirit at Work Award Honoree shares hope for organizational change"	Learnshop 5	With Aad Kik , Coordinator of Inspirational Programmes at Windesheim University, Zwolle, and recipient of the 2003 Int'l Spirit at Work Award With Andras Laszlo , founder & Chair, Eurovisioning	 	Richner < 20
		"MEN's FORUM: the sequel"	Learnshop 6	With Craig Neal and others, to continue the deep discussions started on Friday, and to share these with women participants		Dürrenmatt < 20-35
		"The Holistic (R)Evolution for Organizations"	Learnshop 7	Birgit Williams , founder, Dalar International, with over 30 years' experience assisting executives, individuals and organizations achieve their greatest potential		Sitzung-zimmer 4 < 20
	16.30-17.00		Break			

Final Schedule

evening	17.00-19.00	"Concluding Session: taking stock and moving forward"	Plenary	Walleczek (chair), Palazzi, Tideman, Ferguson, Gyger, Truran, Buckley, Mollner, Weller	       	Albert Heijn
	19.00-19.20	Final words	Plenary	Sfeir-Younis, Boschee	 	Albert Heijn
	19.30-20.45		Drinks & buffet dinner			
	21.00-23.00		Deep Entertainment	Boschee, Kane & others	 	Albert Heijn
	23.00-23.30			FORUM CLOSE		
3rd Oct	10.00-12.30		Working session: for board members, stewards and others	Ferguson, Tideman, Palazzi, Truran, Gamma, Gyger, Buckley, Bredemeyer, Gauthier, Bütikofer, Mollner, Barrett, Walleczek, Roell, Franquemont, Leewens		Kindli Hotel Zürich < 40
	12.30-15.30		Board + stewards			Kindli Hotel Zürich
parallel to the Working Session	10.00-12.30	Reflections / Meditation for all other participants		With Heather Foxhall		To be decided
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