



FORUM 2004

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



Friday & Saturday, October 1st and 2nd

At the **Gottlieb Duttweiler Institut (GDI)**, Rüschlikon, **Zürich**, Switzerland



SCOPE

More than ever, a new concept, and practice, of leadership which transcends the dichotomy of “hard” and “soft” power is needed.

“Hard power”, the font of conventional leadership, is the resultant force of our mental, material and competitive assets: intent, analysis, competence, insight, speed, dexterity, physical resources. “Soft power”, the least utilized and most difficult to exercise, is the resultant force emerging from our conscience, heart and soul: values, principles, inspiration, the spark to dream and take action, empathy, humanity, open-mindedness, the energy to be just warriors, compassion, love.

Lasting success in business, enterprise, politics or civil society, today and in the years to come, can only be achieved by recombining the elements of hard and soft power into a new fabric of leadership. Newly discovered knowledge, such as the science & spirit interconnectedness and emotional-physical linkages, need to be added to the ingredients that make up this new fabric.

*That’s the scope of Forum 2004 and that’s how we can rise to become **great leaders AND good leaders**, and **make a difference** to our lives, our enterprises, our society, **today, tomorrow.***

BENEFITS

- **Be inspired by, and learn from, other leaders how to shape your enterprise for lasting success.**
- **Meet entrepreneurs and CEOs who have crafted “hard and soft” strategies and tools.**
- Reflect on, and nurture, our personal values, leadership character and capacity for balance.
- Be part of a global movement of “movers and shakers” committed to bringing more humanity, heart, creativity and inspiration into business and leadership.
- Learn some of the latest scientific evidence connecting the sciences with the humanities.
- Enjoy deep exchanges, music and nature amidst unique individuals in a special location.

SPEAKERS, CONTRIBUTORS & GUESTS (photos in order of listing, L to R, from T to B):

- **John Studzinski ***, Co-Head, Corporate Investment Banking and Markets, HSBC Group, London, **UK**
- **Amber Chand**, Co-founder & Director, eziba, **USA**
- **Dr Faramarz Ettehadieh**, Founder & Chair, Imperial Group, Austrian “Business World” Magazine 2003 Entrepreneur of the Year, Board Member, EBBF, **Austria**
- **Hans Jecklin**, Author and Pathfinder towards servant business, Former Owner, Chair & CEO, Jecklin Music House, **Switzerland**
- **Bill George**, Former Chair & CEO, Medtronic Inc., Author, Authentic Leadership (video-taped), **USA**
- **Karen Buckley**, Founder, Communicore, Co-founder, The Wisdom Leadership Initiative, **USA**
- **David Batstone**, Serial Internet Entrepreneur, Author, Saving the Corporate Soul, Professor, University of San Francisco, Executive Director, Sojourner Magazine, **USA**
- **Avril Reed**, Co-founder, The Wisdom Leadership Initiative, **USA**
- **Dr med Joachim Galuska**, Chair, Zentrum Heiligenfeld, Bad Kissingen, **Germany**
- **Sue Cheshire**, Founder and Chair, The Academy for Chief Executives, **UK**
- **Sabine Bredemeyer**, Founder, Bredemeyer & Friends, Düsseldorf, **Germany**
- **Dr Hans Peter Dürr**, Professor, Former Head, Max Planck Institute, München, Thought Leader, **Germany**
- **Sarvenas Enayati-Ettehadieh**, Board Member, Two Wings Foundation, **Austria**



- **Ruth Bütikofer Schwalbe**, CEO, Enemu, **Switzerland**
- **Frank Dixon**, Managing Director, Research, Innovest Group, New York, **USA**
- **Birgitt Williams**, Founder, Dalar International, **USA**
- **Gundula Schatz**, Founder, Waldzell Institut, **Austria**
- **Peter Hindle**, Author & Senior Consultant, Fleishman Hillard, Immediate Past Director, External Relations Worldwide, Procter & Gamble Worldwide Fabric & Home Care, **UK**
- **Stephen Brenninkmeyer**, CEO, Andromeda Fund, Chair, NFTE, **Netherlands & UK**
- **Peter Paul Leutscher**, Human Resources Director, Marsh BV, **Netherlands**
- **Leonore Palazzi-van Hövell t.W.**, Hata Yoga Instructor, **Netherlands**
- **Heather Bird**, Founder & Chair, HB Health, **UK**
- **Kristin Engvig**, Founder & Chair, WIN – Women’s International Network, **Norway & Switzerland**
- **Susan Kish**, CEO, First Tuesday Zürich, **Switzerland**
- **Peter Senge** *, Founder, Society for Organizational Learning, Boston, **USA**
- **Lynne Franks**, Serial Entrepreneur; Founder and CEO, SeedFusion, London, **UK**
- **Daniel Goleman** *, PhD, Psychologist, Author of the best-selling book, Emotional Intelligence, **USA**
- **Sonja Vissinga**, Founder, Vissinga Consultancy, **Netherlands**
- **Niklaus Brantschen**, Co-founder, Lassalle-Institut, **Switzerland**
- **Paola Ghillani** *, CEO, Max Havelaar Foundation, **Switzerland**
- **Richard Barrett**, Founder, Corptools, formerly with the World Bank, **UK and USA**
- **Peter Miscovitch**, Partner, PricewaterhouseCoopers, New York, **USA**
- **Max Burger-Calderon**, Partner, Apax Partners, **Germany & Switzerland**
- **Pia Gyger**, Co-founder, Lassalle-Institut, **Switzerland**
- **Sander Tideman**, Director, Shambala and the Bridge Fund; Chairman, SiB, **Netherlands**
- **Elsie Maio**, Founder, Maio&Co, New York, **USA**
- **Kathryn Williams**, Partner, KRW International, **USA**
- **Giuseppe Robiati**, CEO, SCAC SpA, Co-founder & Board Member, EBBF, **Italy**
- **George Starcher**, Founder, EBBF; former Partner, McKinsey & Co., **France & USA**
- **Michael Walleczek**, Entrepreneur, Founder, Walleczek & Partner, **Austria**
- **Helen Jane Nelson**, Director, Cecera Consulting, **UK**
- **Jerr Boschee**, Founder & Executive Director, The Institute for Social Entrepreneurs, **USA**
- **Bob McGregor**, President Emeritus, Center for Ethical Business Cultures, **USA**
- **Fred Matser**, Entrepreneur and Serial Philanthropist, **Netherlands**
- **Marc Luyckx**, Director, Vision 2020, Thought-Leader, **Belgium**
- **David Grayson**, Director, Business in the Community, Author, Thought-Leader, **UK**
- **Sir John Whitmore**, Founder, Performance Coaching & Be the Change, **UK**
- **Marcello Palazzi**, Founder and Chair, Progressio Foundation & Co-founder, SiB, **Netherlands & Italy**
- **Maritta Koch-Weser** *, Executive Director, GEXSI, **Germany**
- **Andrew Ferguson**, Director, Uplift Capital & Co-founder, SiB, **USA**
- **Enrico Giraudi**, Director, Etico – J Walter Thomson, Milan, **Italy**
- **Peter Pruzan**, PhD, Emeritus Professor, Copenhagen Business School, **Denmark**
- **Jan Willem Kirpestein**, PhD, Director, Encounter of World Views Foundation, **Netherlands**
- **Daniel Truran**, Board Member, European Baha’i Business Forum, **Italy & Spain**
- **Prabhu Gupta**, Executive Director, UBS Wolfsberg Centre, **Switzerland**
- **Tim MacCartney**, Chair and Founder, Pathways Ltd, **UK and Poland**
- **Terry Mollner**, Founder and Chair, Trusteeship Institute, Northampton, Mass, **USA**
- **Alain Gauthier**, Founder, Core Leadership Development, **France and USA**
- **Bruce Cryer**, CEO, Heartmath Inc., **USA**
- **Claude Piccot**, Co-founder, SiB Schweiz, Partner, MAB Consulting, **Switzerland**
- **Syb Roëll**, Founder, Novell Jefferson, **Netherlands & USA**
- **Federico Cuneo**, Managing Director, Ernst & Young, Chairman, Peru 2021, **Peru**
- **Elisabeth Stern**, Entrepreneur, Founder, Stariade, **Switzerland**
- **Carol Franklin Engler**, Founder, Vorausdenken, President, Lassalle Institut, **Switzerland**
- **Craig Neal**, Founder, Heartland Institute, **USA**
- **Pamela Hiley**, Tai-Chi Master, Founder, Peace Point Foundation, **UK & Norway**
- **Alfredo Sfeir-Younis**, Special Representative of the World Bank to the UN and the WTO, **Chile**
- **Dr Heike Bruch** *, Professor in Leadership and HR Management, St Gallen University, **Switzerland**
- **Rodrigo da Rocha Loures**, CEO, Nutrimental, Board Member, SiB, **Brazil**
- **Cornelius Pietzner**, Board Member, Gotheanum, **USA & Switzerland**
- **Thomas Cummings** *, Head of Learning and OE, Global HR Centre, Unilever, **USA & Netherlands**
- **Malcolm Allan**, Founder, Placebrands, Inergy & Authentic Transformational Leadership, **UK**

NOT PHOTOGRAPHED

- **James C Schiro** *, Chairman and CEO, Zürich Financial Services, **Switzerland**
- **Daniele Tranchini**, CEO, J Walter Thomson, Milan, **Italy**
- **Friederike Scheu**, Entrepreneur, Dancer, Physiotherapist, **Germany**
- **Sebastian Nybo**, Founder and Chair, Inner Leadership, **Denmark**





- **Dr Bernard Mack**, PhD, Founder, Core Dynamik, *Germany*
- **Michael Hilti** *, Chairman, Hilti, *Liechtenstein*
- **Mark Tigchelaar**, Founder, LEAP Company, *Netherlands*
- **Tony Weller**, Serial Entrepreneur and Interfaith Minister, *UK*
- **Rolf Carriere**, Executive Director, GAIN, The Global Alliance for Improved Nutrition, *Switzerland*
- **J W Reinier Tilanus**, Unilever NV, *Netherlands & Germany*
- **Albert Pietzko**, Director, Akademie Heiligenfeld, Bad Kissingen, *Germany*
- **Dorota Ostoja Zawadzka**, Director, Pathways, *Poland*
- **Marinella Campagnoli**, Director, Ethico, J Walter Thomson, *Italy*
- **John J. Smith**, Chairman & CEO, HearthStone Homes, *USA*
- **Sandra van Nispen**, Founder & Director, Tara Centre for Yoga, *Netherlands*
- **Patricia Benecke**, Director, Inspired Space, *UK*
- **Eric Peacock**, CEO, Exemplas, Director, What If ?, *UK*
- **Gijs Ten Kate**, Director, INC21, *Netherlands*
- **Bernhard Moeri** *, Social Compliance Officer, Migros, *Switzerland*
- **Dr Peter Zürn**, Managing Director, Baden Badener Unternhemergespräche; former HR-CEO, Boeringer Ingelheim, *Germany*
- **Tom Butler**, Founder Director, GRI Equity, *Ireland*
- **Thomas Eckardt**, SiB Schweiz, *Switzerland*
- **Dr Noushin Ehsan**, President, Accessible Architecture, *USA & Iran*
- **Edgar C Britschgi**, President, Advico Young & Rubicam, *Switzerland*
- **Andras Laszlo**, Founder & Chair, EuroVisioning, Author, *Hungary & Belgium*
- **Denny Edelstein**, Co-founder, QualityLife Company, *South Africa*



OTHER CHALLENGES & QUESTIONS TO BE ADDRESSED

- 1) How to achieve higher *creativity, vision* and *imagination* throughout the enterprise ?
- 2) How to develop and practice our powers of *inspiration, empathy, intuition* and *competitive discovery* ?
- 3) How to heed to scientific evidence on *interconnectedness* and *performance* ?
- 4) How to foster our individualism in corporate life: our *talents, skills and passions* ?
- 5) How to really learn from our *difficulties, disappointments and failings* ?

TRACKS & FORMAT

Sessions are designed around 3 tracks corresponding to 3 different levels of leadership:

Personal, **Organizational**, **System/Economy**, as well as **Generic**, and colour-coded accordingly.

Thursday, September 30th: fr. 17.00, Registration, Welcome, Kick-off Panel, Drinks and Dinner for board members, stewards, strategic partners, guests and general participants.

Friday & Saturday, October 1st & 2nd: plenary dialogues and panel discussions, followed by in-depth "learnshops".

Sunday, October 3rd: morning events, followed by Stewards' Council Meeting and Board Meeting.

PARTNER ORGANIZATIONS

- Lassalle-Institute, CH, www.lassalle-institut.org
- Goetheanum, CH, www.goetheanum.ch
- Academy for Chief Executives, UK, www.chiefexecutive.com
- Spirit in Business Schweiz, CH, www.spiritinbusiness.ch

LOCATION, REGISTRATION, FEES and LOGISTICS

Gottlieb Düttweiler Institute (www.gdi.ch), Rüschlikon, Zürich, the world-famous foundation of Migros' founder. Registration from our web-site. Costs are as follows:

- **October 1st + 2nd:** € 350 (for Stewards, board members, partner organizations and invited guests) > cost-price for meals, refreshments and documentation, or € 175 per day, including lunch, drinks, dinner, tea/coffee/juice/water), € 700 (for general participants). Forum 2004 opens on September 30th at 15.00 and closes after dinner on October 2nd (Sept. 30th dinner inc., Oct. 2nd dinner excl.).
- **October 1st only:** € 500 (general participants) • **October 2nd only:** € 350 (general participants).

Hotel reservations are centralized at the GDI (see below). No-frills airlines such as Helvetic www.helvetic.com EasyJet www.easyjet.com and Air-Berlin www.air-berlin.de fly into Zürich from Amsterdam, London, Düsseldorf and other cities. The airport is less than 10 min. away by train. Hotels are at walking distance from the Main Station or near Rüschlikon, 10 min. from Zürich on the western shore of the lake, by train or taxi or shuttle bus. Rates will vary from € 70 p. n. up to € 200.

CONTACT INFORMATION

Spirit in Business Europe Foundation: info@spiritinbusiness.org For personalized enquiries:

- **Alice van der Hoek**, Assistant: T + F: +31-20-471-0815 E: avh@progressiofoundation.org
 - **Sander Tideman**, Chair: T: +31-35-695-1920 E: stideman@spiritinbusiness.org
 - **Marcello Palazzi**, Board Member: T: +31-343-420294 E: mpalazzi@spiritinbusiness.org
- For hotel reservations: Monika Mueller: T: +41-1-724-62-66 E: monika.mueller@gdi.ch

SCHEDULE

Thursday, September 30th		17.00
STEWARDS, BOARD, STRATEGIC PARTNERS & GUESTS Reception		17.00–17.40
WELCOME by co-founders Sander Tideman, Marcello Palazzi, Andy Ferguson		17.45–18.35
  	<p>A Dutchman, an Italian and an American joined interests and networks to create SiB. Lawyer, entrepreneur and investment professional, respectively, Sander, Marcello and Andy will introduce the Great Leaders • Good Leaders Forum, its genesis and future plans.</p>	
 	<p>A WORD OF INSPIRATION by Niklaus Brantschen and Pia Gyger, Founders, Lassalle Institut, Switzerland. Dr Brantschen and Dr Gyger have pioneered inter-faith work and ethical leadership practices during distinguished careers. Both are well-known authors, spiritual masters, leaders of communities and inspiring facilitators.</p>	18.40–18.55
<p>KICK-OFF PANEL: Setting the Scene for “Good Leaders • Great Leaders”</p> <p>With Tony Weller, Serial Entrepreneur and Interfaith Minister, UK; David Grayson, Director, Business in the Community, UK; Dr Hans Peter Dürr, Former Head, Max Planck Institute, München, Thought-Leader; Sue Cheshire, Founder and Chair, The Academy for Chief Executives, UK; chaired by Bob McGregor, President Emeritus, Center for Ethical Business Cultures, USA.</p>		19.00-19.55
		  
DINNER		20.00–21.45
MUSIC and DAY CLOSE		21.45–22.00
Friday, October 1st		09.00
<p>The morning is designed around café-style, interactive dialogues and panel discussions among CEOs and entrepreneurs, facilitated by world-class moderators.</p>		
 	<p>MENTAL AND BODY FITNESS Hatha Yoga, Tai-Chi, Body Work and other offerings for early risers, with Friederike Scheu, Sandra van Nispen, Leonore Palazzi-van Hövell t.W., Pamela Hiley and others.</p>	08.00-08.45 (for early birds)
 	<p>WELCOME by the Moderators, Alain Gauthier and Karen Buckley Alain is a professional facilitator, educator and leadership consultant with 39 years' experience. A Stanford MBA and graduate of the French Grande Ecole HEC, Alain grew his career at McKinsey & Co. Karen is co-founder of The Wisdom Leadership Initiative.</p>	09.00–09.10
	<p>PRESENTATION of Café-Style format by Sabine Bredemeyer, Founder, Bredemeyer & Friends, Germany. Sabine has a background in international advertising, PR, large group interventions. She currently operates as coach, consultant, facilitator and trainer to German and international companies, organizations, communities. She graduated from Heidelberg Uni. in Linguistics, Philology and Law, speaks German, English, French, Russian and Spanish.</p>	09.10–09.15



PLENARY DIALOGUE:

“When great leaders become good leaders”

09.20–10.05

with **Faramarz Etehadieh**, Founder and Chair, Imperial Group Austria; 2003 Austrian “Business World” Magazine Entrepreneur of the Year; **Hans Jecklin**, Author and Pathfinder towards servant business; Former Chairman & CEO, Jecklin Music Company, Switzerland; **John J. Smith**, Chairman & CEO, HearthStone Homes, USA; **Eric Peacock**, CEO, Exemplas; Director, What If?, UK; **Fred Matser**, Entrepreneur in Real Estate Project Development & Serial Philanthropist, Netherlands; **Rodrigo da Rocha Loures**, CEO, Nutrimental, Brazil; chaired by **Prof. Prabhu Gupta**, Executive Director, Wolfsberg Centre, Switzerland.

PLENARY DIALOGUE:

10.10–10.45



“Redefining hard and soft power”

between **John Studzinski ***, Co-Head, Corporate Investment Banking and Markets, HSBC Group, London, **UK**; **Max Burger-Calderon**, Partner, Apax Partners, Germany; **Tony Weller**, Serial Entrepreneur and Interfaith Minister, UK; chaired by **David Batstone**, President, Right Reality Inc., Author, [Saving the Corporate Soul](#), Professor, University of San Francisco, Executive Editor, [Sojourners Magazine](#), USA.

BREAK

10.45–11.15

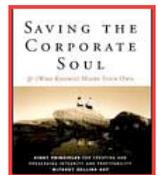


PLENARY PANEL + Q & A:

11.20–12.20

“Being a good leader in a world of sharks: dream or reality ?”

with **James Schiro ***, **John Studzinski ***, **Peter Pruzan**, **Sue Cheshire**, **Rolf Carriere**, Executive Director, GAIN, moderated by **David Batstone**.



LUNCH

12.30–13.45

AFTERNOON RECREATION: a range of outdoor and indoor activities are being designed, from walks in the surrounding Green Park, to meditation, Hatha Yoga, Tai-Chi, reflection, etc. Check the final programme on www.spiritinbusiness.org.

13.45–14.30

PARALLEL LEARNSHOPS

14.45–16.15

SiB Stewards, board members, strategic partners and guests are leading the learnshops. These are designed for maximum interaction, with a brief input by each convenor / chair.

① **“Financial Innovations and System Change for Sustainability”**, led by **Frank Dixon**, Managing Director, Research & Development, Innovest Strategic Value Advisors, New York, USA; with **Tom Butler**, Founder Director, GRI Equity, Ireland; **Andrew Ferguson**, Director, Uplift Capital, USA; **Sander Tideman**, Director, The Bridge Fund, Netherlands.



② **“Embracing Chaos and Change”**, led by **Jan Willem Kirpestein**, Principal, Spirit, Heart. Mind Corporation, Netherlands, with **Giuseppe Robiati**, CEO, SCAC SpA, Italy; **Tony Weller**, Serial Entrepreneur and Interfaith Minister, UK; **J W Reinier Tilanus**, Unilever NV, Netherlands; **Sir John Whitmore**, Founder, Performance Coaching & Be the Change, UK; **Sabine Bredemeyer**, Founder, Bredemeyer & Friends, Germany; **Thomas Cummings ***, Head of Learning and OE, Global HR Centre, Unilever, USA & Netherlands.



③ **“Out-of-the-Box Executive Learning Experiences”**,

led by **Sue Cheshire**, Chair and Founder, The Academy for Chief Executives, UK, SiB Steward; with **Tim MacCartney**, Chair and Founder, Pathways Ltd, UK and Pathways Poland; **Dorota Ostoja Zawadzka**, Pathways Poland; **Eric Peacock**, Serial Entrepreneur; Chairman, Business Link, Hertfordshire, UK.

Tim MacCartney's quote: "Business is the power house of change, but if this is to be positive, constructive change, then our business leaders need to become much braver, more radical, more determined to lean into the wind and insist upon change. This is the stuff of leadership, and it is born from inspiration."



④ **“Wilderness Outside, Balance Inside: A leadership journey in South Africa”**

led by **Mark Tigchelaar**, Chair and Founder, LEAP Company, Netherlands; with **Syb Roëll**, Founder, Novell Jefferson Company, USA & Netherlands.



⑤ **“Zen and the Art of Leadership”**,

led by **Pia Gyger**, and **Niklaus Brantschen**, Founders, Lassalle Institut, Switzerland; with **Peter Zürn**, Director, Baden Badener Gespräche, Former HR-CEO, Schering International, Germany. ! IN GERMAN !



⑥ **“Building authentic and lasting brands”**,

led by **Elsie Maio ***, Founder, Soul Branding, USA, with **Edgar C Britschgi**, Chair & CEO, Young & Rubicam, Switzerland, **Daniele Tranchini**, CEO, J Walter Thomson, Italy; **Enrico Giraudi**, Etico, Italy; **Gijs Ten Kate**, Director, Netherlands.



⑦ **“Purpose and Positioning”**,

led by **Malcolm Allan**, Founder, Energy, Placebrands and Authentic Leadership Transformation, UK with **Federico Cuneo**, Managing Director, Ernst & Young, Chairman, Peru 2021, Peru; **John J. Smith**, Chairman & CEO, HearthStone Homes, USA; **Heather Bird**, Founder & Chair, HB Health, UK.



⑧ **“Surviving and overcoming challenges and dilemmas”**,

led by **Peter Bruzan**, Emeritus Professor, Copenhagen Business School, Denmark; with **Eric Peacock**, CEO, Exemplas; Director, What If?, UK; with **Faramarz Ettehadieh**, Founder and Chair, Imperial Group Austria; 2003 Austrian “Business World” Magazine Entrepreneur of the Year.



BREAK

16.15–16.45

WOMEN's FORUM, led by **Karen Buckley**, **Avril Reed**, **Sue Cheshire**, **Kathryn Williams** **Sabine Bredemeyer**; with **Amber Chand**, **Birgit Williams**, **Gundula Schatz**, **Heather Bird**.

16.45–19.15



This event follows on the footsteps of several acclaimed events in San Francisco and Santa Barbara in 2004, as well as New York in 2002. Inspiring, re-energizing, moving, with leading edge speakers. For more information, visit our web-site www.spiritinbusiness.org and see www.wisdomleadership.org. Designed for women participants. Up to 30 men are invited. For others, see the MEN's FORUM.



MEN's FORUM,

led by **Craig Neal**, Founder, Heartland Institute, USA; with **Tim MacCartney**, Founder & Chair, Pathways Ltd, UK; **Fred Matser**, Netherlands.

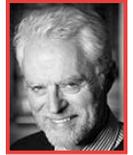
16.45–19.15

DINNER & DIALOGUE

19.30–20.45

“Values-based Leadership in Action”

between **James Schiro ***, Chairman, Zurich Financial Services, **Peter Hindle**, Author & Consultant; Immediate Past CEO, Procter & Gamble Worldwide Fabric & Home Care, UK and **Peter Pruzan**, Professor Emeritus, Copenhagen Business School. James Schiro was CEO at PricewaterhouseCoopers and has since performed a remarkable turnaround at Zurich. Peter Hindle has a 30-year track-record as a corporate executive who integrated heart and soul into Procter & Gamble, one of the world’s leading businesses, with great success. Prof Pruzan is a world authority in ethical and authentic management. In 2003, the **“Peter Pruzan Award”** for Responsible Leadership **was presented to winners in Copenhagen.**



“SPIRIT AT WORK” AWARD

20.45–21.45

See www.spiritatwork.com/awards/willisharman



With **Alan Harpham**, MODEM, UK; **Cindy Wigglesworth**, Founder & Owner, Conscious Pursuits, USA; **Aad Kik**, Windesheim University, Winner of the 2003 Spirit at Work Award, Netherlands.

Saturday, October 2nd

09.00



MENTAL AND BODY FITNESS Hatha Yoga, Tai-Chi, Body Work and other offerings for early risers, with **Friederike Scheu**, **Sandra van Nispen**, **Leonore Palazzi-van Hövell t.W.**, **Pamela Hiley** and others.

08.00-08.45
(for early birds)

WELCOME by the Forum Moderators, **Alain Gauthier** and **Karen Buckley**

09.00–09.05

PLENARY PANEL

09.10-10.00



“Women leaders and entrepreneurs”

with **Paola Ghillani ***, CEO, Max Havelaar Foundation, Switzerland; **Lynne Franks ***, Entrepreneur, Founder, SEED, UK; **Carol Franklin Engler**, Founder, Vorausdenken, President, Lassalle Institut, Switzerland; **Susan Kish**, CEO, First Tuesday Zürich, Switzerland; **Kristin Engvig**, Founder & Chair, WIN – Women’s International Network, Norway; **Dr Heike Bruch ***, Professor in Leadership and HR Management, St Gallen University, Switzerland; led by **Avril Reed**, The Wisdom Leadership Initiative, USA and **Sabine Bredemeyer**, SiB Steward.



PLENARY PRESENTATION

10.05-10.55

“Measuring and fostering values in your organization”

by **Richard Barrett**, CorpTools, USA and UK; with **Peter-Paul Leutscher**, Director, Marsh BV, Netherlands; **John J. Smith**, Chairman & CEO, HearthStone Homes, USA.

BREAK

11.00-11.25

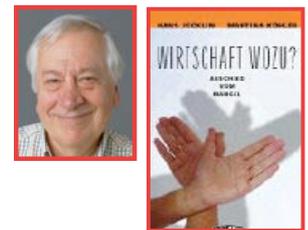
PARALLEL LEARNSHOPS

11.30-12.45

① **“Corporate Tools for Good Leadership”**, led by **Helen Jane Nelson**, Founder, Cecera Consulting, UK; with **Richard Barrett**, CorpTools, USA; **Bruce Cryer**, CEO, Heartmath, USA; **Peter Miscovitch**, Partner, Advisory Services Practice, PricewaterhouseCoopers, New York, USA.



② **“By entrepreneurs for entrepreneurs: Confronting the knowledge of the heart with the challenge of “real life” in business”**, led by **Hans Jecklin**, Author and Pathfinder towards servant business; Former Owner, Chair & CEO, Jecklin Music House, Switzerland; author of Wirtschaft Wo zu? ! IN GERMAN !



③ **“Being a greater and better leader: experiences across generations”** With **Peter Hindle**, Author & Consultant; Immediate Past CEO, Procter & Gamble Worldwide Fabric & Home Care, UK; **Claude Piccot**, co-founder, SiB Schweiz, **Daniel Turan**, Board Member, EBBF, Italy & Spain; **Sarvenas Enayati-Ettehadieh**, Board Member, Two Wings Foundation, Austria; **Cornelius Pietzner**, Board Member, Gotheanum, USA & Switzerland; **George Starcher**, Secretary-General, EBBF, France & USA; **Thomas Eckart**, SiB Schweiz, Switzerland.



④ **“The best of Spirit at Work”** Presentations of the most outstanding corporate experiences in integrating values and inspiration in everyday business. With **Alan Harpham**, Director, Modem, UK; **Cynthia Graves Wigglesworth**, Chair, 2004 International Spirit at Work Award Selection Committee, USA; **Aad Kik**, Windesheim University, Winner of the 2003 Spirit at Work Award, Netherlands.



⑤ **“SiB around the world”** With **Federico Cuneo**, Managing Director, Erns & Young, Peru; **Nuno Barroso ***, Managing Director, Platinum Group of Companies, Founder, The Australian Institute for Spirit in Business, Australia; **Karen Buckley**, Communicore & The Wisdom Leadership Initiative, USA; **Marcello Palazzi**, Progressio Foundation & SiB, Netherlands & Italy; **Terry Mollner**, President, Trusteeship Institute, USA; **Sonja Vissinga**, Netherlands.



⑥ **“Leadership in and from Switzerland: what’s in it for others ?”** With **Dr Heike Bruch ***, St Gallen University; **Susan Kish**, CEO, First Tuesday Zürich; **Elisabeth Stern**, Entrepreneur, Founder, Stariade; **Prahbu Gupta**, UBS Wolfsberg Centre.



⑦ **“The Psychology of Good Leadership”**, led by **Albert Pietzko**, Director, Akademie Heiligenfeld, Bad Kissingen, Germany; with **Dr med Joachim Galuska**, Chair, Zentrum Heiligenfeld, Bad Kissingen, Germany.



⑧ **“Designing an economy that works for everyone”**,

led by **Sander Tideman**, SiB co-founder; with **Frank Dixon**, Managing Director, Research & Development, Innovest Strategic Value Advisors, New York, USA; **Stephen Locke** *, President, CSR Forum Singapore; **Prida Tiasuwan** *, CEO, Panda Jewelry Public Company, Thailand



LUNCH

13.00–14.15



HIS HOLINESS THE XIV DALAI LAMA, TENZIN GYATSO

14.00–14.15

(video-taped in advance) A presentation by **Andy Ferguson**, Convenor,

“Cultivating the Heart of Leadership”,

an SiB and University of California at Irvine event, April 16th, 2004, with HH the Dalai Lama. This presentation is an extracted version of the event which Mr Ferguson co-chaired. 125 business leaders were invited to engage in this dialogue. See www.uci.edu/DalaiLama/April16/index.html.



“How can we develop compassion and accept it as guiding principle, when the world order and economy are run on principles of competition? This is indeed a big question. I believe that the answer can be found on the basis of awareness: we should meet and discuss this more often, in this way we can gradually resolve it.”. HH The Dalai Lama

This session includes a summarized conversation with **Bill George**, Former Chairman & CEO, Medtronic, USA, who co-chaired the event with HH the Dalai Lama. Learn how to develop the five essential dimensions of authentic leaders - purpose, values, heart, relationships, and self-discipline.



ONE-TO-ONE MEETINGS

14.15–14.50

An open “bazaar” for Stewards, board members and partners to connect, learn and plan.

OPEN SPACE LEARNSHOPS

15.00–16.30

Weather-permitting, the Green Park is accessible for outside sessions.

① With **Pamela Hiley**, the Norwegian Peace Point Business Council, **Sir John Whitmore**, UK.



② With **Patricia Benecke**, Founder, Inspired Space, UK.

③ **“Personal Transformation through Introspection”**,

with **Ruth Butikofer Schwalber**, CEO, Enemu, Switzerland.



④ **“Führung und Vorbild”**, with **Dr Peter Zürn**, Managing Director,

Baden Badener Unternehmensgespräche, former HR CEO, Boeringer Ingelheim, Germany. ! IN GERMAN !



⑤ **“What kind of leadership is needed to collaborate effectively**

across public, private and civil society sectors”, with **Alain Gauthier**, Founder, Core Leadership, USA & France and **Rolf Carriere**, Executive Director, GAIN, The Global Alliance for Improved Nutrition, Netherlands & Switzerland.



⑥ **“The Holistic Wellness (R)Evolution for Organizations”**, with **Birgit Williams**, Founder, Dalar International, USA.



⑦ With **Andras Laszlo**, Founder Eurovisioning, Author, Hungary & Belgium.

⑧ **“Warrior Strategies for Leaders”**, with **Denny Edelstein** *, Co-founder, QualityLife Company, South Africa.

BREAK	16.30–17.00
2 OPTIONS: ADDITIONAL OPEN-SPACE LEARNSHOPS OR RETURN TO HOTEL	
OPEN-SPACE LEARNSHOPS	17.00-18.30
Either continuation of earlier learnshops or additional themes to be allocated	
(direct travel by bus to Evening Location will follow)	
RETURN TO HOTEL	17.00–17.15
FREE TIME OR NETWORKING AT HOTELS	17.15–18.30
TRAVEL TO EVENING LOCATION	18.30–18.50
EVENING PROGRAMME	19.00-21.45
with Dr Hans-Peter Dürr , Former Head, Max Planck Institute, München, Thought Leader, Germany; Alfredo Sfeir-Younis , Special Representative of the World Bank to the UN and the WTO, Geneva; Jerr Boschee , Founder & Executive Director, The Institute for Social Entrepreneurs, USA; Pia Gyger , Co-founder, Lassalle Institute, Switzerland.	



Sunday, October 3rd	10.30–12.30
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		MENTAL AND BODY FITNESS Hatha Yoga, Tai-Chi, Body Work and other offerings for early risers. By Friederike Scheu , Sandra van Nispen , Leonore Palazzi-van Hövell t.W. , Pamela Hiley and others. At different locations. Check the web-site and final programme.	09.15-10.15
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REFLECTIONS, MEDITATION AND OTHER OFFERINGS – to be announced	10.30-12.30
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FORUM CLOSE	12.30
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STEWARDS' COUNCIL MEETING	12.45-17.45
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END	18.00
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Great Leader • Good Leaders Forum 2004: Schedule in brief (30 Sept - 1st Oct)

• Great Leaders • Good Leaders Forum 2004: Schedule in brief •

<i>Date</i>	<i>Time</i>	<i>Session</i>	<i>Type</i>	<i>Speakers / Contributors</i>
30-Sep	5:00 PM	Registration	Continuous	
evening	5.00-5.40	Reception for invited guests	Plenary	
	5.45-6.35	Welcome by founders	Plenary Presentation	Tideman, Palazzi, Ferguson
	6.40-6.55	"A Word of Inspiration"	Plenary Presentation	Brantschen, Gyger
dinner	7.00- 7.55	Kick-Off Panel: Setting the Scene for Great Leaders • Good Leaders	Plenary Dialogue	Weller, Grayson, Dürr, Cheshire, McGregor
	8.00-9.45	Dinner	Plenary	
	9.45-10.00	Music and Day Close	Plenary	
1st Oct morning	8.00-8.45	Mental + Body Fitness (for early birds)	1 Yoga 2 Hatha Yoga 3 Tai-Chi 4 Body Work	van Nispen, Palazzi-v Hövell, Hiley, Scheu
	9.00-9.10	Welcome by Forum Moderators	Plenary	Gauthier, Buckley
	9.10-9.15	Café Style Introduction	Plenary	Bredemeyer
	9.20-10.05	"When great leaders become good leaders"	Plenary Dialogue	Ettehadieh, Jecklin, Smith, Peacock, Matser, Loures, Gupta
	10.15-10.45	"Redefining hard and soft power"	Plenary Dialogue	Studzinski, Burger-Calderon, Weller, Batstone
	10.45-11.15		Break	
lunch afternoon	11.20-12.05	"Being a good leader in a world of sharks: dream or reality ?"	Plenary Panel	Schiro, Studzinski, Pruzan, Cheshire, Carriere, Batstone
	12.05-12.20		Q & A	Batstone
	12.30-13.45		Lunch	
	13.45-14.30		Recreation	
	14.45-16.15	"Financial Innovations and System Change for Sustainability"	Learnshop 1	Dixon, Butler, Ferguson, Tideman
	"Embracing Chaos and Change"	Learnshop 2	Kirpestein, Robiati, Weller, Tilanus, Whitmore, Bredemeyer, Cummings	
	"Out-of-the Box Executive Learning Experiences"	Learnshop 3	Cheshire, MacCartney, Ostoja Zawadzka, Peacock	
	"Wilderness Outside, Balance Inside"	Learnshop 4	Tigchelaar, Roell	
	"Zen and the Art of Leadership"	Learnshop 5	Gyger, Brantschen, Zürn	
	"Building authentic and lasting brands"	Learnshop 6	Maio, Britschgi, Tranchini, Giraudi, Ten Kate	
	"Purpose and Positioning"	Learnshop 7	Allan, Cuneo, Smith, Bird	
	"Surviving and overcoming challenges and dilemmas"	Learnshop 8	Pruzan, Peacock, Ettehadieh	
DAY ENDS	16.15-16.45		Break	
	16.45-19.15	WOMEN'S FORUM	For women & 30 men max.	Buckley, Reed, Cheshire, Bredemeyer, Chand, Williams, Schatz, Bird
	16.45-19.15	MEN'S FORUM	For men	Neal, MacCartney, Matser
	19.30-20.45	"Values-based leadership in action"	Dinner & Dialogue	Schiro, Hindle, Pruzan
	20.45-21.45	• Spirit at Work Award •	Plenary	Harpham, Wiggelsworth, Kik
	22.00-22.15		Return to hotels	
Plenary	Groups	Optional	For women	For men

Great Leader • Good Leaders Forum 2004: Schedule in brief (2nd Oct)

• Great Leaders • Good Leaders Forum 2004: Schedule in brief •

Date	Time	Session	Type	Speakers
2nd Oct morning	8.00-8.45	Mental + Body Fitness (for early birds)	1 Yoga 2 Hatha Yoga 3 Tai-Chi 4 Body Work	van Nispen, Palazzi-v Hövell, Hiley, Scheu
	09.00-09.05	Welcome by Forum moderators	Plenary	Gauthier, Buckley
	9.10-10.00	<i>"Women leaders and entrepreneurs"</i>	Plenary Panel	Ghillani, Franks, Franklin, Kish, Engvig, Bruch, Reed, Bredemeyer
	10.05-10.55	<i>"Measuring and fostering values in your organization"</i>	Plenary Presentation	Barrett, Leutscher, Smith
	11.30-12.45	<i>"Corporate Tools for Good Leadership"</i>	Learnshop 1	Jane Nelson, Barrett, Cryer, Miscovitch
	GERMAN & ENGLISH	<i>"By entrepreneurs for entrepreneurs: Confronting the knowledge of the heart with the challenge of 'real life' in business"</i>	Learnshop 2	Jecklin
		<i>"Being a greater and better leader: experiences across generations"</i>	Learnshop 3	Hindle, Piccot, Truran, Enayati-Ettehadieh, Pietzner, Starcher,
		<i>"The best of Spirit at Work"</i>	Learnshop 4	Harpham, Wigglesworth, Kik
		<i>"SiB around the world"</i>	Learnshop 5	Cuneo, Barroso, Palazzi, Eckart, Mollner, Vissinga
		<i>"Leadership in and from Switzerland: what's in it for others ?"</i>	Learnshop 6	Bruch, Kish, Stern, Guptara
	! IN GERMAN !	<i>"The Psychology of Good Leadership"</i>	Learnshop 7	Pietzko, Galuska
		<i>"Designing an economy that works for everyone"</i>	Learnshop 8	Tideman, Dixon, Locke, Tiasuwan
Lunch afternoon	13.00-14.15		Lunch	
	14.00-14.15	<i>"Cultivating the Heart of Leadership"</i>	Plenary Presentation	Ferguson
	14.15-14.50		One-to-one Meetings	Open 'bazaar' for personal interactions to connect, learn and plan
	15.00-16.30		Learnshop 1	With Pamela Hiley & the Norwegian Peace Point Business Council
			Learnshop 2	With Patricia Benecke, Inspired Space
		<i>"Personal Transformation through Introspection"</i>	Learnshop 3	With Ruth Bütikofer Schwalbe
	! IN GERMAN !	<i>"Führung und Vorbild"</i>	Learnshop 4	With Dr Peter Zürn
		<i>"What kind of leadership is needed to collaborate effectively across public, private and civil society sectors ?"</i>	Learnshop 5	With Alain Gauthier and Rolf Carriere
		<i>"The Holistic (R)Evolution for Organizations"</i>	Learnshop 6	With Birgit Williams
			Learnshop 7	With Andras Laszlo
		<i>"Warrior Strategies for Leaders"</i>	Learnshop 8	With Denny Edelstein
	16.30-17.00		Break	
	17.00-18.30	Continuation of learnshops, or		to be allocated
	17.00-19.00	Free Time	Free Time	
evening	19.00-21.45		Dinner	Dürr, Sfeir-Younis, Boschee, Gyger
	22.00-24.00		Music	
3rd Oct	09.15-10.15	Mental & Body Fitness	1 Yoga 2 Hatha Yoga 3 Tai-Chi 4 Body Work	van Nispen, Palazzi-v.H., Hiley, Scheu
	10.30-12.30	Reflections, Meditation & other offerings		FORUM CLOSE