

AUSSEN
WIRTSCHAFT
ZUKUNFTSREISE
**ALL IN: THE FUTURE OF
BUSINESS LEADERSHIP**

Sonntag, 06.10. – Mittwoch, 09.10.2019

PROGRAM

Ort: AußenwirtschaftsCenter London | 45 Princes Gate (Exhibition Road) | London SW7 2QA
Stand: 01.05.2019 | Änderungen vorbehalten

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ALL IN – WHY AND HOW by David Grayson

In his 2019 letter to leading, global companies, Larry Fink: founder and CEO of BlackRock – the world's largest institutional investor – **writes:**

“Unnerved by fundamental economic changes and the failure of government to provide lasting solutions, society is increasingly looking to companies, both public and private, to address pressing social and economic issues. These issues range from protecting the environment to retirement to gender and racial inequality, among others. Fueled in part by social media, public pressures on corporations build faster and reach further than ever before....

I wrote **last year** that every company needs a framework to navigate this difficult landscape, and that it must begin with a clear embodiment of your company's purpose in your business model and corporate strategy. Purpose is not a mere tagline or marketing campaign; it is a company's fundamental reason for being – what it does every day to create value for its stakeholders. Purpose is not the sole pursuit of profits but the animating force for achieving them.

Profits are in no way inconsistent with purpose – in fact, profits and purpose are inextricably linked. Profits are essential if a company is to effectively serve all of its stakeholders over time – not only shareholders, but also employees, customers, and communities. Similarly, when a company truly understands and expresses its purpose, it functions with the focus and strategic discipline that drive

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long-term profitability. Purpose unifies management, employees, and communities. It drives ethical behavior and creates an essential check on actions that go against the best interests of stakeholders. Purpose guides culture, provides a framework for consistent decision-making, and, ultimately, helps sustain long-term financial returns for the shareholders of your company.”

Other major investors like StateStreet are making similar statements. These intensifying investor concerns are mirrored by the increasing expectations of other stakeholders such as employees and customers.

This is why businesses are recognising greater responsibilities for their Social, Environmental and Economic impacts. Leading businesses understand this is not just about reducing negative impacts and doing less harm; but also about increasing positive impacts and becoming more sustainable.

Businesses can no longer be half-hearted or diffident about sustainability. They have to go All In. Going All In starts with having a clear **Purpose**, which is authentic and inspiring, explains why the business exists and how it creates value for itself and for society. It is about having a comprehensive **Plan**, which minimises negative social, environmental and economic impacts, maximises positive impacts and covers all aspects of the business and extends into the supply-chain. Going All In means having a sustainable **Culture**, which is innovative, empowering and engaging, open and transparent, and with a core sense of ethics and responsibility. Fourthly, it is having the skill and will to **Collaborate** extensively with a range of business, civil society and public sector partners. And, lastly businesses need to act as **Advocates**, speaking out and up for social justice and sustainable development.

Together these five, interlinking attributes: Purpose, Plan, Culture, Collaboration and Advocacy represent the All In Leadership Framework, outlined in the recent book “**All In – The Future of Business Leadership**” by David Grayson, Chris Coulter and Mark Lee.

SONNTAG, 06.10.2019

Nachmittag

Individuelle Anreise

18.00

Abholung vom Hotel

18.15

BEGRÜSSUNGSEMPFANG UND PROGRAMMBESPRECHUNG MIT DAVID GRAYSON

Dienstwohnung des Wirtschaftsdelegierten

MONTAG, 07.10.2019

8.30

Abholung vom Hotel

9.00

INTRODUCTIONS & REPRISÉ OF THE ALL IN LEADERSHIP FRAMEWORK

AußenwirtschaftsCenter London

Vortragender: David Grayson

9.45

THE V.U.C.A. (VOLATILE, UNCERTAIN, COMPLEX, AMBIGUOUS) WORLD: THE 2019 GLOBESCAN/SUSTAINABILITY LEADERS SURVEY RESULTS

AußenwirtschaftsCenter London

Vortragender: Caroline Holme, GlobeScan

In Kooperation mit:

10.30	Kaffeepause
10.45	BUSINESS PURPOSE AND SUSTAINABILITY AußenwirtschaftsCenter London Roundtable mit Vertretern und Vertreterinnen von Blueprint for Better Business, B-Lab UK, Tomorrow's Company (angefragt)
12.00	Mittagessen mit Vortragenden AußenwirtschaftsCenter London
13.15	REFLEXIONSGESPRÄCH AußenwirtschaftsCenter London Moderation: David Grayson
13.45	DEVELOPING A COMPREHENSIVE PLAN FOR SUSTAINABILITY AußenwirtschaftsCenter London Vortragende: Kate Wylie, Global Vice President of Sustainability, Mars Incorporated (angefragt)
14.45	Kaffeepause
15.00	HOW TO IDENTIFY THE MOST MATERIAL ISSUES FOR A COMPREHENSIVE PLAN FOR SUSTAINABILITY AußenwirtschaftsCenter London Vortragender: Dr Geoff Kendall, Founder & CEO, Future-Fit Benchmark (angefragt)
16.15	Kaffeepause
16.30	ENGAGING SUPPLIERS IN A COMPREHENSIVE PLAN FOR SUSTAINABILITY AußenwirtschaftsCenter London Vortragende/r: wird bestätigt

DIENSTAG, 08.10.2019

8.30	Abholung vom Hotel
8.45	REFLEXIONSGESPRÄCH AußenwirtschaftsCenter London Moderation: David Grayson
09.30	BUILDING A SUSTAINABLE CULTURE AußenwirtschaftsCenter London Vortragende: <ul style="list-style-type: none"> ▪ Roz Spinks, Institute of Business Ethics ▪ Maggie de Pree, League of Intrapreneurs (angefragt)

In Kooperation mit:

11.00	Transfer zu Ikea
12.30	MITTAGESSEN UND BESUCH BEI IKEA GREENWICH IKEA Greenwich, 55-57 Bugsby's Way, London SE10 0QJ Londons neueste IKEA-Filiale ist in Sachen Nachhaltigkeit ein Vorzeigeprojekt
15.15	IDENTIFYING AND PRIORITISING COLLABORATIONS FOR SUSTAINABILITY IKEA Sustainability Pavilion, IKEA Greenwich, 55-57 Bugsby's Way, London SE10 0QJ Diskussionsrunde mit Vertreterinnen und Vertreter britischer Nachhaltigkeits-Initiativen
16.30	Transfer zum Fire Station Brigade Restaurant
18.00	THE DEVELOPMENT OF THE FIRE STATION The Fire Station, 139 Tooley Street, London SE1 2HZ Vorstellung des PwC Social-Enterprise-Projektes

MITTWOCH, 09.10.2019

9.15	REFLEXIONSGESPRÄCH AußenwirtschaftsCenter London Moderation: David Grayson
9.45	ADVOCACY: SPEAKING OUT AND SPEAKING UP FOR SOCIAL JUSTICE AND SUSTAINABLE DEVELOPMENT AußenwirtschaftsCenter London Vortragender: Jon Khoo, Regional Sustainability Manager (UKIME & Nordics), Interface
10.45	Kaffeepause
11.00	DEVELOPING PERSONAL ACTION PLANS AußenwirtschaftsCenter London Moderation: David Grayson
11.30	ABSCHLUSSGESPRÄCH AußenwirtschaftsCenter London Moderation: David Grayson

In Kooperation mit: