

The Future Leader is an Engineer

Monday, 15th November 2010

Do not miss this exciting opportunity to hear some of the most outstanding top leaders, practitioners and experts give you an insight in how they strive to combine excellent leadership with CSI/CSR and thereby contributing in creating a better and sustainable world!.

Kl. 9.00-9.15

Welcome and introduction by IDA Lederforum and Chairperson

Kl. 9.15-9.45

Successful turnaround through strong leadership and communication



In October 2008, CEO & President Kalle Hvidt Nielsen announced a new overall strategy plan entitled "Pole Position Strategy" to secure the future operations and development of Bang & Olufsen. The strategy plan has reduced lead times for new products, strengthened the sales efforts and adjusted the costs levels within Bang & Olufsen. A successful turnaround process makes high demands on leadership. Hear how Bang & Olufsen has succeeded in turning around the company through strong leadership and communication.

Kalle Hvidt Nielsen, CEO & President, Bang & Olufsen a/s

Kl. 9.45-10.35

SMILE – Philips are creating more light in the third world through innovation and growth



In this case you will hear how Philips through innovating new hand-operated torches and rechargeable lamps has created more light for millions of people in the third world and at the same time created a new market for the company. It is all about business and branding. And at the same time it is all about Corporate Social Innovation (CSI). You hear how it has now become more "legal" for companies to actually invest and earn money on products and markets that at the same time are helping to solve some of the environmental and social problems in the third world.

Hear how sustainability and CSI have now become part of the company's strategy and contribute to creating new market opportunities in the future.

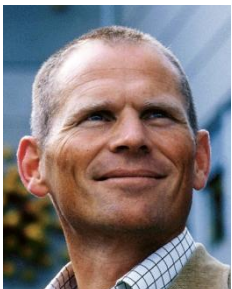
**Morten Felding, Vice President, Nordic Lighting Chairman & CEO Philips Danmark
HA & HD from Copenhagen Business School**

Kl. 10.35-10.55

Break

Kl. 10.55-11.40

Sustainability as business strategy



The Danish enzyme company Novozymes is internationally recognized for their sustainability work. Sustainability is an integral part of all major business activities – from the overall business ambition and strategy to the daily activities in R&D and Purchasing. Over the years Novozymes has obtained a great deal of knowledge concerning the matter, and they want to share this knowledge. Claus Stig Pedersen is an excellent example. He is director of sustainability at Novozymes, and has just been appointed adjunct professor of sustainability and corporate management.

Claus Stig Pedersen, Chemical Engineer, Director of Sustainability, Novozymes

Kl. 11.40-12.30



Engineering and Planner Competencies in Public Top Management

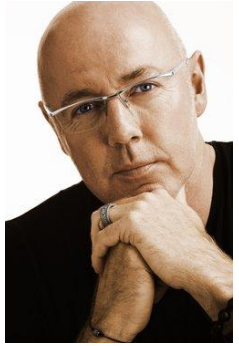
The public sector in Denmark is facing great challenges, and public resources are under pressure. Demographic development entails a decline in the number of wage earning citizens and an increase in the number of retirees. The credit crunch poses immediate challenges, and in the long run, Europe is facing tough International competition. The public sector must meet these challenges by prioritizing and enhancing the efficiency of public service, involving civil society and creating good framework conditions for corporate innovation. The level of education, infrastructure and general conditions of trade and industry must be top class. Such a commitment requires a strong managerial initiative that incorporates a wide range of professional skills. Strategic public leadership is too important to be left solely in the hands of administrators and economists. Ole Møller offers examples of how engineers and planners can qualify public management and leadership.

Ole Møller, CEO The Local Government of Faxe, Denmark, M.Sc. in civil engineering and planning, Ph.D. in project appraisal

Kl. 12.30-13.15

Lunch

Kl. 13.15-14.05



Mindful Leadership – Train the brain to lead

“If you don’t know how to lead yourself, then you cannot lead others efficiently. And if you do not lead yourself, others will!”

Mindfulness is an old technique that is now widely acknowledged and used around the world by many leaders. You will get an insight to the technique and hear how when learning the technique you will be a more efficient leader, creative, keep the general overview and stay authentic and present. At the same time you will take care of your own needs in a busy, unpredictable and complex world. You will become more innovative, better at solving conflicts and better at discovering your own and others talents. As a leader you will also be better at making the correct decisions in contributing to a sustainable world.

Sebastian Nybo, CEO, SEB Gruppen A/S

Kl. 14.05-15.55

Live fra MIT i Boston, USA



The Engineer as the leader of the future – technology, innovation and sustainability

Green Management or Sustainability is the concern of governments, organizations, companies and individuals around the globe at the moment. We are facing huge challenges such as climate and environmental ones, poverty, health- and food problems etc. There is a growing awareness that we need responsible and ethical leadership to solve these problems and create a balanced and sustainable world. Hear professor Edgar H. Schein at the MIT, Society of Sloan Fellows, gives his view on how exactly engineers due to their technical skills and innovation hold the key to solve these huge problems that we are facing. He will enlighten you on how engineers combine their technical skills with excellent leadership are especially prepared to take the lead and create a sustainable world.

Edgar H. Schein, Society of Sloan Fellows, Professor of Management Emeritus

Kl. 15.10-16.10



How CSR should be business driven to make an impact

Hear how Microsoft’s general social responsibility and sustainability efforts begin and end with their products, and how software can help people and organizations succeed and make a lot of energy consuming processes greener and more sustainable by making production more effective. Get insights in the field of business driven CSR, and how the ICT industry has an opportunity and a responsibility to help other industries meet their societal responsibilities and at the same time maximizing their business goals and value for the society.

Jørgen Bardenfleth, Engineer, MBA, CEO, Microsoft Danmark

Kl. 16.10-17.00



Humor works! Increase sustainability by using humor at your workplace

“Work is far too important to be taken seriously” (Oscar Wilde)

Get a humoristic approach as to how you can also gain sustainability and increase your leadership potential by using humor. Vivienne McKee gives an entertaining inter-active lecture about bringing humor, laughter and play into our daily work lives. Humor is a sustainable way of increasing your pleasure taken in your work as it is fat-free, nicotine-free, non-addictive, environmentally-friendly, stress-reducing and does not require fitness.dk membership fees or Kr. 1.000 Nike shoes.

Vivienne reveals how little it takes to improve your working hours, and even your health - with fun and humor! She reminds us that we carry our sense of humor around with us 24 hours a day, 7 days a week, 365 days a year, till death do us part, and offers some good tips about how to pull out humor when it is most needed in a work situation in her own highly entertaining Danish/English style.

“Even if you WIN the rat-race, you are still a rat!”

Vivienne McKee, London Toast Theatre

Date

Monday, 15th November 2010, 9am to 5 pm

Location

Ingeniørhuset, IDA, Kalvebod Brygge 31-33, Copenhagen

Price of admission

Member of IDA 950 dkr.

Not member of IDA 1.200 dkr.

Students 200 dkr.

Unemployed 500 dkr.

Registration

Send an e-mail to idalederforum@ida.dk, with your name, invoice address and telephone no.

If you need to book a hotel room, we recommend

Wakeup Copenhagen

Carsten Niebuhrs Gade 11

1570 København V

To book, call telephone no.: 44 80 00 00 or go to website

[Wakeup Copenhagen](#)

Tivoli Hotel

Arni Magnussons Gade 2

1577 København V

To book, call telephone no: 44 87 00 00 or go to website

[Tivoli Hotel](#)