

THINKERS50 EUROPEAN BUSINESS FORUM 2018

Making better choices ... applying new technologies for social innovation

Business leaders need to look beyond profits, to the broader impact of business on society ... defining a higher purpose, and innovating their business as a force for good ... which demands "better choices". "Social innovation" is not new ... however the next generation of technologies – AI to blockchain, 3D printing to robotics – enable new ways to achieve this, and with more impact ... and more choices.

Day 1, Wednesday
26 September ... the Why

0900

Introduction by Peter Fisk
Welcome by Peter Rahbæk Juul, Mayor of Odense

Odense Moonshot

The Theme: Interview Des Dearlove and Stuart Crainer (15 mins)

The new technology agenda

Blockchain Revolution: Don Tapscott, author (45 mins)
Robotics Revolution: Esben Ostergaard, Odense Robotics (15 mins)
Q&A (10 mins)

1030

Break

1100

The new social agenda

Countess Alexandra, author Ethical Edge – new challenges
Andrew McCarthy, IE Business School – new ideas
Johanna Mair, Stanford Business School – new businesses
Javier Goyeneche, founder EcoAlf – new solutions
(10 mins keynote each, then 2 x 5 mins Qs each on stools)

1230

Lunch

1330

Creating a better business

Connecting Mindsets: Erica Dhawan, author (25mins+Q&A)
Shifting Mindsets: Chris Zook, Bain & Co (25 mins+Q&A)
Big Talk (audience and speakers)
How could social innovation transform your business? (30 min)

1500

Break

1530

Creating a better world

Consumer futures: Martin Lindström, author (35 min+Q&A)
Business futures: Casper von Koskull, CEO Nordea (15 min+Q&A)
Finding your magic: Tanyer Sonmezer, CEO MCT (15 mins)
Finding your passion: Tania de Jong, author (15 mins + opera)

1700

CEO Moonshot Dinner

Starters – City of Odense, Brightline, Nordea (3x3min)
Mains – Alex Osterwalder, Whitney Johnson, Tania de Jong (3x3min)

Context: The challenge of social innovation

Vision: The opportunities of social innovation

Day 2, Thursday
27 September ... the How

0900

Introduction by Peter Fisk
Welcome back, short interview with Ricardo Vargas, Brightline

Thinkers50 Exponential Lab The Social Innovation Business Model

Alex Osterwalder, author (90 min workshop)
Accelerated innovation process for business leaders
Applying the business model canvas to social innovation

1030

Break

1100

Disrupting your business for social innovation

Whitney Johnson, author: disrupt yourself and others (25min+Q&A)
Andrew Shipilov, Inseed: disrupt your network (25min+Q&A)
Big Talk: audience and speakers
How will you make better choices? (30 mins)

1230

Lunch

1330

How can leaders drive business as a force for good?

Matt Brittin, MD Google – technology for good
Jimmy Maymann, Chair TV2 – media for good
Jim Hagemann Snabe, Chair Maersk/Siemens – industry for good
Mikael Trolle, sports coach – people for good
(10 mins keynote each, then 2 x 5 mins Qs each on stools)

1500

Break

1530

The Thinkers50 European Business Lecture 2018

How leaders can make better choices
Intro by Ricardo Vargas with Crainer and Dearlove (10 mins)
Roger Martin, author (60 mins + Q&A)
Summary and closing by Peter Fisk

1700

After Party

Action: The process of social innovation

Leadership: Making better choices