

# ■ Growing business with different minds

## – Diversity integrated in the strategic leadership agenda

8.30 – 8.40

### Opening by the chairman

*Thomas Bernt Henriksen, Economics Editor, Børsen*

8.40 – 9.20

### KEYNOTE: Great minds think unlike

Gender intelligence addresses the different skills and strengths that men and women bring to leadership and what effective collaboration means for development, culture and performance. Gain a deep understanding of the differences between the genders and how these differences make for effective leadership teams and better business.

Gender intelligence as a catalyst for working effectively with other dimensions of diversity.

Achieve new levels of self-discovery to take personal ownership and assume accountability for resolving issues and accelerating gender intelligence.

*Barbara Annis,*

*CEO, Barbara Annis & Associates, Inc.*

9.20 – 9.35

### Increasing competitiveness through diversity

#### – a Vestas perspective

*Anders Runevad, Group President & CEO, Vestas*

9.35– 9.55

### Q&A with Barbara Annis and Anders Runevad

9.55 – 10.20 *Break*

10.20 – 10.40

### It's possible all over the world

#### – but how about Denmark?

IBM has successfully implemented diversity programmes worldwide – but it has struggled in Denmark.

Hear IBM's story about Danish initiatives to promote diversity.

What does IBM think makes the difference? And why do we struggle in Denmark?

*Anne Bornfeld, HR Director, IBM Denmark*

10.40 – 11.00

### Priority for top management:

#### Where business strategy meets people strategy

Bayer Group has diversity on the top strategic agenda. The ownership is in top management, and diversity is part of Bayer's business strategy. How does top management work on diversity and how will it be a success factor for internationalisation and a competitive factor in winning market share globally? Get insight into the relationship between business strategy and people strategy, and into how Bayer Group's long-time employees play a part in the global talent strategy.

*Peter Müller, Managing Director Denmark, Bayer A/S*

11.00 – 11.20

### A competitive advantage

#### – making diversity part of branding

Case from Adpeople. Internal and external communication and branding, and how diversity can offer a competitive advantage.

*Sille Stener, Managing Director, Adpeople Denmark, and*

*Emre Gürsoy, Global President & COO, Adpeople Worldwide*

11.20 – 11.50

### Panel discussion and Q&A

*Anne Bornfeld, Peter Müller, Sille Stener and Emre Gürsoy*

11.50 – 12.10

### The growth potential of diversity in business

How can we improve the conditions for growth and innovation in a globalised world? What do we know about the impact of diversity in business on macroeconomic growth and how does it fit into the Danish growth strategy?

*Margrethe Vestager,*

*Minister for Economic Affairs and the Interior*

12.10 – 12.25

### Q&A with Margrethe Vestager

12.25 – 13.05 *Lunch, hosted by Marriott Hotel*

# ■ Growing business with different minds

## – Diversity integrated in the strategic leadership agenda

13.05 – 13.50

### **KEYNOTE: Diverse teams lead to better business and greater employee and customer satisfaction**

The facility services giant ISS – with around 540,000 employees globally – has studied the business benefits of diversity and employee empowerment and how they impact customer satisfaction. Learn more about the results and ISS's efforts to create the most effective, efficient, proud and satisfied teams.

At ISS, diversity is a strategic focus area and part of the company's core values. Furthermore, it is a business fundamental in most markets where ISS operates with multiple cultures, languages and employee backgrounds.

*Jeff Gravenhorst,  
CEO, ISS Group*

13.05 – 14.05

### **Q&A with Jeff Gravenhorst**

14.05 – 14.50

### **Diversity – why bother?**

A discussion between Novo Nordisk, A.P. Møller - Mærsk and SAP: Why do they bother about diversity?

Moderated by international board member Pernille Spiers-Lopez.

*Annelise Goldstein,*

*Vice President Diversity and Inclusion, Novo Nordisk*

*Deniz Kirdar True,*

*Group Diversity & Inclusion Manager / A.P. Møller-Maersk*

*Anka Wittenberg,*

*Chief Diversity & Inclusion Officer SVP, SAP*

*Mariano A. Davies,*

*President & CEO, British Chamber of Commerce  
in Denmark*

15.15 – 15.35

### **The risk of doing nothing**

Halla Tomasdottir cofounded Audur Capital, a financial services firm that survived the meltdown of Iceland's financial sector in 2008. Halla, the first female CEO of the Iceland Chamber of Commerce, has been instrumental in releasing the economic potential and power of gender-balanced leadership teams. She is convinced that "sameness" is simply not sustainable. Halla now lives in Denmark and is the founder and lead partner of Sisters Capital.

*Halla Tomasdottir,*

*Founder and Lead partner, Sisters Capital*

15.35 – 15.50

### **Talent has come to stay, but will they come and will they stay ?**

Improving the conditions for skilled foreigners is one thing, but how do we ensure in future to attract the ones, we need, and exchange the ones with the next ones ?

*Tine Horwitz, CEO, Consortium for Global Talent*

14.50 – 15.15 Break

