

OFFICIAL PROGRAMME

BUILDING LEADERS FOR COMPANIES WITH PURPOSE

The FLP exists to create a network of recognized young leaders that together can build a sustainable future for the consumer goods industry. We are committed to helping you tackle how and why. Understand concretely what building a strategy and a company with purpose really means, and how technology can be used to drive positive change.

LEADING STRATEGIES - Thursday 18th October

Interactive Knowledge Sharing & Best Practices from Around the World

8.30 – 8.40 **WELCOME TO THE FUTURE LEADERS CONGRESS 2018**

How to make the most out of the next three days

Future Leaders Committee Chairman

John Bradshaw, Head of Marketing, Pick n Pay

8.40 – 8.45 **Session Moderator – Alex Thomson**

Presenter & Chief Correspondent, Channel 4 News

THE CONTEXT

8.45 – 9.15 **BUILDING LEADERS FOR COMPANIES WITH PURPOSE**

Peter Freedman, Managing Director, The Consumer Goods Forum

LEADING STRATEGIES FOR COMPANIES WITH PURPOSE

9.15-9.45 **Olaf Koch**, CEO, METRO AG & Co-Chair of The Consumer Goods Forum

9.45-10.15 **Özgür Tort**, CEO, MIGROS TICARET & Vice Co-Chair of The Consumer Goods Forum

10.15-10.45 **INVESTING WITH PURPOSE**

Why a public company's responsibility is to make a positive contribution to society in addition to profits for shareholders.

Peter van der Werf, Senior Engagement Specialist, Robeco

Julie Nash, Director, Food and Capital Markets, Ceres

10.45 – 11.10 **Networking Break**

CRISIS LEADERSHIP- THE ULTIMATE TEST FOR CONSUMER TRUST

11.10 – 13.10 A HANDS-ON WORKSHOP FOR MANAGING YOUR ORGANISATION THROUGH A CRISIS LIFECYCLE

In our crisis simulation workshop, we'll start with a brief introduction to how to think about crisis – and a few pointers about distinctly unhelpful ways to think about it. Led by experts from McKinsey Crisis Response, themselves with many years of experience in both senior organisational roles and in serving clients, we will spend most of our time on a case-based exercise which allows participants to work in teams in a fast-moving, interactive demonstration of how crises evolve and the decisions leaders need to make, often under intense pressure. The workshop would give you some key lessons in how you might be better prepared for a crisis, how you can spot one coming and how to manage one as effectively as possible.

Session will be facilitated by Mary Calam, Senior Expert McKinsey & ex-Director General of National Security at the UK Home Office

13.10-14.10 Networking Lunch at “Fabrics” Restaurant

PURPOSE IN ACTION

14.10-14.25 Part 1 Leading with Purpose in Environmental Sustainability

Why sustainability matters for the future of your business

Ignacio Gavilan, Director, Environmental Sustainability, The Consumer Goods Forum

14.25-14.40 Part 2 Leading with Purpose in Health & Wellness

How companies with purpose implement the Health & Wellness agenda

Isabelle Grosmaître, Alimentation Initiatives Catalyst, Danone

14.40 – 15.00 Purpose in Action

A discussion between the above two speakers and moderator Alex Thomson

15.00 – 15.45 Networking Break

DIGGING INTO DIGITAL DISRUPTION

15.45 – 17.00 WHERE WILL DIGITAL TAKE OUR INDUSTRY? AN OVERVIEW

What's new? A journey around the technologies that will impact the CPG/ retail industry of tomorrow

John Phillips, SVP Customer Supply Chain & Global Go-To-Market, PepsiCo

18.30-20.30 HACKATHON - Which Consumer Future are You Designing for?

The consumer goods industry is at an inflection point. Disruptive technologies, new business models and agile market entrants are revolutionising the way people shop and what they buy. Key assumptions that have shaped the industry for decades – from the best way to organise a business to the products and services to sell – are becoming increasingly irrelevant. In this exclusive mini-hack, participants will explore 150 drivers of change and ideate new products and business models that will be relevant to the future consumer.

Session will be facilitated by

Andrew Cosgrove, Consumer Lead Analyst, EY and

Florian Huber, Consumer Transformation Leader - Germany, EY

Delegates will work together in teams in a relaxed atmosphere, over light food and drinks.

20.30

The day's work is over! Now is the time to network the network. Delegates can adjourn to the nhow conference hotel lounge area.

LEADERSHIP IN OPERATIONS - Friday 19th October

Cutting-edge Store Concepts and Interactive Workshops

8.00-8.30 THE GERMAN RETAIL LANDSCAPE
Country overview featuring video insights from a variety of consumer profiles in Germany
Dr. Marcus Jacob, Partner, McKinsey & Company

DEEP DIVE INTO THE BERLIN RETAIL SCENE

8.40 sharp Departure by bus to store visits

9.00 to 13.30 Store Visits
This year's store tour programme will focus on a variety of concepts. Delegates will look at how the stores are visibly focusing on purpose i.e. health and well-being, product safety and environmental and social sustainability. In addition, delegates will take on a customer persona, and answer a series of questions related to the stores visited. These will include:



13.30 Networking Break

SCALING UP AGILE

14.00-17.30 A MASTERCLASS IN AGILE : What it is, What it Means and How it Can Benefit Your Organisation
Agile is a set of beliefs. It is iterative, empirical, cross-functional, focused and continually improving. Often thought of as a method for writing software, Agile is ultimately a way to run and continuously improve your business. Even traditional companies can become agile at scale. In the process they must fundamentally change how they think about developing products, how business and technology work together, how decisions are made and how they organise and reward staff. Participants in this session will learn the steps required to bake the Agile principles into their organisation and help their people do their best work.

Session will be facilitated by The Boston Consulting Group

19.30 Official Networking Evening at the Wasserwerk

PERSONAL LEADERSHIP & GROWTH WITH PURPOSE - Saturday 20th October

Today's CEOs provide you, the next generation, with the tools to champion confidence, trust, teamwork and innovation, from both a personal and professional perspective. Learn from the best: views on leadership with purpose in an era of disruptive change

INSIGHTS AND MENTORING FROM TODAY'S CEOs

- 9.00 - 9.30** **WHY PURPOSE IS ESSENTIAL FOR YOUR CAREER**
Frank Alexa, European Consumer Practice Leader, Egon Zehnder
- 9.30 - 10.00** **Hani Weiss**, CEO, Majid Al Futtaim-Retail
- 10.00 - 10.30** **Rachael Gan**, Social Entrepreneur (& former Vice President Goldman Sachs)
- 10.30 - 11.00** **Michael Durach**, CEO, Develey Senf & feinkost GmbH
- 11.00 – 12.00** **Late Morning Finger Food**

THE CONDUCTOR'S PERSPECTIVE ON LEADING WITH PURPOSE
12.00 – 14.00 **Key note Closing Address & Workshop with a live orchestra**

A very special, unconventional and entertaining workshop on leadership using the analogy of music.

Dr Raphael von Hoensbroech, Managing Director, Konzerthaus Berlin
 Bridges the two worlds of music and economics: Studied musicology, philosophy and law, worked as conductor as well as eight years at The Boston Consulting Group (Principal).

The Analogy

The conductor is responsible for the performance of his team without actually contributing operatively to the outcome: he is the only musician who does not play a note. At the same time, he is leading highly talented experts with skills he himself does not possess. What is the conductor's role and what should his attitude be? How does he contribute added value? And what does it mean to make music instead of playing notes? Those are the overarching questions of this entertaining workshop.

- 14.00 – 14.10** **Closing of the Future Leaders Congress 2018**
 Future Leaders Committee Chairman
John Bradshaw, Head of Marketing, Pick n Pay

By joining the FLP network, you get lifelong access to the FLP community: a global, year-round online community exclusive to FLP alumni from CGF members. It is an invaluable opportunity to connect with your peers and build a powerful network that will last throughout your career. Learn more and request to join [here](#). And if you do, be ready to actively participate: we don't accept passengers.