

UNIVERSITY OF ST.GALLEN  
SWITZERLAND

IGNITE 

# TEASER

2020

# CONFERENCE

20TH OF OCTOBER

**PURPOSE-DRIVEN BUSINESS**

**ONLINE & IN  
PERSON**



More Information:

@ignitemvmt

[www.ignite-movement.com](http://www.ignite-movement.com)

**Appenzeller**  
SWITZERLAND

Schweizer Obstverband  
Fruit-Union Suisse  
Associazione Svizzera Frutta





**What?**

**IGNITE TEASER Conference**

**When?**

20th of October, 15:45–21:00

**Where?**

TheCo by SHSG

**With whom?**

90 participants in person, 100 participants online, 4 speakers + 2 moderators and You

## FOCUS

It is with our greatest pleasure to invite you to our **6th** Annual Conference - **The IGNITE TEASER Conference**. We hope that in this memorable evening we can inspire our audience to discover more purposeful ways in leading business.

In this **half-offline, half-online** event, we offer you a safe and brain-stimulating evening, where **four speakers** will dive into the topic of **purpose and self-managing organisations**, followed by an interactive **Q&A** session.

**Why "TEASER" may you ask?** Due to the current Covid-19 pandemic, we were lucky enough to be able to shorten our usual 2-day Annual Conference to a single evening event, with apero and flying dinner. The word "Teaser" alludes to next year's hope of being able to hold our original flagship event once again, and spread the word of purpose on a larger platform. Don't let the current Covid-19 pandemic demotivate you from joining us. **We hope to see many of you in this Conference!** If you have any other questions, visit our website or come join us on Facebook or LinkedIn!

**The IGNITE Conference** strives to create a more purpose-driven world that meets the demands of current and future generations. Purpose-driven businesses are generally characterized by effective leadership (servant, transformational), human-centric company culture, and/or self-managed structure. They are led by a higher purpose, which focus lies on being stewards to society and their employees. These organizations don't view profit maximization as the sole goal, instead, they seek to implement practices in which purpose and profit are self-reinforcing.

## GOAL

**Our goal** is to communicate a holistic view on the topic of purpose-driven business through

- diverse backgrounds of our participants - business leaders, academia, students;
- discussion of the topic from the view of businesses from various industries and of various sizes.

We try to encourage open dialogues, critical interactions between our participants, with the aim to create a feasible improvement in their organizations afterward.

## WHAT IS IGNITE?

**The first business school student organization**

to bring together like-minded people who follow the philosophy of creating value for all stakeholders alike. We believe that business can have great power in positively impacting society. We envision a world in which companies do not need to choose between social values and financial performance - both can and must be achieved without making any trade-offs.

## THE 3 FLAMES



**Human-Centred  
Company  
Culture**



**Inspirational  
Leadership**



**Organizational  
Design**



# CONFERENCE PROGRAM

15:45 - 16:15

Registration &amp; Apéro

16:15 - 16:30

Introduction

16:30 - 17:15

**Ernst von Kimakowitz**  
Discover Dignity in the Workplace

17:15 - 18:00

**Christophe Barman**  
Lead with Purpose and Foster Collective Intelligence

18:00 - 19:00

**Flying Dinner**  
**Exclusive Panel Discussion Online**  
w/ Tom van der Lubbe, Doug Kirkpatrick & Garry Turner

19:00 - 19:45

**Tom van der Lubbe**  
Avoiding Layoffs in Times of Crisis

19:45 - 20:30

**Doug Kirkpatrick**  
No-Limits Enterprise: To resuscitate dying organisational structure and culture with innovative designs

20:30 - 20:45

Outro &amp; Ending



## PRICE

STUDENTS

FREE

GENERAL PARTICIPANTS CONTRIBUTION CHF 50

## OUR SPEAKERS

## IGNITE



**Ernst von Kimakowitz**

Co-founder Humanistic Management Network



**Christophe Barman**

Co-founder & Former-CEO of Loyco



**Tom van der Lubbe**

Co-founder of Viisi & Board-Advisor for Start-ups & Corporates



**Doug Kirkpatrick**

Tedx Speaker, Executive coach & author. Co-founder of the Morning Star Self-Management Institute





"PASSIONATE ABOUT STRENGTHENING THE POSITIVE IMPACT OF BUSINESS"



## DISCOVER DIGNITY IN THE WORKPLACE

**Dr. Ernst von Kimakowitz** is passionate about strengthening the positive impact of business towards a more **equitable** and more **sustainable** planet. He is founding director of the **Humanistic Management Center** and co-founder of the **Humanistic Management Network** which he leads. Ernst holds a research position at the University of Lucerne in Switzerland and has been visiting faculty at universities in Colombia, Germany, India and Japan. His topical foci are on **dignity at work, humanistic management, leadership, stakeholder engagement, development studies and impact investing**. Ernst holds a M.Sc. from the London School of Economics (LSE) and an award winning Ph.D. from the Institute for Business Ethics at the University of St. Gallen.

**Respect for our dignity** is universally viewed as pivotal for social peace and cohesion in prospering societies. And yet, in economics, business and leadership studies and practice, the notion of dignity rarely plays an explicit role. For our work on Humanistic Management however **dignity is foundational** and we define it through our human capacity to autonomously define our reason of our being, linking it closely to living a life in self-determination. For organizations this has two core dimensions which are firstly intra-organizational questions of how people interact and secondly extra-organizational aspects of how a business impacts stakeholders' capacity to live self-determined lives. **This presentation will** introduce a conceptual backbone to **assess dignity at work**, it will give reasons for why active reflection on dignity will become mainstream in organizations and it will provide real world examples of businesses where respect for dignity forms an integral part of the organizational DNA grounded in a humanistic management paradigm.

You can find out more on Humanistic Management under: <http://humanisticmanagement.network>



## ERNST VON KIMAKOWITZ

CO-FOUNDER HUMANISTIC MANAGEMENT NETWORKS, RESEARCHER & LECTURER

## CHRISTOPHE BARMAN

CO-FOUNDER & FORMER-CEO OF LOYCO

By joining our Conference, you will attend Christophe Barman's presentation about:

- 1) The importance and impact of strengthening the purpose' of companies, and
- 2) How to foster collective intelligence in a group.

**In his perspective**, corporations must evolve from the traditional profit focused business models towards social and environmental impact generation if they want to attract talents and retain customers in the future.

**Loyco** joined the BCorp community as the first swiss member in 2015. On the human side, Loyco's organization has been funded on trust. **Loycomates** – as are called Loyco's employees – are **free to work when, where and how they want**. Fostering collective intelligence through **trust** and **empowerment** has been at the core of Loyco's success. Implementing a scheme close to Holacracy – call "**Loycocracy**" – in 2018 was another attempt to truly put human beings in the middle of everything the company undertook. This had allowed increased efficiency and **autonomy** among workers, so much that the former-CEO states that the Covid-19 pandemic didn't affect the productivity of the team because they were autonomous in the first place. This presentation is offered to any manager, C-level personnel, or student thinking of starting a business, in the hopes that it will introduce a different entrepreneurial way of thinking to achieve success in the company in a sustainable manner (even during times of health crises).

**Christophe Barman** holds a management degree from the HEC (MSc, Lausanne and Innsbruck). He started his career in insurance brokerage in Vancouver and then moved to Geneva to work for a consulting firm specializing in communications and corporate restructuring. In 2004, he then joined a service company in Geneva and was promoted to CEO in 2010. Christophe is one of the **co-founders of Loyco**, a company created in 2013 which specializes in **insurance, HR, accounting, tax and risk management**. In 2018, the company embraced Holacracy and accordingly implemented change to their system. This resulted in increased efficiency and agility among the employees, further increasing completion of tasks at a faster rate. **Without hierarchy**, nor sales people or objectives, Loyco reached **100 employees** and a **turnover of 14.5 million in 7 years**.

**LEAD WITH PURPOSE AND FOSTER COLLECTIVE INTELLIGENCE**



"99% OF COMPANIES HAVE BEEN BUILT ON MISTRUST. THIS MUST CHANGE."





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## AVOIDING LAYOFFS IN TIMES OF CRISIS



**Tom van der Lubbe** is the co-founder of **Viisi**, an independent mortgage broker. Tom studied history, law and politics in Leiden in The Netherlands, at Sciences Po in Paris and at the Free University in Berlin.

Prior to Viisi, Tom worked for MLP, where he was responsible for the Dutch and Swiss subsidiaries. He started his professional career as a **consultant at McKinsey**. Since Viisi's inception in 2010, it has been repeatedly named as one of the **Best Workplaces in The Netherlands** in the small business category, winning the title in 2019 and 2020.

Viisi wants to **change the financial sector**, but Viisi also wants to "Change Work", which means putting "**people first**" again, before other stakeholders.

Viisi is organised according to the **Holacracy model**, a method of decentralized management. The key elements of their culture are the so-called "**Golden rule**", rotation of leadership and radical transparency. They have also implemented the old model of "**primus inter pares**" which is known on the level of the Swiss Federal Council (Schweizer Bundesrat). Viisi is also known for their **transparent salary model**, in which compensation and performance are separated.

**What can you learn at the Conference?** Viisi is a practical case of how to build a company around a purpose (in this case changing the financial sector) and putting people first. Although in their model "**Clients Come Second**" Viisi achieves a **clientscore of 9.8 out of 10** the highest in the industry. Especially in these times it is an interesting case to reflect on the hierarchy of stakeholders. **In times of crisis**, Tom will argue that a crisis just shows more clearly where it is all about: "It is about security, or- to quote Amy Edmondseon - it is all about "psychological safety""

That means that it is about being human, about "**treating others like you want to be treated yourself**". With thorough worst-case scenario planning, increasing liquidity from the board and owners has enabled collective intelligence and solidarity to flourish in their organisation.

CO-FOUNDER OF VIISI & BOARD-ADVISOR FOR START-UPS & CORPORATES



"TREATING OTHERS LIKE YOU WANT TO BE TREATED YOURSELF"

**TOM VAN DER LUBBE**

## DOUG KIRKPATRICK

TEDX SPEAKER, EXECUTIVE COACH & AUTHOR. CO-FOUNDER OF THE MORNING STAR SELF-MANAGEMENT INSTITUTE

**Doug Kirkpatrick**, organizational change consultant, TEDx and keynote speaker. He is the author of the **Amazon bestseller** Beyond Empowerment: The Age of the Self-Managed Organization, in addition to his 2019 book The No-Limits Enterprise: Organizational Self-Management in the New World of Work. He is a **management consultant, TEDx and keynote speaker, executive coach, writer, and educator**. Doug has served as a director for ATD (Association for Talent Development), the world's largest talent development association with nearly 40,000 members in over 120 countries. As **US Partner with NuFocus Strategic Group**, he works with clients and communities including the Open Leadership Network, HumanCentric Labs, Great Work Cultures, Responsive and the Center for Innovative Cultures to co-create the vibrant, self-organizing and agile workplaces of the future.

"ORGANIZATIONAL SELF-MANAGEMENT IS BEYOND EMPOWERMENT. SELF-MANAGEMENT IS POWER ITSELF."



**Management is broken beyond repair.** Chains of command, forged in pursuit of the illusion of control are shackling business performance and human potential everywhere. Studies show that **leaders are experiencing high anxiety** over the **accelerating complexity** of business systems. The convergence of blockchain, AI, virtual reality, nanotech, robotics, genetic engineering and other technologies are disrupting massive swaths of the world economy.

The founder of VISA, Dee Hock, famously stated that "Simple, clear purpose and principles give rise to complex and intelligent behavior. Complex rules and regulations give rise to simple and stupid behavior." Business is complex enough without adding layers of complex people management systems. Does **simplicity** offer a way out of management purgatory?

**This talk will explore** the principles and practices of the growing population of vanguard companies that are embracing simple human principles and **moving beyond profit to purpose**, beyond engagement to belonging, beyond mission to meaning, beyond empowerment to power, beyond stakeholders to community, and beyond collaboration to love.

**NO-LIMITS ENTERPRISE: TO RESUSCITATE DYING ORGANISATIONAL STRUCTURE AND CULTURE WITH INNOVATIVE DESIGNS**





## Prof. Dr. Aschari



*I strongly believe in the power of inspirational leadership to engage people towards addressing seemingly insurmountable challenges. **IGNITE** Conference sheds light on underlying key factors, that align corporate culture with a common purpose and vision reaching towards serving the well-being of humanity. **IGNITE** has therefore my full support."*

Professor of Strategic Management and Managing Director of the globally no.1-ranked Strategy and International Management Flagship Master's program (SIM-HSG) at the University of St.Gallen.



# Join the Movement!

## IGNITE Community

**Are you curious** as to how we could shape the future of the workplace to make people not just happier in their jobs, but also more creative, motivated, and enthusiastic in their daily tasks? In the **IGNITE** Community we address this question in a variety of ways!

**By joining the **IGNITE** Community you will...**

- Connect with inspiring people
- Attend our events and workshops
- Reflect on unusual and innovative topics
- Have premium access to the **IGNITE** Conference
- Have the chance to meet many more like-minded people!

Our numerous decentralized community engagement events work to maintain and compound the energy from the **IGNITE** Conference, and deepen the connection between students and our partners. Company visits and workshops provide real-world examples of the positive impact that purpose-driven business initiatives can foster.

## BLOG

**Our Blog** provides inspiring content to our community and highlights the ongoing activities of the **IGNITE** team in our quest to bring purpose-driven business practices into the mainstream. Here you will find stories of individuals inspired by our movement, discussions of past events, and reviews of exciting developments within the world-wide community.

## CONTACT

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