



Scandinavian Leadership DNA

SUPPORTING CREATIVITY, INNOVATION AND GROWTH

Tuesday, June 4th, 13.00 - 17.30 in Ørestaden

What defines Scandinavian Leadership and how can it meet the challenges of companies and organizations globally? Speakers from academia and industry will give you the latest insight into how this leadership model supports creativity, innovation and growth.

Leading Academics from Copenhagen Business School, Stockholm School of Economics and BI Norwegian Business School, together with prominent practitioners from industry will address why leaders outside the region are looking to Scandinavia, and at the same time providing you valuable insight and key takeaways for your organization:

Responsible – working with CSR, UN SDGs and value-based leadership

Responsive – inspiring innovation and change readiness through systematically building innovation capacity and a responsive culture

Rewarding – embracing diversity and life balance, fostering strong teams through nurturing human resources and intellectual capital

The event is organized by:

Norwegian-Danish Chamber of Commerce and Culture, BI Norwegian Business School, SSE Stockholm School of Economics and the Norwegian Embassy in Copenhagen.



Norwegian Embassy

The venue is sponsored by KLP Denmark, while catering is sponsored by the Norwegian Embassy

PROGRAMME

12.30 – 13.00	Registration
13.00 – 13.15	Welcome by H.E. Ambassador Aud Kolberg, Audrey Paton, BI Alumni and today's moderator, Steinar Valade-Amland, NDCC
13.15 – 13.20	Introduction to the first theme; Responsible
13.20 – 13.45	Professor Atle Midttun – Department of Law and Governance, BI The Competitive Advantage of Collaboration
13.45 – 14.10	Executive director Dagny Nome – Factlines Denmark From global goals to business as usual – how to foster sustainability in SMEs
14.10 – 14.20	Q & A's – Responsible
14.20 – 14.40	Comfort break
14.40 – 14.45	Introduction to the second theme; Responsive
14.45 – 15.10	CEO for SSE Executive Education and Associate Professor Anders Richtnér, SSE Myths of innovation – The fallacies that cause delays, undermine intentions, and raise frustrations
15.10 – 15.35	CEO Ulla Sommerfeldt – EGGS Design Building the world's best workplace for creative people
15.35 – 15.45	Q & A's – Responsive
15:45 – 16:00	Comfort break
16:00 – 16:05	Introduction to the third theme; Rewarding
16:05 – 16:30	Professor emeritus Henrik Holt Larsen – Institute for Organization, CBS Scandinavian HRM – a gateway to success or an endangered species
16.30 – 16.55	HR Director Michael Skou – REMA 1000 Denmark Success in Retail is all about trust and people!
16:55 – 17:00	Q & A's – Rewarding
17.00 – 17.25	Panel debate
17.25 – 17.30	Closing remarks
17.30 – 18.30	Refreshments and networking

The event is free for members of BI Alumni, SSE Alumni and NDCC, as well as invited guests. For registration, please follow instructions in the e-mail to which this invitation is attached. A no-show fee of DKK 250,- will be charged if you register and fail to show up, unless a notification has been given a minimum of 24 hours prior to the event, to the same e-mail address as used for registration.

Address:

Arne Jacobsens Allé 13 – entrance Edvard Thomsens Vej 14, 2300 Copenhagen S

The easiest access to the venue is by Metro to Ørestaden/Fields, whereafter a five minute walk will take you there. If you come by car, there is a limited number of public parking spaces behind the building. However, it is cheaper and there are many more available parking spaces underneath Fields, just across the street from the venue.

SPEAKER BIOGRAPHIES AND ABSTRACTS

Atle Midttun is a professor at BI Norwegian Business School, Department of Law and Governance. He is a co-director of two research centres; Energy and Environment, and Corporate Responsibility. He has published widely on topics such as regulation of energy systems, sustainability and green transition and CSR. He has held visiting professorships at Stanford University, Université Paris Sud, University of Michigan, University of California, Berkeley, Max Planck Institute in Köln, and Aalborg University.



The Competitive Advantage of Collaboration

The Nordic model is not, as often maintained, a middle road between capitalism and socialism. It is what we call an ambidextrous creation. The presentation will show how the Nordics have used their largely cooperative culture to develop ambidextrous strategies, combining collaboration and competition in work life, resource management, environmental policy and international relations, hereunder CSR and the SDGs.

Dagny Nome is the Executive Director of Factlines Denmark, a Norwegian founded company that simplifies responsibility in the supply chain. She has worked in the area of CSR and stakeholder management for 15 years, both in Scandinavia and internationally. She holds an MSc in Intercultural Management from Copenhagen Business School.



From global goals to business as usual – how to foster sustainability in SMEs

Behind the front lines lies confusion. For many small and mid-sized companies, SDGs and CSR are somewhat unfamiliar and slightly uncomfortable concepts. The pressure to engage with sustainability is increasing, and the company of the future is a sustainable company. However, only 41% of small and medium sized companies understand the SDGs, a recent study shows, pointing to a large gap between the companies that lead the way and those that lag behind. will be addressed and ways forward for engaging companies in sustainability in a positive manner will be suggested.

Anders Richtnéer is Associate Professor, and CEO of the Stockholm School of Economics (SSE) Executive Education. He conducts his research at the House of Innovation and at the Center for Sports and Business at the SSE and in close co-operation with companies with a clear aim of contributing to their competitiveness, but also scientific knowledge. He regularly publishes in leading academic journals. He holds a position as Social Innovation Fellow at Babson College. He has been named one of Sweden's 33 "super-talents" by the Swedish newspaper Svenska Dagbladet.



Myths of innovation – The fallacies that cause delays, undermine intentions, and raise frustrations

For most companies, innovation is a top managerial priority, as is to keep an eye on the everchanging business environment and adapt quickly. However, few managers say they have enough resources to get these jobs done. Instead and common solutions include writing detailed plans, minimize variation and waste. But that approach, which may work well in turning around under-performing factories, can actually hurt innovation efforts. In this talk some fallacies of innovation are exposed – and ways to overcome these challenges are offered.

Ulla Sommerfelt is CEO of one of Scandinavia's largest design and innovation agencies, EGGS Design. She is a BI graduate, with leadership top-up from INSEAD and MIT Sloan School of Management. She is an experienced leader and an entrepreneur at heart, a daily design thinker and talker and an occasional blogger, besides being a tech enthusiast and business angel. She is passionate about creating the world's best creative nest.



Building the world's best workplace for creative people

Ulla's dream is to build the world's best workplace for creative people. She and her team has built a Scandinavian design and innovation consultancy with 100+ employees in 5 cities. Their culture is built on trust, autonomy and compassion.

Henrik Holt Larsen is professor emeritus at CBS, Copenhagen Business School. His research field is HRM with special emphasis on international and strategic HRM, career and talent management, virtual leadership and leadership dilemmas. He is the [co]author of approx. 40 books and 250 articles and serves as a consultant to private and public organizations.



Scandinavian HRM – a gateway to success or an endangered species?

The Scandinavian countries have a particular leadership culture and HRM practice. This reflects the knowledge intensive economies, highly skilled employees, low power distance, involvement, interaction with external stakeholders and worklife balance. How does this cocktail match with new global challenges, virtual leadership, network organizing and increased flexibility?

Michael Skou is HR director at REMA1000. He entered the retail industry in 1998 as a consultant with a master in Economic and Business Administration, and has held various positions within the retail sector, such as Director at Retail Institute Scandinavia and Director at Bestseller where he was responsible for a billion-big business and operations of hundreds of stores. REMA 1000 is one of Scandinavia's most value driven companies and the overall vision of our parenting company, Reitangruppen is to become known as the most value driven company in Europe.



Success in Retail is all about trust and people!

Michael will focus on how REMA1000 as a Scandinavian retailer is able to compete with world-class discounters and to generate sustainable growth despite the seemingly hopeless environment – not least through its values and through its people.



Norwegian Embassy