



INSPIRE - IMPLEMENT - IMPACT

1ST IGNITE CONFERENCE 2015

UNIVERSITY OF ST. GALLEN
SWITZERLAND

17 - 18 NOVEMBER 2015

PURPOSE-DRIVEN BUSINESS

FINAL REPORT

IGNITE '15 Report

Can a company be democratically organized? What are the needs of employees and how do you create a work environment that meets those needs? Is there a trade-off between a positive social impact and profit? How do you implement and pass on company culture in a multinational company? Can you learn to be an inspirational leader? How do you meet business decisions according to your values on a day-to-day basis?

The first IGNITE Conference was dedicated to discussing these questions. It took place at the University of St. Gallen on November 17th and 18th, 2015. Purpose-driven business with its core elements **inspirational leadership, strong corporate culture and positive social impact** was at the core of the panel discussion, the five workshops and two keynotes.

Purpose-driven business is characterized by inspirational leadership, strong company culture and positive impact on society.

More than 400 students and members of the academia of the University of St. Gallen, corporate leaders and other guests discussed various aspects of purpose-driven business. 13 Speakers from four continents provided insights into their unique perspective on purpose-driven business and its implementation in their respective company. A shared understanding of the importance of employees in organisations as well as of core corporate values soon emerged. The implementation of corporate democracy and transparency as well as of a strong corporate culture in a multinational and multi-sectoral company raised quite some controversy.

Following IGNITE's motto to "Inspire – Implement – Impact" participants actively contributed to discussions. Participants connected and initiated theses, internships and academic joint-ventures. The conference illustrated many concepts that students knew from lectures but also stimulated their reflection. It was truly inspirational to see how participants could personally relate to the topic and gain insights that they can apply to their studies, group works, professional and volunteer work.

Building on the very positive reception of the conference IGNITE aspires to further and intensify the discussion and inspiration with decentralized events, a platform for theses and a second conference.

IGNITE Conference was organized by a team of seven undergraduate students. The unique conference experience would not have been possible without the experience of IGNITE's diverse vision partners and the financial support of its partners. The team expresses its sincere gratitude to its partners and helpers and looks forward to further successful co-operation in the future.

p.p. Meike Pauletzki (IGNITE team)

By the numbers

400 Panel discussion participants

7 Workshops

à **30** participants

3 Keynote Speeches

à **100** participants

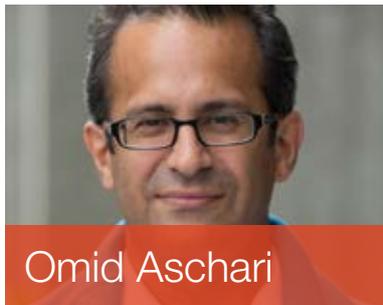
Speakers

IGNITE's best-practice business leaders come from a wide array of industries. They showed that doing business with a higher purpose can and must be implemented in every sector to have a global impact.



Edwin Winter

Partner at &samhoud, Netherlands.



Omid Aschari

Managing Director of the SIM-HSG-Master, Switzerland.



Hermann Arnold

Founder of Haufe Umantis, Switzerland.



Violet Lo

Founder and Director of Inclusive Business & Leadership, China.



Pa M. K. Sinyan

Country Manager at Gallup, Germany.



Donn Boyer

Director of Global Organizational Development at Barry-Wehmiller, USA.



Benoit Greindl

Founder of Monatgne Alternative, Switzerland.



Anju Rupal

Founder of Abhatisuisse, Switzerland.



Ernst von Kimakowitz

Founder of Humanistic Management Centre, Switzerland.



Guillaume Taylor

Founder of Quadia Finance, Switzerland.



Dominique Habegger

Head of Institutional Asset Management, Guilé Funds.



Eduardo Gustale

UK Representative at Fundación Paraguaya.

IGNITE '15 Impressions

SUCCESSFUL FIRST CONFERENCE

The first IGNITE Conference comprised of a Panel discussion, Keynote Speeches and Practical Workshops with best-practice examples of purpose-driven businesses from 4 continents.



Top: **Panel Discussion** with speakers from four industries sharing their experience on purpose within their organizations. 400 participants.
Left to right: Don Boyer (US); Anju Rupal (CH); Ernst von Kimakowitz (CH); Violet Lo (HK); Omid Aschari (CH).

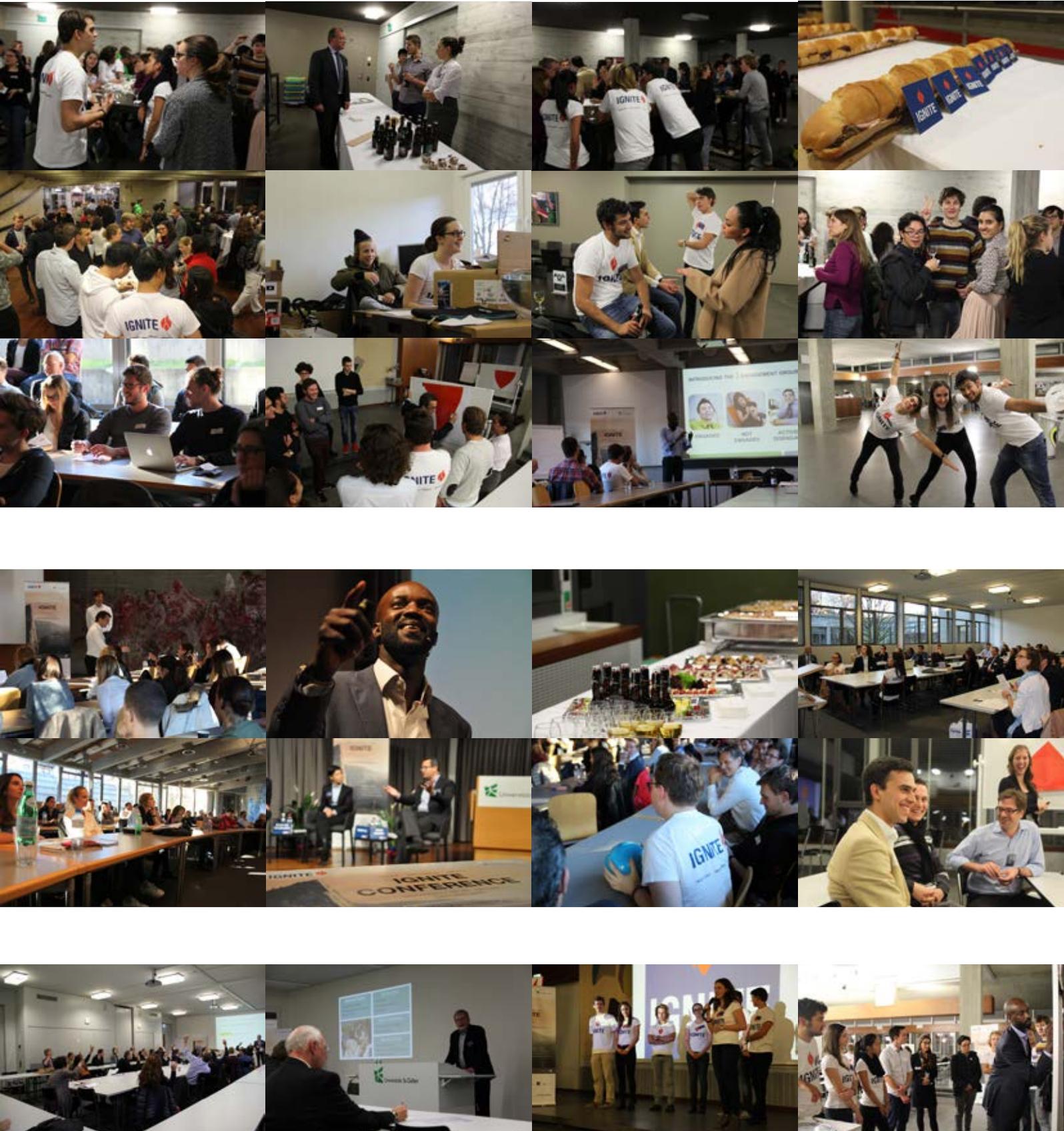
Conference Closing and Start of a Movement: All speakers and the participants brainstormed in small groups on the steps they can take to implement a more purpose-driven way of being: on both a personal, and professional level.



Right: **Haufe Umantis** (CH): Herman Arnold, Co-founder. Topic: "Corporate Democracy"; 30 participants.

The **IGNITE Team** with the Speakers of IGNITE Conference 15.





Co-operation

IGNITE Conference '15 was possible due to...

IGNITE is very thankful to the generous help of all our partners. According to the collaboration type, we have four different levels of partnership. This first successful conference would not have been possible without your trust, and belief in the vision of purpose-driven business. The IGNITE team looks forwards to inspiring - implementing and impacting more students and business practitioners in the years to come!

Vision Partners



Partners



In co-operation with

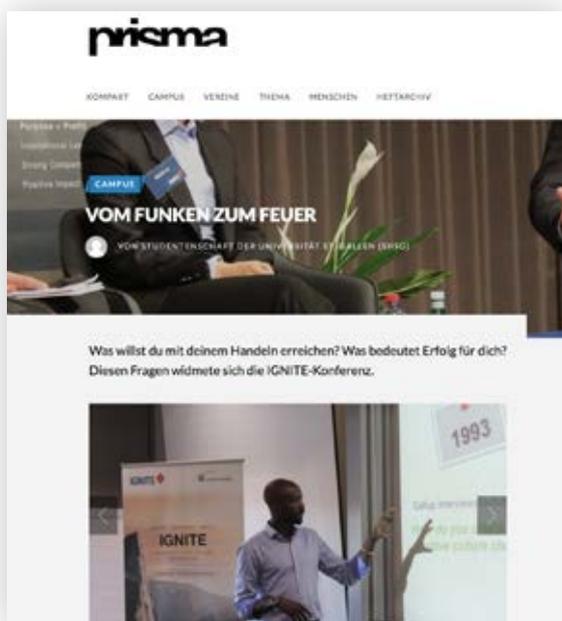


Supported in kind by



IGNITE in the Media

SUCCESSFUL 1st CONFERENCE



Prisma, Magazin der Studierenden an der Universität St. Gallen, Online, 7.12.2015

<http://www.prisma-hsg.ch/articles/vom-funken-zum-feuer/>



University of St. Gallen, Online, 11/2015

<http://www.unisg.ch/de/universitaet/hsgservices/hsgmediacorner/aktuell/rssnews/campus/2015/november/ignite-conference-20november2015>



20 Minuten, Online, 31.10.2015

<http://www.20min.ch/finance/news/story/Studenten-zeigen-Chefs--was-gute-Arbeit-heisst-12198918>



Frankfurter Allgemeine Hochschulanzeiger Nr. 141 12/2015, p. 6 – 9

http://www.frankfurt-bm.com/hanz/Hochschulanzeiger-Ausgabe_Nr._141.pdf



THANK YOU!



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