

Schweizerische
Management
Gesellschaft

Leadership Excellence



Instinct

56. SMG Forum

Thursday, 19 September 2019
AURA event location, Zurich
www.smg.ch

Instinct

Never in history have we had easier and wider access to information than we have today. Data of unknown scope and abundance lies at our disposal and technological developments open up countless possibilities for its analysis. But can we actually find our way around this rising tide of facts and forecasts? Isn't it becoming more and more difficult to distinguish relevant content from trivia and identify the meaningful principles on which important decisions are based?

Albert Einstein said:

“The intuitive mind is a sacred gift and the rational mind is a faithful servant.”

The pure reason that guides us to potentially optimum decisions probably lies in the interaction of these two gifts, combined with today's new technological opportunities. However, in our sophisticated world, shouldn't we also depend more on our instinct, our intuition or, colloquially

We live in an increasingly technological world – does it leave room for instinct and intuition?

speaking, our 'gut feeling'? Or would we be better to fade it out and hand over to the algorithms? Are we still capable of accepting or comprehending this 'gut feeling' and will that capacity remain to us in the future? Isn't it our instinct that differentiates us from artificial intelligence, that gives humans (for the time being, at least) their distinguishing feature and makes the crucial, promising difference compared to purely fact-based thought and action?

These are just a few of the questions that famous people from Switzerland and abroad will answer at the 56th SMG Forum.

A blue ink signature of Dr. Lukas Braunschweiler, featuring a stylized 'B' and 'L'.

Dr. Lukas Braunschweiler
President SMG

A blue ink signature of Catrin Wetzel, featuring a stylized 'C' and 'W'.

Catrin Wetzel
General Manager SMG

Program

- 11:00 am **Arrival** of registered networking-lunch participants (ground floor)
- 11:30 am **Optional networking lunch** at AURA restaurant
- 12:15 pm **Arrival** of the Forum participants (at the event hall foyer, first floor)
- 1:00 pm **Welcome**
Dr. Lukas Braunschweiler, President SMG
- Changing consumer instincts**
Jinlong Wang, Group CEO and Chairman, PizzaExpress,
Managing Director & Operating Partner, Hony Capital
- Instinct for big data**
Carsten Koerl, CEO Sportradar
- Instinct in the police**
Nicoletta della Valle, Director of the Federal
Office of Police (fedpol)
- 2:45 pm **Break**
- 3:45 pm **Decision making and the brain**
Prof. Dr. Hauke Heekeren, Vice-President and
Professor of Biological Psychology and
Cognitive Neuroscience at the University Berlin
- Blast-Off to Mars!**
Dr. Christopher E. Mason, Principal Investigator for
NASA's Human Research Program and Associate Professor
at Weill Cornell Medicine
- Is humanity made for big data?**
Rahaf Harfoush, Digital Anthropologist and Best-Selling Author
- Innovating successfully by instinct**
Fabrice Leclerc, Entrepreneur and a life advocate
- 6:00 pm **Close**
Dr. Lukas Braunschweiler, President SMG, and
Catrin Wetzels, General Manager SMG
- Drinks reception**
- 8:00 pm **End of the event**



Jinlong
Wang

PizzaExpress,
Hony Capital,
Starbucks



Nicoletta
della Valle

Federal Office of
Police (fedpol)



Carsten
Koerl

Sportradar

Speakers

Changing consumer instincts

Jinlong Wang, Group CEO and Chairman, PizzaExpress,
Managing Director & Operating Partner, Hony Capital

China is considered to be the birthplace of tea, and its tea-drinking tradition goes back to around 2,700 years BC. How did a western power brand make Starbucks consumers out of people who had been instinctive tea drinkers for millennia? Jinlong Wang played a decisive role here as Senior Vice President of the Starbucks Corp., President of Starbucks Asia Pacific and Chairman of Starbucks China. Under his aegis, the original 1,017 Starbucks Coffee Shops grew into 3,300 in the short period between 2013 and 2018. On the other hand, we would also like to explore with Jinlong Wang how he applies his instinct for consumers today at PizzaExpress, and as Managing Director & Operating Partner of Hony Capital. What premises does the pioneer of China's private equity industry base his investments on, and how strongly does he rely on instinct?

Instinct in the police

Nicoletta della Valle, Director of the Federal Office
of Police (fedpol)

The globalised world has led to criminality without borders. Accordingly, fedpol as the Swiss Federal Office of Police plays a central role. fedpol coordinates, analyses and investigates serious crimes and provides infrastructure. Technology and big data play an ever more central role in these huge challenges. Nicoletta della Valle, Director of the Federal Office of Police fedpol, describes in her speech how she leads her 1,000 employees in dealing with this reality.



Instinct for big data

Carsten Koerl, CEO Sportradar

Carsten Koerl only needed eleven years to take his company Sportradar to a valuation of more than CHF 2 billion and give Switzerland a 'Unicorn'. Sportradar analyses more than 400,000 games a year in 60 disciplines, generates around 5 billion data files a day from the analyses and leads the world in the provision of data and audiovisual content. This is the second time in his career that Carsten Koerl has proved his business instinct – he previously founded bwin (formerly betandwin) and floated it successfully on the stock market. But how do you manage your company to a promising future when a start-up becomes a game changer? Can the technology start-up's corporate culture be preserved when a small team grows to more than 2,000 employees within ten years? When sports emotions become data – could it even become possible to predict the outcome of matches thanks to AI? And what could Sportradar's scaling potential lead to in the future?



Decision making and the brain

Prof. Dr. Hauke Heekeren, Vice-President and Professor of Biological Psychology and Cognitive Neuroscience at the University Berlin

On what should we base important decisions? On G for Gut Feeling or B for Big Data? Are instinct-based or big-data-based decisions more successful? Is it a combination of the two? Do we actually still allow our instinct to play a role in light of the abundance of data? And how can we manage to listen to our instinct more? And does the brain really separate instinct from reason? These questions are the main focus of Prof. Dr. Hauke Heekeren's research. After studying medicine, he received a PhD with distinction from the Humboldt Universität Berlin (HU Berlin) and became head of the Max Planck Research Group "Neurocognition of Decision Making" at the Max Planck Institute for Human Development in 2005. Since 2009, he has been Professor of Biological Psychology and Cognitive Neuroscience at the Freie Universität Berlin (FU Berlin) and also leads it as Vice-President.

Is humanity made for big data?

Rahaf Harfoush, Digital Anthropologist and Best-Selling Author

The possibilities of present-day technologies are making dramatic changes in our lives and value systems. Thanks to our data traces, we are becoming transparent consumers. Companies are able to offer us tailor-made products. We run the risk of filter bubbles defining our view of the world more than objective information, and are faced with disruption of our ability to perceive information hierarchies. Being available and busy 24/7 is the done thing. However, are we actually made for that? What does our instinct have to say about it? Does it help or hinder as we adapt to the new situation? What kind of implications does the changing environment have for our health, and why does it damage our creativity? Rahaf Harfoush, digital anthropologist and best-selling author, devotes her research to precisely these topics. Of course, there are always two sides to every coin. As leaders, we can also use big data for the benefit of our employees. Because shouldn't the central focus of our activities be on them? What if we used data as a tool to enable our employees to achieve their full potential, increase their commitment and learn faster? Rahaf Harfoush addressed these questions in her best seller "The Decoded Company", and will point out possible ways to do this.

Innovating successfully by instinct

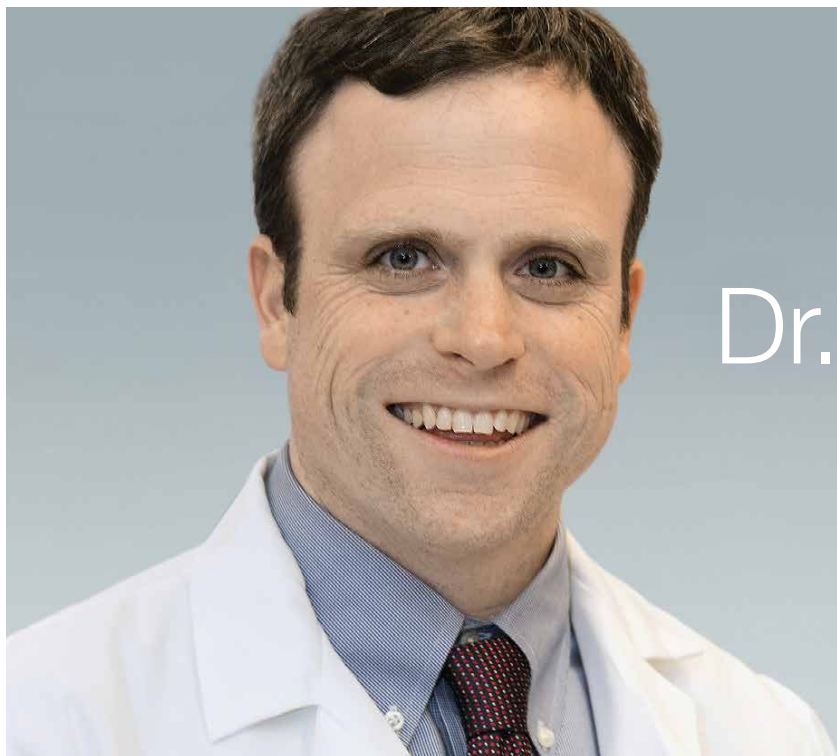
Fabrice Leclerc, Entrepreneur and a life advocate

Fabrice Leclerc's extraordinary innovativeness has made him an important partner to a number of Fortune 100 companies. How can a person more or less create a production line for innovation? What forms the basis of Leclerc's ground-breaking ideas that he has developed for companies such as L'Oréal Prestige, SKY, Google, Nespresso and Apple, and made him an innovation partner to Steve Jobs for many years? Fabrice Leclerc follows a clear method: "If you want to innovate successfully, human instinct has to be the central focus. Because there's no stronger emotional approach than through feelings that we have been carrying around inside for millions of years." The graduate veterinary surgeon and management scientist has operated on this principle since his time as CEO of Häagen Dazs – whether as an innovation partner, angel and mentor at the EPFL and in Silicon Valley, or in his personal life.

Blast-Off to Mars!

Dr. Christopher E. Mason, Principal Investigator for NASA's Human Research Program and Associate Professor at Weill Cornell Medicine

"Moon is the proving ground, Mars is the destination" – a clear message from NASA, fifty years after the first moon landing. It is planned that we will once again walk on the moon by 2024 and that a manned landing on Mars will be possible by 2033. No other species is so instinctively driven on by the spirit of discovery like Homo sapiens. The urge to see what lies across the ocean, behind the mountains or beyond our planet is in our blood – and is crucial to our success. We have the technology to bring us into space – but what do we need to successfully visit, remain in or even settle in distant galaxies? Dr. Christopher E. Mason, Principal Investigator, conducted intense research on the two astronauts Scott and Mark Kelly as part of the recently published NASA Twin Study. He is especially dedicated to the topic of radiation exposure and knows the answers to these questions. What does man's instinctive spirit of discovery need to put him on the path to Mars?

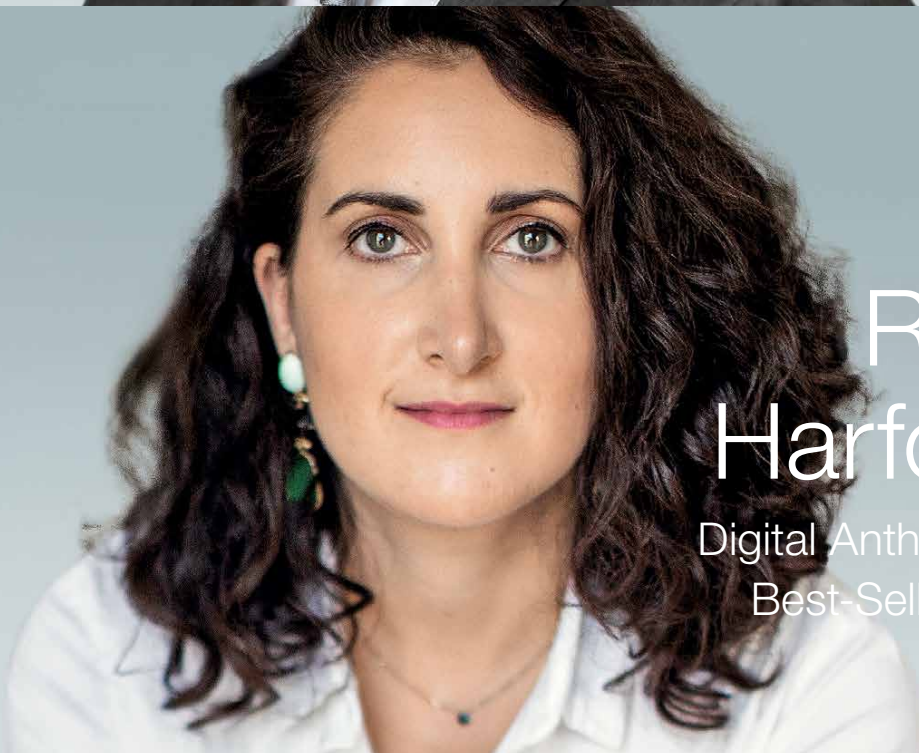


Dr. Christopher
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Registration and information

Registration

Early registration is recommended. Because of space restrictions, the number of participants is limited. Registrations are accepted in the order in which they are received. Registration is binding.

Fee

Member's fee

CHF 650.–

Members can register any number of participants from their executive board at member rate.

Non-member

CHF 790.–

The fee covers the refreshments served during breaks as well as the drinks reception in the evening.

Optional lunch

11:30 am to 1:00 pm, Price: CHF 90.–

The price includes a three-course menu and beverages. Because of space restrictions, the number of participants is limited.

Event venue

AURA event location
(old Stock Exchange)
Bleicherweg 5
8001 Zurich
Tel +41 44 448 11 44
www.aura-zurich.ch

How to get there by public transport

Trams nos. 6, 7, 11 and 13 travel directly from the Bahnhofstrasse stop at the main station to Paradeplatz. Walk along Bleicherweg towards Enge station. After approx. 50 m, you will find the AURA event location on the left.

How to get there by car

Please use the public parking garages in Zurich city centre.

We recommend using public transport.



SMG Forum

The Swiss Management Association has been running the SMG Forum since 1961. Every year, some 300 entrepreneurs, C-level managers and board members from many different industries gather for this half-day event to exchange ideas and be inspired by high-calibre speakers from Switzerland and abroad. Another significant added benefit is the opportunity to network, talk to and debate with decision makers from Swiss companies.

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