



CEO CLUBS
International



Your Directors Club
Complimentary Invited

Nov 14
2024
FORUM

Leadership on the Scale:

Who can you help people become?



Athens Conservatoire
15.00-20.00hrs



CO-CREATING THE
NEW ERA
WITH TRUST & INSPIRATION

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We might be at the cusp of a new era. Five forces that underpin the world we have today are now fundamentally changing.

Developments in geopolitical world order, technology platforms, demographic forces, resource/energy systems and capitalization are shaking the world after a 30-year relative calm. How will these forces play out for the world, for Greece?

Amidst these changes, Europe needs to raise her ambition. Although we have made remarkable achievements on sustainability and inclusion, we are lagging in growth, economic value creation in our companies and technological leadership. And, at the start of this transition, many of our people are already overstretched. Do we, as next generation leaders, take ownership of this challenge?

How should we leaders navigate "Schokland", this new era? As this is happening on "our shift", what do we keep from the past, and how will we redefine our leadership to create the future we want? How can we shift from "surviving" to "thriving" – through changing our focus, how we create value, how we organize, how we get work done and how we show up from day to day. What is our "future school", to learn as if our lives depend on it?

Their cultures support a more open, collaborative, and emergent way of working. And the shift to this new kind of model changes the way businesspeople must lead.

This new approach calls on leaders to make fundamental evolutionary shifts, well beyond the standard expectation that they continually develop additional skills. They must, in fact, reimagine themselves, undertaking inner work to shift their mindsets and consciousness to see the world anew; to rethink their interactions, roles, and ways of working as part of leadership teams; and to reinvent their organizations and the industries in which they operate.

Join us to learn from the world's consultancy leader, McKinsey & Company, the fundamental evolutionary shifts redefining leadership for a new era and a marketing guru and sustainability advocate, Thomas Kolster, who will elaborate on leadership on the scale. A Panel of practitioners will bring forward their experience and insights on the organizational and leadership shifts which can unleash sustainable, inclusive growth for companies looking to outperform in this era of disruption.



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Arne Gast:

Schokland - the five shifts redefining leadership for a new era.

For decades, the attributes regarded as central to being a successful company where focusing on earnings, demanding results, exercising authority and control, and being fiercely competitive. For organizations to thrive now, all of these leadership characteristics must be re-examined. In this session we will explore the five shifts as beyond profit to impact; beyond expectations to wholeness; beyond command to collaboration; beyond control to evolution; and beyond competition to cocreation. We will do this against the backdrop of the tectonic shifts in the world, and the need to improve European competitiveness.

"Business transformation = cultural transformation = leadership transformation"

Thomas Kolster:

Leadership on the scale - who can you help people become?

Thomas Kolster challenges the audience with a tour de force around the purpose landscape to an emerging post-purpose market looking for fresh answers. In challenging economic times will value for money win over values? Kolster demonstrates how to build a new leadership that inspires change. It's not about making people believe in your company's purpose, but rather making them believe in themselves and their ability to bring about change.

"Your leadership is no greater than what you can make people achieve"

KEYNOTE SPEAKERS



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FORUM FLOW

-  15.00 - 15.30 REGISTRATION & WELCOME COFFEE
-  15.30 - 15.55 NEWS FROM CEO CLUBS GREECE
-  15.55 - 16.00 INTRO TO FORUM THEME & SPEAKERS
-  16.00 - 17.00 SCHOKLAND - THE FIVE SHIFTS REDEFINING LEADERSHIP FOR A NEW ERA

ARNE GAST, Senior Partner at McKinsey & Company
-  17.00 - 17.45 LEADERSHIP ON THE SCALE -
WHO CAN YOU HELP PEOPLE BECOME?

*THOMAS KOLSTER, "Mr. Goodvertising", Post Purpose Preacher,
Marketing & Sustainability Advisor, International Keynote Speaker and Author*
-  17.45 - 18.30 COFFEE BREAK
-  18.30 - 19.30 PANEL DISCUSSION

*ELENA CHOULIARA,
President & Managing Director of AstraZeneca Greece & Cyprus, Vice-President of SFEE*
STAVROULA KAMPOURIDOU, CEO of DIAS S.A
GEORGE KARAKOUSIS, Deputy CEO of PPC Group
KOSTAS LOUKAS, Regional General Manager of Government at Microsoft EMEA

PANEL DISCUSSION MODERATOR
DIMITRIS MICHPOULOS, VP of CEO Clubs Greece, Founder of GENIUS & CRAZY
-  19.30 COCKTAIL RECEPTION



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Arne **GAST**

Senior Partner at McKinsey & Company



Arne Gast is McKinsey's global leader of their change, culture and leadership offerings. He is also the cofounder and current chair of Aberkyn, McKinsey's specialized change leadership facilitation group.

Over the last 25 years, Arne has lead organization and change work in Europe, Middle East and Asia – living in Southeast Asia and The Netherlands. He works across diverse sectors such as retail platforms, financial institutions, telecommunications, energy, airlines, and public services. He focuses on shaping positive transformation programs that shift purpose and strategy, boost performance, and improve organizational health.

Arne was part of the teams that wrote "Deliberate Calm", "Beyond Performance", "Reorg", "Mobilizing Minds", and "Blue Ocean Strategy". He regularly publishes in the McKinsey Quarterly and shares his ideas through podcasts and guest lectures.

Passionate about education, Arne founded leerKRACHT Foundation, collaborating with teachers in over 1000 Dutch schools to improve student outcomes. He serves on the board of UWC Maastricht, played a role in launching a school for gifted children, facilitated at the Dutch Moroccan Leadership Institute, and assisted multiple universities in shaping their strategy.

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Thomas **KOLSTER**

“Mr. Goodvertising”, Post Purpose Preacher,
Marketing & Sustainability Advisor, International
Keynote Speaker and Author.



Thomas Kolster is a frontrunner and one of the most recognised thinkers globally where marketing, business and sustainability meet. He has written two books Goodvertising (Thames & Hudson 2012) and The Hero Trap (Taylor and Francis, 2020). With his first book Kolster popularised the term Goodvertising to describe advertising delivering positive environmental or societal benefits. With his second book he forewarned about a post-purpose market, where people don't buy your values or your “why”, but rather who you can help them become. He continuously challenges the status-quo with his vocal, and often provocative, views on values, purpose, and leadership.

Thomas is an international keynote speaker who has featured in over 80 countries for companies like Meta, adidas, P&G, and IKEA, to conferences like TEDx, SWSW and Advertising Week. As the founder of the Goodvertising Agency, he advises Fortune 500 companies, start-ups, non-profits and governments on more creative strategic approaches to brand and business impact. His pen rarely rests as he writes for the likes of The Guardian, Ad Age, and Adweek. Monthly, Thomas joins Adage's podcast Purpose Hits and Misses taking a critical look at global purpose campaigns. Together with climate solutions platform, We don't have time, he runs a streaming show called Climate Punk, where he interviews diverse people in the climate space.

Thomas continues to drive industry change through his active participation in leading forums, such as The International Advertising Association's Sustainability Council, D&AD's Impact Council and Act Responsible. He helps to promote best practice as go-to judge of top award shows such as Cannes Lions and D&AD. Thomas is also an eager entrepreneur and has launched impact platforms such as Projector, WhereGoodGrows and ImpactPimp because his belief is simple: Change begins with you!

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Our panel of practitioners will bring forward their experience and insights on the **organizational and leadership shifts which can unleash sustainable, inclusive growth** for companies looking to outperform in this era of disruption.



Elena **CHOULIARA**

President & Managing Director of AstraZeneca Greece & Cyprus,
Vice-President of SFEE

Elena Chouliara was born in Athens. She holds a degree in Law from the National and Kapodistrian University of Athens, as well as a Master in Business Administration (MBA) from the ALBA Graduate School. [Read More](#)



Stavroula **KAMPOURIDOU**

CEO of DIAS S.A.

Stavroula Kampouridou holds a B.Sc. in Computer Science from the University of Athens and an M.Sc. in Electrical Engineering from Stanford University (on a full university scholarship). [Read More](#)



George **KARAKOUSIS**

Deputy CEO of PPC Group

George Karakousis is a commercial leader with significant experience in building innovative products and services with a customer-first approach. He has successfully designed and implemented the commercial strategy for large corporations in Greece and the UK and has led significant commercial transformation projects. [Read More](#)

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Kostas **LOUKAS**

Regional General Manager of Government at Microsoft EMEA

Kostas Loukas is the Regional General Manager of Government for Microsoft Europe, Middle East & Africa (EMEA), a role he has held since December 2023. As part of the Microsoft EMEA Leadership Team, Kostas plays a key role in shaping strategies for government industry transformation across the region.

[Read More](#)

PANEL DISCUSSION MODERATOR



Dimitris **MICHOPOULOS**

VP of CEO Clubs Greece

Founder of GENIUS & CRAZY

With 30 years of CEO, management & mentoring experience, Dimitris Michopoulos is a recognized results driven edifier, distinguished for his business thought leadership & international proven track record in proficient crisis management. [Read More](#)

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