

## Peter Drucker's Timeless Wisdom: Innovation & Transformation

Wednesday  
22 April 2015  
9:30am to 4:45pm



彼得·德魯克管理學院  
Peter F. Drucker Academy  
[www.DruckerAcademy.com](http://www.DruckerAcademy.com)

# Peter Drucker's Timeless Wisdom: Innovation & Transformation

## FORUM INTRODUCTION

The Forum is jointly organized by Peter F. Drucker Academy and The Hong Kong Management Association. It is a generic programme suitable for senior executives and not targeted to any particular industry or trade. It aims to provide senior executives with a systematic understanding of Peter Drucker's theory and practice of management and leadership and how they could utilize Drucker's practices into their business effectively.

### Peter F. Drucker

Dr Peter F. Drucker was a highly reputed management visionary of the modern age, widely regarded as the "father of modern management" and "the guru of gurus". His tremendous contributions to modern management as well as his innovative and forward-looking management ideas and practice have been commonly recognized in the world. In 2002, when conferred on him the Presidential Medal of Freedom, US President George W. Bush said: "Peter Drucker's prolific writings have greatly benefited our nation and significantly influenced the shape of our society and the modern business world. The United States honors his extraordinary accomplishments."

He left 39 books and countless scholarly and popular articles in his 65 years of career, of which 36 were carried in Harvard Business Review and seven won the McKinsey Award. The books and articles have been translated into 37 languages. His works serve as a bridge between industrial age to knowledge age.

### The Hong Kong Management Association

HKMA is a non-profit-making organization with a vision to be the leading professional organization advancing management excellence in Hong Kong. Over the years, the Association focuses on its service towards the senior and middle level executives through various workshops, seminars and conferences. On average, the Association offers over 2,000 education and training programmes and the management services activities to close to 42,000 participants in a calendar year. The Association offers over 30 different Doctoral's, Master's and Bachelor Degree Programmes with overseas universities.

### Peter F. Drucker Academy

With the guidance and involvement of Dr Peter F. Drucker himself, Mr Minglo Shao, Board Chairman of Bright China Group founded Bright China Management Institute ("BCMI") in 1999. It was a social enterprise established solely for the research and promotion of management insights of Dr Drucker. In 2005, Dr Drucker personally authorized Bright China to use the name "Peter F. Drucker Academy" in China. After his death, the Drucker family and foundation continued to give full support to Bright China. In 2006, the name of BCMI was officially changed to "Peter F. Drucker Academy" ("DA"). DA continues its mission to impart the Drucker legacy to Chinese knowledge workers and facilitate their study and practice of Drucker's management principles. In the same year, DA was registered in Hong Kong as a non-profit organization, an extension of Beijing's DA with identical mission.

### Date & Time

Wednesday, 22 April 2015  
9:30 am - 4:45 pm

### Fee

HKMA Member: HK\$450  
Non-member: HK\$500

### Venue

The Hong Kong Management Association  
Rm 201 Pico Tower  
66 Gloucester Road  
Wanchai HONG KONG

### Language Medium

English



## PROGRAMME RUNDOWN

9:00 am - 9:30 am	Registration
9:30 am - 10:55 am	Welcoming Address by Mr James E Thompson GBS, Deputy Chairman, HKMA
	<b>“Why Drucker?”</b> Mr Minglo Shao Founder of Peter F. Drucker Academy Board Chairman of Bright China Group
	<b>“The Role of Profit, People and Sustainability in The Practice of Management as a Liberal Art (MLA) According to the Precepts of Peter Drucker.”</b> Professor Joseph A. Maciariello (via video conferencing)
10:55 am - 11:15 am	(Question and Answer Session) Panelists: Mr Minglo Shao, Professor Joseph A. Maciariello, Professor Charlie Pellerin and Mr Michael Wang
11:15 am - 11:35 am	Coffee Break
11:35 am - 12:45 pm	<b>“Managing the Fifth Force to Realize Drucker’s Vision”</b> Professor Charlie Pellerin
12:45 pm - 2:15 pm	Lunch Time
2:15 pm - 3:45 pm	Rejuvenation: Innovation & Transformation of a Traditional Enterprise <b>“From Theory to Practice at Hung Fook Tong”</b> Dr Ricky Szeto General Manager and Executive Director of Hung Fook Tong Group Holdings Ltd.
	<b>“How to Turn a RMB 100 Million Business to a 10 Billion Business at Tasly Pharmaceutical Group(天士力制藥集團股份有限公司)?”</b> Dr Levin Li, Former Board Director of Tasly Pharmaceutical Group
3:45 pm - 4:00 pm	Break
4:00 pm - 4:45 pm	<b>“How Drucker’s Management Creates Value through Innovation?”</b> (Panel Discussion) Panelists: Dr Ricky Szeto, Dr Levin Li, Mr Michael Wang and Ms Ellen Rong
	Closing Remarks Dr Darwin Chen SBS, Honorary Drucker Fellow Honorary Chairman of Peter F. Drucker Academy

Programme subject to change



## SPEAKERS AND PANELISTS

**Mr Minglo Shao**  
Founder of Peter F. Drucker Academy  
Board Chairman of Bright China Group



Mr Minglo Shao was born in Shanghai and moved to Hong Kong in 1982. In 1991, he founded Bright China Property Limited and invested in real estate development in Dongguan, Shenzhen and Beijing.

Under Dr Drucker's guidance and with his permission to use his name, Ming Lo founded the Peter F. Drucker Academy and provided management training to executives and entrepreneurs in Mainland China and Hong Kong. This academy currently trains more than 13,000 individuals annually.

In 2003, he founded the Bright China Charity Foundation which focused on providing entrepreneurship training to disadvantaged groups in China in cooperation with the US National Network for Teaching Entrepreneurship. The Bright China Charity Foundation currently provides training to more than 40,000 individuals in China every year. In 1996, he returned to the village in Northern Shanxi where he worked as a farmer to donate and built twenty primary schools and one Secondary school. He also sent professional educators to manage and teach for the secondary school which has now become a Model School in the Province of Shanxi.

**Professor Charlie Pellerin**  
Former Director of NASA



Professor Pellerin became NASA's Director, Astrophysics in 1983. He led a multi-billion dollar program for a decade building and launching 12 satellites. In 1990, Charlie's team sent Hubble Space Telescope into space with a flawed mirror. He subsequently mounted the space repair mission that fixed the telescope. For this NASA awarded him a second Outstanding Leadership Medal, an honor bestowed on less than 50 people (including astronauts) in NASA's History. NASA then awarded him the Distinguished Service Medal, given "when the contribution is so extraordinary that other forms of recognition would be inadequate" for leadership of the Astrophysics Program. He was awarded Space Flight Award from the American Astronautical Society. In 1993, Charlie joined the University of Colorado's Business School as a professor of Leadership, designed and delivered a course called "21st Century Leadership" to undergraduates, MBAs, and executives.

In 1995, Charlie founded "4-D Systems" with total sales of about US\$50M over the past decade. His team won the International Coach Federation's 2007 Prism Award for "enhanced excellence and business achievement...with documented return on investment." Recently, China Aerospace made Charlie an "Honorary Professor," and Asia America Multi-Tech Association of China made Charlie a "Professor," the 1st foreigner and 9th person ever to receive this honour.

**Professor Joseph A. Maciariello**  
Marie Rankin Clarke Professor of Social Science and Management Emeritus



Professor Joseph A. Maciariello is Marie Rankin Clarke Professor of Social Science and Management Emeritus and Senior Fellow at the Peter F. Drucker and Masatoshi Ito Graduate School of Management. He is the author most recently of *Drucker's Lost Art of Management*, written with

Karen Linkletter. Professor Joseph has also abridged and updated Drucker's 1973 classic, *Management, Tasks, Responsibilities, Practices*, which was released by HarperCollins in early 2008 as *Management: Revised*. In addition, he collaborated with Peter Drucker to publish *The Daily Drucker* and *The Effective Executive in Action*, three Internet executive development modules entitled Leading Change and two articles on management in the social sector. He has written three articles providing a systematic, integrated description of some of the major works of Peter Drucker: "Peter F. Drucker on a Functioning Society" (Leader to Leader, Summer 2005), "Mastering Peter Drucker's The Effective Executive" (Leader to Leader, Summer 2006) and a book chapter, "Peter F. Drucker on Executive Leadership and Effectiveness" (in *Leader of the Future 2*). In his new book, *A Year with Peter Drucker: 52 Weeks of Coaching for Leadership Effectiveness*, distills the essence of Drucker's personal mentorship program into an easy-to-follow course.

He taught the course "Drucker on Management" for MBA and Executive MBA students for ten years and has prepared The Peter F. Drucker Curriculum for use at the Drucker/Ito School and at universities and professional societies throughout the world.

**Dr Ricky Szeto**  
General Manager and Executive Director,  
Hung Fook Tong Group Holdings Limited



Dr Szeto has been General Manager and Executive Director of Hung Fook Tong Group Holdings Limited since 1999. In this role, he seeks to reform the traditional herbal tea industry through modern management and a social enterprise philosophy.

Through the years, Dr Szeto is committed to integrating theory and practice in university education and business operation. He also actively promotes faith at work to create a full and spiritual life in the workplace. Dr Szeto has won many accolades during his career, such as the Capital Leaders of Excellence 2007 Award, and was named the 2008 Top Ten Chinese Enterprise Creative Leader, and was named Distinguished Fellow 2011 in the 40+ Association Awards.

Dr Szeto received his PhD from the University of Southern Mississippi. He chairs the Hong Kong Professional and Educational Service and the Social Enterprise Committee of the Hong Kong Society for Rehabilitation. He is a Governing Member of the Community Investment and Inclusion Fund Committee, Member of Employees Compensation Assistance Fund Board among other roles.

#### **Dr Levin Li**

**Former Board Director of Tasly Pharmaceutical Group (天士力制藥集團股份有限公司)  
Founder & President, Chief Consultant, Chief  
Workshop Coach of Beijing Linkweb-power  
Management Consulting**



Dr Li is a former Director of Tasly Pharmaceutical Group Co., Ltd., an expert enjoying special government allowance from the State Council.

Dr Li is currently serving as the Founder & President and Chief Consultant of Beijing Linkweb-power Management Consulting. Li is Committee Member of Western Returned Scholars Association and IPMA A Level Assessor/IPMA Certified Projects Director (Level A).

Dr Li delivered the paper **Projectification Management of Enterprise to China** the first international seminar on project management, initially put forward the concept "Enterprise Projectification Management" in 2002. And he formally set up the English name of "Projectification Management" in IPMA 18th World Congress.

In 2004, Li won "Awards for Top Ten Management Innovations of Young Chinese Businessmen in Asia" and was awarded "2005 Entrepreneurship & Innovation Awards" the first prize by The British Chamber of Commerce in China in 2005.

In 2006, Li was granted "IPMA International Excellence Award 2006" as the Prize Winner for his leading "The Project of Organisation Transform by Projectized Management". In 2009, Li was appraised as "the performer to integrate the wisdom of modern management into traditional enterprise" by Forbes Magazine.

#### **Ms Ellen Rong**

**Certified International 4D provider  
北京國發華融投資顧問有限公司副總裁**



Ms Rong is a certified International 4D provider, Co-active coach and Organizational Constellation practitioner. She is a 6 Sigma green belt and certified PMP. Ellen spent the first 17 years of her career building business strategies, models, processes and systems in companies like

ICI, Nortel, Deutsche Bank, and Cummins Inc., where she was a senior director responsible for innovative business programs, business processes and overall information technology management across the East Asia region. In 2010, Ellen founded the Glocal Co. She now provides consulting and coaching services to clients locate in China, Europe and North America.

#### **Mr Michael Wang**

**Chief Executive Officer of Drucker Academy  
Group  
Strategic Development Advisor of Putian  
EastCom Communications Group**



Mr Wang is in possession of 20 years of practical experience in multinational companies, who formerly served as Vice-President and General Manager of Public Sector of Microsoft (China) Co., Ltd. Before joining Microsoft, he served as General Manager of Government and

Enterprise Mobile Solutions Sector of Motorola North Asia Region and Managing Director of Shanghai Motorola Telecom Products, in charge of professional wireless communications business successively. Mr Wang had worked in IBM (China) Co., Ltd. for 10 years. He held the positions of General Manager of Government and Public Service Sector that served the central government clients in China, General Manager of Distribution Sector that served travel, transportation and retail clients in China.

#### **Dr Darwin Chen SBS**

**Honorary Drucker Fellow  
Honorary Chairman of Peter F. Drucker  
Academy**



Dr Darwin Chen was responsible for the establishment of several professional arts companies and museums while serving as Director of Cultural Services of the Hong Kong Government in the 70's and 80's. He subsequently served as Commissioner for Television

and Entertainment Licensing, Deputy Secretary for Constitutional Affairs, Commissioner of Labour and Director of Buildings and Lands. He was former Chairman of the Hong Kong Arts Development Council and currently serves as Vice President of the UNESCO Hong Kong Association.

Dr Chen serves on the board of many charitable organizations in Hong Kong and Mainland China as well as international non-profit bodies, such as Plan International (Hong Kong) and Amity Foundation. He is also Senior Advisor to the School of Professional and Continuing Education and council member of the Centennial College of the University of Hong Kong. He was awarded the Silver Bauhinia Star by the Hong Kong SAR Government in recognition of his community service. He also received the award of All China Outstanding Philanthropic Worker from the Ministry of Civil Affairs of the Chinese Government.