



School of  
Management and Law

# Invitation to Focus Event: Mindful and Responsible Leadership

SML International Week 2019

Tuesday, 9 April 2019,  
Winterthur



**Building Competence. Crossing Borders.**

# Focus Event

## Mindful and Responsible Leadership

Mindfulness provides a valuable key to developing an ethical leadership style in an international context far beyond the traditional brief of corporate responsibility.

Responsible international leadership is about more than making others perform to a set standard. Its goal is to match, as closely as possible, the consequences of entrepreneurial activity to the needs of the social and natural environment. Considering the complexity of these consequences and the many stakeholder groups affected, this goal may be worthy, but it is also very hard to achieve. In view of this situation, mindful leadership has emerged as a valuable approach to overcoming these challenges.

What then is mindfulness in the context of responsible international leadership? How can it be integrated into everyday business life? What effect does being mindful have on a company's corporate culture?

Keynote speeches and a panel discussion of renowned experts will focus on the necessity and practical relevance of practicing a leadership style that transcends the traditional understanding of corporate responsibility, especially in an international business environment.

### LOCATION

ZHAW School of Management and Law  
Auditorium, Building SW,  
St.-Georgen-Platz 2, Winterthur

### REGISTRATION

The event is free of charge. Please register by 4 April 2019: >>> [www.zhaw.ch/imi](http://www.zhaw.ch/imi)

### CONTACT

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We look forward to welcoming you to the ZHAW School of Management and Law.

# Program

## Tuesday, 9 April 2019

5.15 p.m. **Registration and welcome drink**

6.00 p.m. **Welcome address**

**Prof. Dr. Daniel Seelhofer**, Director, Department of International Business,  
ZHAW School of Management and Law

### **KEYNOTE SPEECHES**

**Prof. Dr. Mathias Schüz**, Senior Lecturer,  
ZHAW School of Management and Law

**Petra Maria Heeb**, Senior Customer Engagement Executive, SAP

**Gianni Valeri**, Member of the Executive Committee, Manpower Switzerland

### **PANEL DISCUSSION**

**Prof. Dr. Mathias Schüz**, ZHAW School of Management and Law

**Petra Maria Heeb**, Senior Customer Engagement Executive, SAP

**Gianni Valeri**, Member of the Executive Committee, Manpower Switzerland

**Enrico Bauer**, Founder and Managing Director, Enrico Bauer Consulting

7.30 p.m. **Buffet reception**

Zurich University  
of Applied Sciences

# School of Management and Law

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P.O. Box  
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[www.zhaw.ch/sml](http://www.zhaw.ch/sml)

**Important:**

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