

## **MAKING PEOPLE THE COMPETITIVE ADVANTAGE**

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### **CALL FOR ABSTRACTS**

The pace of industrial evolution has been increasing relentlessly over the past years. This shows no signs of slowing, given the ever-increasing advances in technology. Over 60% of the companies in the Fortune 500 40 years no longer exist. Most of the largest companies in the world today did not exist 40 years ago. Given the era of rapid change, how will work look in future, and how can we prepare our organisations to become sustainable and focus on value creation.

These questions are not just semantic. With the advent of automation and Artificial Intelligence, mundane tasks will increasingly be done by machines. At the same time, the primary purpose of large corporations cannot be purely capitalistic; it also has to be to serve humanity. The question has further relevance because if tomorrow's companies require fewer and fewer people, what will the remaining people do to bring value and remain economically relevant.

The other question pertains to companies and how they remain relevant. Points to consider include finding leaders from within organising, and sustaining competitive advantage while keeping people at the heart of this advantage.

Other focus areas for the presentations include:

Responding to the challenges brought about by digital transformation or changes in the workforce has recently put organization culture on center stage.

In the context of culture redesign leaders need to lead the way to ensure strategic and commercial success.

Based on the results of the 2019 cross-industry survey, participants will receive statistical evidence around the 10 key drivers of organization culture as well as insight into the trends in building an organization culture fit for the digital age.