



Brazil
Chapter



The Foundations of Humanistic Management

Business for a more Equitable and Sustainable World

14th January 2016, 2pm - 6:30pm
Instituto Pró-Cidadania de Curitiba (IPCC)
Curitiba, Brazil



Context

Humanistic management lays the foundation for a more active role of business in addressing some of the most pressing challenges we face as a global community.

To provide business with a supporting framework the Humanistic Management Center has developed an approach to Humanistic Management based on three steps:

- 1) Unconditional respect for human dignity
- 2) Integration of ethical considerations in management decisions
- 3) Active and ongoing engagement with stakeholders.

During this half day conference we provide a platform for exchange and discussion on how a humanistic management paradigm supports business success aligned to societal needs and expectations. We will assess theoretical insights as well as case examples for how business can co-create solutions for a more equitable and more sustainable world.

Please, register by e-mail:
curitiba@humanisticmanagement.org

Further information under:
www.humanisticmanagement.org/events/upcoming_events
www.humanetwork.org
www.ipcc.org.br

Supported by:



Program

2:00 - 2:15 pm	Welcome Address	Kelly Broliani (IPCC, Curitiba Brazil), Ana Paula Maltauro Barddal (CAIS, Curitiba Brazil) Ernst von Kimakowitz (Humanistic Management Center, Switzerland)
2:15 - 3:00 pm	Foundations of Humanistic Management	Ernst von Kimakowitz
3:00 - 4:30 pm	Interactive Workshop	All Conference Participants
4:30 - 5:00 pm	<i>Coffee</i>	
5:00 - 5:15 pm	Reporting Back from the Groups	One Member of Each Group
5:15 - 6:15 pm	Panel Discussion: From Principles to Practice in Humanistic Management	Alvaro Borba - Municipal Social Media Director Marcelo Munaretto - Municipal Supply Agency Gabriel Raad - Laguna Construtora Daniel Thá - Kralingen Consultancy Ricardo Trento - Unicultura Moderator: Kelly Broliani
6:15 - 6:30 pm	Summary and Farewell	Kelly Broliani , Ana Paula Maltauro Barddal, Ernst von Kimakowitz
6:30 pm	<i>Cocktail</i>	
