

IGNITE



INSPIRED EMPLOYEES

FOR A MEANINGFUL BUSINESS WORLD

IGNITE CONFERENCE 2023

IT'S TIME TO HUMANIZE BUSINESS!

UNIVERSITY OF ST.GALLEN
SWITZERLAND



A PLATFORM PROMOTING PURPOSE-DRIVEN BUSINESSES


Although some may believe the emerging presence of purpose within organizations to be a mere tactic for branding or employee engagement, we believe it is a sign of the redefinition of meaning at work that will continue to evolve in the future. This idea of connecting individual and organizational purpose at all company levels is here to stay as a necessary element for facing market environments defined by inconsistency and uncertainty.

IGNITE is a student organization at the University of St.Gallen (HSG) that provides a platform for exchange. At our annual conference, we discuss best-practice examples, business cases, share strategies, and promote the creation of meaningful workplaces and practices to inspire employees' commitment to their company's aims and vision.

THE THREE PILLARS OF IGNITE


For a successful purpose-driven business world, inspired employees are key. We believe this is achieved through inspirational leadership, company culture, and a new approach to corporate governance.

INSPIRATIONAL LEADERSHIP




Inspirational leaders do not use their employees but empower them to unlock their individual potential and contribute to a shared goal. Leaders must be living examples of the values they represent and guide each team without neglecting anyone.

COMPANY CULTURE



Culture stands at the center of how a vision can last in time. It is the manifestation of the corporate vision and values within an organisation truly lived by employees over time. We believe that culture also plays a central role for the personal development, and mental and physical health of employees, leading to sustainable value creation inside the company.

CORPORATE GOVERNANCE



The governance pillar looks firstly to provide answers as to how the purpose of a company can be integrated into all decisions the company takes at any level and how it cohabits with profit. Secondly, organizational design determines the company's structure regarding its office layout and the degree of departmentalization and centralisation.



ADVISORY BOARD

The purpose of IGNITE's advisory board is to help the club gain new insights and advice to solve business problems or explore new opportunities by stimulating robust, high-quality conversations. The role of an advisory board is not to make decisions but rather to provide current knowledge, critical thinking, and analysis to increase the confidence of the team members who represent the club.



Gabriel Crétier
Founder of IGNITE

I believe that the Advisory Board is the best way to support IGNITE's vision for the long term by providing advice and assistance when needed to the team managing IGNITE. By combining the best of academia and purpose-driven business on the board, I'm confident that IGNITE will be able to continuously improve on reaching our vision of "inspired employees for a meaningful business world".

I'm especially excited to be joining Ignite on the Advisory Board, as our vision of how work should be designed and our mission and purpose statements are super aligned. We all want to bring about change and increase our impact - and in that respect, I look forward to reinforcing each other and working together!



Timm Urschinger
Co-Founder at a Teal-based consultancy
LIVEsciences AG



Prof. Dr. Petra Kipfelsberger
Assistant professor for Leadership
and Organizational Behavior

IGNITE shapes a path to a more sustainable business world through key insights around inspirational leadership, company culture, corporate governance, and organizational design. Based on my expertise in the fields of inspirational leadership and transformative learning, I contribute to IGNITE's mission of creating a better future through positive CHANGE.



IGNITE THROWBACK

The last IGNITE Conference hosted successful business leaders who are as diverse as the industries they work in and the countries they come from. Their valuable inputs on purpose-driven business, combined with their impressive personal and practical experience, made each speaker an **indispensable actor of the IGNITE Movement.**

ABOUT LAST YEAR'S EDITION

The 2022 edition of the IGNITE conference focused on **EMPLOYEE ENGAGEMENT.**

Why employee engagement?

- Well, did you know that according to Gallup polls, only 20% of employees find their work meaningful?
- Think about all the lost happiness for all the people who spend their lives working for things they don't care about.
- Think about all the lost productivity for the leaders who have 80% of their workforce only caring about their paycheck.

The traditional view of doing business has been confronted with the experiences of business leaders who, through their work, showed new and disruptive ways of doing business. In addition to the keynotes, the interactive workshops allowed participants not only to be spectators of the IGNITE Movement but also to participate.





TOPIC OF THE IGNITE CONFERENCE 2023: IT'S TIME TO HUMANIZE BUSINESS

The aim of the IGNITE conference 2023 is to spread knowledge and awareness around purpose-driven businesses with a focus on personal purpose and employee well-being. The topic of the IGNITE conference 2023 is going to be human-centered leadership: **"It's time to humanize business!"**. The keynote speeches and workshops will cover the 3 IGNITE pillars (inspirational leadership, company culture, and corporate governance).

The idea behind this topic is to explore how human-centered leadership can be implemented in an organization. Questions about what human-centered leadership is, what the company culture in a human-centered organization looks like and how a human-centered organization should be structured will be answered in the keynote speeches, workshops, activities, and panel discussion.

FEATURING JANE ADSHEAD GRANT

The upcoming conference, IGNITE, features the **"Human Centered Leadership Community"** as one of many great initiatives worldwide and is delighted to welcome Jane Adshead Grant back.

The well-known listening coach, facilitator, speaker, and co-founder of the "Human Centered Leadership Community" is hosting an interactive webinar on "Raising your leadership impact through the skills and mindset of listening" at the IGNITE Conference 2023.

Jane's purpose is to create an environment and leadership that enables personal growth and fulfillment by listening. In her executive coach and facilitator roles, she supports individuals and teams to develop person-centric leadership and cultures where everybody matters. Jane's vision of a world where we listen first, enabling others to step up and into whom they are meant to be, is further provided through her offering at "The Listening Coach".



IGNITE CONFERENCE 2023



TIME

03 MARCH

5PM

Registration

5:30PM

Welcome from IGNITE

5:45PM

Teal Around the World Keynote Speech

7PM

Teal Around the World Afterparty

TIME

04 MARCH

8:45AM

Registration

9AM

Introduction from IGNITE

9:15AM

Keynote Speech

10:15AM

Workshops

11:15AM

Purpose Driven Speed Dating

12:30PM

Lunch Break

1:30PM

Keynote Speech

2:15PM

Workshops

3:15PM

World Café

4:30PM

Panel Discussion

5:15PM

Wrap Up

5:30PM

Networking



IGNITE CONFERENCE 2023 X TEAL AROUND THE WORLD



CONFERENCE STRUCTURE & SCHEDULE

IGNITE is collaborating with the online conference **Teal Around the World** (TATW) for the first time. TATW is a not-for-profit diverse group of TEAL practitioners around the world, exchanging best practices and learning from each other's experiences to bring positive change to organizations by enabling the core values of self-management, wholeness, and evolutionary purpose. In 2023 Teal Around the World has the honor to welcome back Frédéric Laloux, author of "Reinventing Organizations" as a keynote speaker.

The IGNITE conference 2023 will be organized in a 24-hours bubble format (Friday, March 3rd, 2023, 5:30 PM - Saturday, March 4th, 2023, 5:30 PM (CEST) and will be hosting 150 participants at the **SQUARE** at the University of St. Gallen. The idea behind this format is to allow the participants to dive into the IGNITE mindset for 24 hours.

TATW will be streaming online from Thursday, March 2nd, 2023, from 11:00 AM - Friday, March 3rd, 2023, 2:00 PM, and will host one of their afterparties in collaboration with IGNITE at the SQUARE on Friday evening. The TATW afterparty, with a keynote speech from a Teal speaker, will be the kick-off event for the IGNITE conference.

On Saturday, March 4th, 2023, the conference will continue with the traditional IGNITE keynote speeches, workshops, and activities where participants exchange ideas and insights about human-centered leadership with internationally recognized speakers and like-minded business leaders. There will be combi-tickets for both conferences that can be purchased via IGNITE, so participants get the chance to be part of both conferences.

Contact us

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