

Friday, August 30, 2019
9.00 a.m. - 6.00 p.m.

Franklin University
Switzerland
Via Ponte Tresa 29
6924 Sorengo

MASTERCLASS

LEADERSHIP AND THE GOLDEN RULE

“TREAT OTHERS AS YOU WOULD LIKE TO BE TREATED,
AND TREAT THE PLANET AS YOU WOULD TREAT YOUR HOME”



Paul Polman

Co-Founder and Chair of Imagine.
Chair of the International Chamber of
Commerce, The B Team and Vice-Chair
of the UN Global Compact.
Unilever's CEO for ten years: the
Financial Times has called him
“A standout CEO of the past decade”.

Kim Polman



Writer and co-founder of
Reboot the Future
foundation. Co-founder
and Vice Chair of the
Kilimanjaro Blind Trust.

PROGRAM

From 9.00 a.m. to 12.30 p.m.

- Keynote by Kim Polman on “Imaginal Cells and the Golden Rule”
- Leadership workshops

From 1.30 p.m. to 5.30 p.m.

- Keynote by Paul Polman “G7 update on climate and SDGs”
- Multi-stakeholder panel interviews and interventions
- Leadership interviews to Paul Polman

What would happen if we applied the Golden Rule into leadership practices?

We know well what happens when we don't do this and the results are disengaged workplaces, growing inequalities and an agonizing planet.

Yet in moments of darkness there are “imaginal cells” that can create incredible and magic new narratives, just like caterpillars can turn into butterflies.

During this MasterClass we will learn directly from one of the most prominent imaginal cells, Paul Polman. With him, his wife Kim Polman co-author of Imaginal Cells and co-founder of Reboot the Future. Finally some great sessions with inspiring stakeholders that are embodying the Golden Rule and are acting for the good of the people and the planet in line with the Sustainable Development Goals.

Join this incredible intergenerational MasterClass, with young students, social entrepreneurs, executives, academics, researchers and representatives from governments and NGOs.

You will leave this day empowered to act in new ways, wanting to be the best for the world.

Register today: fus.edu/leadership-golden-rule

