



## Detailed program “Innovation in OD and Leadership” – Learning Workshop May 8-9, 2011

**Mary Jo Hatch & Phil Mirvis:**  
„Corporate Citizenship and Corporate Branding“

**Organized** by Hubert Lobnig, Dagmar Untermarzoner & Marlies Lenglachner

**Date:** May 8-9, 2011

**Location:** IG – Architektur  
Gumpendorferstrasse 63B, 1060 Wien

### **What we intend:**

We are inviting to an outstanding learning workshop to increase our understanding of current issues in OD and Leadership. The workshop is learning centered and will focus on inspired conversations and reflections with two exceptional and internationally rewarded guests and colleagues Mary Jo Hatch and Phil Mirvis. They will share their insights and we will think forward together.

### **Content:**

What is the essence when we think of next generation corporate social responsibility, ethics, responsible leadership ... and how can these principles be transformed into sustainable practice? How can we drive corporate innovation and change processes with generating shared understanding and meaning? How can strategy, culture and identity be aligned through a process of branding? And how could both concepts be linked?

### **Our guests:**

**Mary Jo Hatch** is C. Coleman McGhee Eminent Scholars Research Professor, Emerita, at the McIntire School of Commerce, University of Virginia. Now retired, she is an adjunct professor at the Copenhagen Business School in Denmark and lectures and consults internationally. In addition to their book Taking Brand Initiative: How to Align Strategy, Culture and Identity through Corporate Branding, she and Majken Schultz have published: The Expressive Organization: Linking Identity, Reputation and the Corporate Brand (with Mogens Holten Larsen, Oxford University Press, 2000) and Organizational Identity: A Reader (Oxford University Press, 2004). The second edition of Mary Jo’s textbook Organization Theory: Modern, Symbolic and Postmodern Perspectives was published in 2006 (Oxford University Press), and articles by Hatch appear in numerous academic and practitioner journals including: Organizational Dynamics, Harvard Business Review, California Management Review, European Journal of Marketing, Academy of Management Review, Administrative Science Quarterly, Human Relations, Journal of Management Inquiry, Organization Studies, Organization Science and Strategic Organization. Hatch also coauthored The Three Faces of Leadership: Manager, Artist, Priest (with Monika Kostera and Andrzej Kozminski, 2005, Blackwell).

**Philip H. Mirvis** is an organizational psychologist whose studies and private practice concern large-scale organizational change, the character of the workforce and workplace, and business leadership in society. An advisor to businesses and NGOs in the U.S., Europe, Asia, and Australia, he has authored 10 books on his studies including Joining Forces (the human dynamics of mergers) and To the Desert and Back (a business transformation case). His most recent is Beyond Good Company: Next Generation Corporate Citizenship, with Bradley Googins and Steve Rochlin. Phil has a B.A. from Yale University and a Ph.D. in organizational psychology from the University of Michigan (Philip H. Mirvis Associates, Ipswich, MA 01938, United States).