



## **Expert Workshop:**

# **Demography meets Strategic Planning**

*A workshop on the Megatrend of “Global Demographic Change” and its interfaces with strategic planning in business, society and governance*

**Target audience:** Strategic planners in business, government & NGOs, consultants, demographers, market researchers, entrepreneurs

**Organizer:** World Demographic & Ageing Forum (WDA Forum), St. Gallen

**Location:** University of St. Gallen, Room 01-111 in the Main Building

**Date:** Thursday, January 29, 2015, 1pm-5pm

**Participation fee:** CHF 380.- , students free of charge

**Presenters:**

- Prof. Dr. Günter Müller-Stewens – Director, Institute of Management, University of St. Gallen
- Dr. Hans Groth – President, WDA Forum, St. Gallen
- Vincent Barras – Business Analyst, Deloitte Consulting, Zurich

**Registration:** Sandro Cramerer ([scramerer@wdaforum.org](mailto:scramerer@wdaforum.org)), WDA Forum, Kornhausstrasse 18, 9001 St. Gallen, Phone: +41 71 242 79 79

## **Details of the Workshop:**

Demographic dynamics – with key drivers such as fertility rates, longevity, migration, values and culture – are important determinants of the wealth and welfare of societies all over the world. Understanding how to deal with population dynamics is critical for industries and businesses which aim to be successful in the 21st century. Indeed, the future population distribution will influence the pool of available employees and consumers, along with their behaviour and preferences.

The Megatrend of “Global Demographic Change” has been discussed at length in recent years. But what are the practical organizational implications for businesses, NGOs, and governmental institutions? What do strategic planners and other leaders in these organizations need to consider when preparing their organizations for future generations?

This workshop will give participants an opportunity to gain critical insights into these questions, to share their experience and to communicate best practices. Furthermore, this workshop aims to define what type of indicator, if any, is most likely to make strategic planning an even more powerful tool under the prerequisite of demographic change.

Prof. Dr. Günter Müller-Stewens and Dr. Hans Groth will introduce the concepts of megatrends in strategic management, and of demography as a field of study with practical implications. Vincent Barras, a HSG graduate now working in consulting, will present the results of two master's theses on the topic of population ageing. He will also introduce a tool to help manage population ageing at business, industry, and national levels: the Demographic Risk Indicator. A group of master's students from the University of St. Gallen will then provide an example of what such an indicator could look like in business practice.