

THE DRUCKER SOCIETY GLOBAL NETWORK

Mission

To stimulate effective management and ethical leadership across all sectors of society.

Vision*

To spark a worldwide movement, based on Peter Drucker's ideas and ideals, that helps to close "the Responsibility Gap"—society's collective failure to be good stewards of our institutions, our resources and our people—and, in doing so, makes for healthier communities.

Goals

1. To improve the management of organizations—public, private and non-profit—around the world.
2. To inspire new audiences to discover Peter Drucker's teachings in ways that underscore the continuing relevance of his work.
3. To measure our impact by documenting, quantitatively and qualitatively, our contributions to changing practices, behavior and lives for the better.
4. To foster a true global network in which Drucker Societies cooperate with each other, freely sharing their best practices, ideas for new programs and expertise.
5. To ensure the Drucker Society Global Network's long-term growth and sustainability.

*Our vision statement centers around one word: *movement*. We believe that this is an appropriate framework because the challenges we face in closing the Responsibility Gap are so enormous. Nothing less than a full-fledged movement—on the scale of the fight against global warming, say—is required. Consider: \$1 trillion is paid out each year in bribes; a third of working time around the world is wasted because of poor planning and mismanagement; 2.5 billion people live in democracies that are on the verge of slipping into tyranny; millions of workers are still wrestling with the transition from blue-collar jobs to knowledge work; and on and on and on.

The Drucker Societies are the front lines in our movement to be more effective managers and ethical leaders. They are the front lines in our movement to close the Responsibility Gap.

Different Societies will naturally aim to take on this immense task in different ways, each according to its local customs, interests and needs. Some may try to use Peter Drucker's teachings to inform and inspire corporate leaders to be more humanistic in their approach to management. Others may use Drucker's principles to help nonprofits in their area operate more effectively. Others may seek to introduce Drucker's work to a new generation of young people. Still others may use Drucker's writings to examine matters of public policy and to persuade those in the public sector to change the way they approach particular issues.

Whatever the case—that is, whatever specific activities a Drucker Society chooses to pursue—several common denominators are important: Each program must be focused on the broader community (beyond the Drucker Society and its members). It must be oriented to action. And a Society must be able to document that, over time, it is making a real impact by changing behavior and changing lives.

The Drucker Institute will act as the hub of the movement, offering support in various ways. (See the “Expectations and Obligations of the Institute and the Societies” distributed in the Global Symposium conference binder; also see the “Ideas Generated & Lessons Learned” document attached to this follow-up email.) The Institute will ensure that the Global Network adds up to more than the sum of its parts. The Institute will also make certain that the network, as a whole, is balanced in terms of the sectors (public, private and nonprofit) and types of people (CEOs, middle managers, students, etc.) it is reaching.

The Institute takes primary responsibility for making sure that the Drucker Society Global Network is meeting the goals outlined above.

Movements, we know, don't flower overnight. Many, for instance, credit Stanford Professor Stephen Schneider with first bringing global warming to the public's attention. That was in 1976—a full three decades before the threat became a common cause of concern and large numbers of organizations and individuals around the world began to change their behavior.

But even though we need to be patient and persistent in our attempt to close the Responsibility Gap, we also are confident that we can make real strides in the next three to five years.

What might the Drucker Society Global Network look like in that span?

We envision a group of Societies, 50 strong with thousands of members, on every continent in the world. Their activities vary—there are CEO book clubs, forums for college students, workshops on effective management for nonprofit leaders and civil

servants, and much more—but all are part of a confederation that finds great strength in a common vision and common values.

With the assistance of the Drucker Institute—which is actively helping the Societies find local partners to support (financially and otherwise) their programming; supplying material (such as locally tailored versions of “The Responsibility Gap” presentation), and keeping the network connected—most every Society has been able to find the resources it needs to be successful.

The proof of this success comes as the Societies regularly report on the results of their initiatives. This allows us to begin to tell a remarkable story: how a committed group of volunteers across the globe, all motivated by Peter Drucker’s philosophy, is making the world a little more ethical and effective, step by step by step.