

WRITER: Richard Bellikoff

TOPIC: "Peter Drucker: A Living Legacy"

VIDEO	AUDIO
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Interview: Nan Stone, Senior Research Fellow, Harvard Business School/ Founding Director, Peter Drucker Archive and Institute (Tape 3, 11:52:14)

STONE: "If I had to use a word, one word, to try to capture Peter, which is a very difficult task, I think the word would be truly groundbreaking. . . . It's someone who, once you've read them, you will never look at the world the same way again."

Interview: Frances Hesselbein, Chairman, Board of Governors, Peter F. Drucker Foundation for Non-Profit Management (Tape 1, 10:03:53)

HESELBEIN: "Peter Drucker is an icon. He is the great inspiration and he is the great thought leader for leaders who see the organization as a human enterprise. . . . (Tape 1, 10:00:26) And there is no one like him. . . . (Tape 1, 09:51:38) Everything he says should be on a plaque."

Interview: Doug West, Senior Vice President, Chief Administrative Officer, Toyota Motor Sales, U.S.A. (Tape 4, 10:09:18)

WEST: "The essence of Peter Drucker's contribution to us is that he made legitimate, he gave us a definition of management that had never been before defined and recognized as a discipline."

Interview: Martin Davidson, President, Southern Pipe and Supply Company, Meridian, Mississippi (Tape 6, 14:37:39)

DAVIDSON: "It's likely that every CEO in the world has read something written by Peter Drucker. . . . So Peter single-handedly through his writings has improved business throughout the world, exponentially. And that's his great legacy."

Interview: Dolores Cross, President, Morris Brown College (Tape 6, 11:55:20)

CROSS: "The essence of Peter's legacy will be that warmth, strength, value, instincts, human qualities matter. People matter. Business will be more successful if business becomes more human."

Host on set

HOST: He's been called one of the 20th century's great minds . . . the wisest of business philosophers . . . a moralist of our business civilization . . . the most perceptive observer of American society since Alexis de Tocqueville . . . the pre-eminent authority in the fields of management theory and practice . . . He's Peter Drucker, and it's our honor and our privilege to pay tribute to him for his lifetime of achievement and his great contributions to society.

Title graphic: **Peter Drucker: A Living Legacy**

(Music up for title)

Host on set

Image of small stone dropping into pond with ripples radiating from point of impact (Note: This is a recurring visual metaphor which will appear periodically throughout the video.)

HOST: For over half a century, Peter Drucker has immersed himself in the management challenges of our time. His concepts have served as blueprints for leaders around the world -- not only in business, but in fields as diverse as health care, non-profit institutions, and education. His insights have become so much a part of mainstream managerial thinking that it's difficult to appreciate how truly innovative they were when he first published them.

Interview: Martin Davidson (Tape 6, 14:49:18)

DAVIDSON: "What I talked to Peter about 25 years ago is still relevant today. The first time I met with Peter Drucker I spent about three days with him. He wrote a 30 page report about the issues, about the challenges, about what we should be doing about those challenges, he sent that report to me. And that's the report that I'm still using today to run my business. . . That shows what a visionary Peter Drucker is."