Unlock the Strategic Value of the Transformative Journey to Optimal Service Delivery

EXPLORE opportunities with how shared services and global business services (GBS) can help move from process efficiency to enterprise business value

MOTIVATE and enable new and constructive behaviors through change management and stakeholder engagement principles

EXECUTE an effective roadmap to performance and organizational excellence

Lead sponsor

Deloitte.

Save $200
register by 9.22.14
Gain Valuable Strategies for Optimal Service Delivery
Attend The Conference Board’s Global Business Services Conference to learn from peer organizations at all stages of the shared services and global business services maturity spectrum on how to leverage your platform to deliver step changing value creations to your business in a long-term sustainable way including how to:

- Create top-line growth and bottom-line savings with emerging trends and capabilities
- Motivate and enable new and constructive behaviors through change management and stakeholder engagement principles
- Gain maximum effectiveness and reduced redundancies through role redesign
- Achieve greater impact for your organization with GBS maturity assessment to determine “what’s next”
- Execute an effective roadmap to performance and organizational excellence

Plus! Working Group Sessions Just for You!
In order to address the needs and issues of individuals regardless of where they might be in their journey to optimal service deliver sessions during the afternoon of day one will break-out to give you a deep dive into the topics and challenges specifically for you. Choose from:

- Topics Related to the Maturing Shared Services Organization
- Topics Related to Global Business Services

Who Should Attend
The conference is intended for executives who approve of and are actively involved in their organization’s shared services and global business services ventures, including professionals in:

- Business Strategy
- Human Resources
- IT
- Procurement
- Finance

Pre-Conference Seminar
Service Delivery Optimization through Strategy Realization and Cultural Transformation
Wednesday, October 8, 2014
REGISTRATION AND CONTINENTAL BREAKFAST 8:30–9 AM
WORKSHOP A 9 AM–12 PM
Embracing Change and Fueling Employee Engagement to Drive Superior Business Results
Change is a constant. It is a fundamental function of successful future operations and can be viewed as the underappreciated necessity of shared services. Regardless of where your organization may be in the maturity spectrum of shared services, change is always happening, as it should be, and the ability to manage change as part of your day-to-day operations is crucial to ensure the cultural transformation needed for execution and growth. During this workshop we will demystify change management and employee engagement techniques by exploring the practical applications, tools, and latest practices. Included in the discussion:

- What mechanisms are needed to drive both operational and strategic change?
- Identifying and targeting key stakeholders who will cascade your message throughout the enterprise
- “What’s in it for me?” mastering ongoing communication that is relevant and resonates with stakeholders and employees

Robin Stout, Senior Director, Global Employee Services, McGraw Hill Financial

LUNCH 12–1 PM
WORKSHOP B 1–4 PM
Benefits Realization in Shared Services
The transition to shared services or Global Business Services (GBS) is no simple task and involves a large investment of time, money, and a fundamental change in the way an organization operates. Results achieved from this endeavor may take years to realize and it is a struggle to ensure the organization maintains focus and support throughout the journey while little reward is being realized. During this session the facilitator will explore the concept of benefits realization within shared services in order for you to be able to create a culture of sustained support. Included in the discussion:

- Effective communication strategies to ensure continued support throughout your journey and help leverage future expansion opportunities
- Create a working tool for strategic planning, organizational assessment, and clear/consistent messaging to ensure continued support of your initiatives
- Uncover effective ways to provide and communicate meaningful operational and customer, measures leading to a culture of continuous improvement

Paul Nicolaisen, Vice President Global Shared Services, Becton Dickinson
Thursday, October 9, 2014

REGISTRATION AND CONTINENTAL BREAKFAST  8–9 AM

CHAIRPERSON’S WELCOME AND OPENING REMARKS  9–9:10 AM

A  9:10–10 AM

What’s Next on the Horizon: A Visionary Exploration into the Future of Shared Services and Global Business Services

To set the stage for the conference, explore the emerging trends and capabilities within shared services and GBS and how these are shaping the ever-changing landscape. Explore the strategic value of GBS today and what the future state will bring, including discussions around the future of the workforce. Furthermore, as GBS is the hub of organizational intelligence for the enterprise, explore how to harness this capability to further enhance the value proposition and more effectively align strategy to overall corporate goals.

Don Piotter, Principal, Deloitte Consulting LLP
Steven Bandrowczak, Senior Vice President, Global Business Service/BPS, Hewlett-Packard

B  10–11 AM

The Journey to GBS: True Stories from the Front Lines

There is not a “one size fits all” approach to GBS. Every organization has its own unique culture, challenges, and business needs. As such, no two organizations will embrace and achieve success via a GBS model in the same way. Hear from an esteemed panel of experts as they share lessons learned from their GBS journey, including the determining factors move to a GBS model, challenges and solutions along the way, and finally, hindsight being 20/20, what they would have done differently if they had to do it all over again.

Moderator:
Brian Warnert, Director, Global Business Solutions, General Mills

Panelists
Mark C. Johnson, Senior Vice President, Corporate Shared Services, TransUnion
Debbie Vander-Bogart, Vice President, Global Shared Services, Levi Strauss & Co
Badhri Srinivasan, Global Head, Senior VP of Global Data and Safety Monitoring and Global Delivery Network, Quintiles

NETWORKING AND REFRESHMENT BREAK  11–11:15 AM

C  11:15 AM–12:10 PM

Shared Services Transformation: The Critical Importance of Leadership Development to Deliver Results

In January 2014 the Program Support Center of the U.S. Department of Health and Human Services launched a new rotational program for the Service Director role in order to see their long-term strategies come to fruition. Through the course of developing this program the organization has been able to uncover best practices and lessons learned in leadership and talent development. During this session, Ms. Ann-Marie Massenberg will share details of their successful Service Director Rotational program and detail how Global Business Services needs to take careful consideration in regards to the types of leaders that they have in place, including the core competencies of such leaders, and how a program such as the one PSC has created can help develop the types managers and leaders that are required to deliver the next level of value to your organization.

Ann-Marie Massenberg, Chief of Staff, Program Support Center, U.S. Department of Health and Human Services

LUNCHEON  12:10–1:10 PM

D  1:10–2:10 PM

Change Management and Stakeholder Engagement
Principles to Strike a Balance between Art and Science

Regardless of where you may be in your shared services and GBS journey, overcoming the ongoing resistance to change and understanding various stakeholders’ needs, as opposed to wants, are crucial to delivering continuous value to the organization. A group of panelists have been assembled to share how they have been able to put change management and stakeholder engagement principles into practice in order to motivate and enable new and constructive behaviors. Discussions will include how these principles have enabled the organization to effectively align business line and enterprise needs, fostering sustained support and engagement from the entire organization.

Moderator
Dan McHugh, Principal, Deloitte Consulting LLP

Panelists
Dana Ashfield, Director, Retail and Direct Bank Transformation, Capital One
Brad Christ, Acting Director, Environmental, Health and Safety Services, Program Support Center, Federal Occupational Health
Dan Carney, Director, Global Shared Service Center, Americas Service Delivery Lead, HR Global Operations, Pfizer

Specialized Working Group Sessions:

CONCURRENT SESSION 1
Topics Related to the Maturing Shared Services Organization

CONCURRENT SESSION 2
Topics Related to Global Business Services

E1  2:10–3:15 PM

An Exploration into Effective Operating Model and Expansion Strategies to Lay the Foundation for Maximum Impact and Sustainable Results

Finding the right shared services solution for your organization that can evolve and respond to changing business needs can be a long and winding road, sometimes filled with fits and starts. Hear from one organization as they detail the critical elements of their HR Operating Model and the key lessons they have learned through the implementation and execution phases. Included in the discussion will be the ways they have been able to collaborate to effectively expand their HR operations and their current pilot strategies to enable future growth and value opportunities for the business. Be prepared to engage in a discussion with your peers to explore different operating models and expansion strategies utilized at other organizations and the pros and cons of each to benefit from a rich and dynamic exchange of ideas.

Dan Carney, Director, Global Shared Service Center, Americas Service Delivery Lead HR Global Operations, Pfizer
Mobilize the Global Organization through GBS
Designing the right organizational structure is key to creating value beyond cost and effectiveness. Learn from an organization as they share their GBS journey and processes to build and develop transformation capability across the organization, including business case creation, implementation hurdles, cross-functional engagement and governance, and their vision for their future state.

Sheila Welch, Head of Global Workforce Strategy, Morgan Stanley

Avoid Measuring for the Sake of Measuring: Truly Effective Models for Shared Services Governance
The term shared services governance is liberally used for all management structures and protocols post go-live. Yet there is often a difference between what is textbook, and what is effective. Explore the elements that are the “have-to-haves” of effective governance as opposed to the “nice-to-haves” to capture truly impactful information.

Matt Noe, GPHR, Latin America Regional Shared Services Manager – Latin America Human Services, Caterpillar

Leveraging a Framework for Optimal GBS Governance
To effectively reap the benefits of a fully collaborative and integrated GBS model, the most sophisticated GBS organizations have a standardized approach to governance. Learn how to create and drive this business process within your global organization resulting in improved efficiency, control, and transparency. Explore the importance of the Global Process Owner and how this role positively impacts the customer’s engagement and satisfaction.

David Michelson, Principal, Deloitte Consulting LLP
Richard Sarkissian, Principal, Deloitte Consulting LLP

Crucial Steps to Moving Up the Maturity Curve to a GBS Model
Is GBS something that can be achievable for all organizations? What are the building blocks? What are the critical assessments to ensure that you have the ability to “look before you leap?” Explore the effective strategies to evolve shared services to the next level with a particular focus on how to ensure leadership buy-in along the way.

G1 4:05–5 PM

Taking GBS to the Next Level—Evolving the Model for Greater Impact
At its foundation, GBS focuses on optimizing end-to-end services on a cross functional and enterprise-wide basis. By leveraging this fundamental ability to transform end-to-end processes, along with the truly collaborative nature that is a fundamental building block of this platform, the next level of value can be generated for the business. Join this session as we explore the different and newly evolving operating models of GBS, the pros and cons of each and the implications of these models on the enterprise in order to capture the next level of value creation for the business.

Sheila Welch, Head of Global Workforce Strategy, Morgan Stanley
Examining the Business and Social Value Proposition of Impact Sourcing
Impact Sourcing is the socially responsible arm of the Business Process Outsourcing (BPO) and Information Technology Outsourcing industry. Impact sourcing intentionally employs people who have limited opportunity for sustainable employment—often in low-income areas. Through its Digital Jobs Africa Initiative, the Rockefeller Foundation is supporting the scale of Impact Sourcing globally with a special focus on Africa.

During this session learn more about this increasingly popular trend and explore the value proposition of Impact Sourcing from both a business and social impact perspective.

Sarah Troup, Associate Director, The Rockefeller Foundation
Cindy Gallagher, Vice President and Deputy Controller, AOL Shared Services

END OF CONFERENCE 12:30 PM