The 2010 Organization Design Conference
Designing for Innovation
September 30-October 1, 2010 Westin New York at Times Square
September 29 Pre-Conference Seminar

- Learn best practices, tools and processes for effective organization design
- Incorporate techniques to drive innovation in your organization
- Engage in case studies that you can imbed into your initiatives

In collaboration with:

Presented with assistance from:

Media assistance provided by:
Benefits from attending
■ Learn best practices, tools and processes for effective organization design
■ Incorporate techniques to drive innovation in your organization
■ Engage in case studies that you can imbed into your initiatives
■ Identify key steps for mobilizing your desired organizational structure
■ Collaborate with organization design experts

Who should attend
This conference is intended for executives charged with leading or providing support to organization design or re-design initiatives within their companies.

Partial listing of attendees at Past Organization Design Conferences

Aeropostale Inc.  
AlignOrg Solutions  
Amylin Pharmaceuticals, Inc.  
Bank of America  
Boston Scientific Corporation  
Brown & Toland Medical Group  
Cargill Inc.  
Chevron  
Childrens’ Creative Learning Centers  
Colgate-Palmolive  
ConAgra Foods  
Corning  
EMC Corporation  
Fannie Mae  
General Mills  
Humana  
Johns Hopkins University  
Ketchum Public Relations  
Kohl’s Department Store  
Korn/Ferry International  
Leader to Leader Institute  
McBassi & Company, Inc.  
McDonald’s Corporation  
McKinsey & Company, Inc.  
Microsoft Corporation  
Northrop Grumman  
Opportunity International  
Organization Design Forum  
PepsiCo  
Pfizer Inc.  
Phelps Dodge International Corp.  
Pitney Bowes, Inc.  
Qualcomm  
Sara Lee Corporation  
Save the Children  
State Farm Insurance Companies  
Texas Children’s Hospital  
The Boston Consulting Group  
The CEO Show  
Trinity Church Wall Street  
U.S. Federal Reserve System  
Unifirst Corp.  
United Parcel Service  
UnitedHealth Group Inc.  
University of Pennsylvania  
Wrigley Company  
Zions Bancorporation
Pre-Conference Seminar, Wednesday, September 29, 2010

REGISTRATION AND CONTINENTAL BREAKFAST 8–9 AM

SEMINAR 9 AM–5 PM

Designing Organizations for Growth and Profit: A Tool Kit for Organization Design

The seminar will introduce a practical and conceptually sound toolkit applicable to a wide variety of organization design situations. The toolkit presented is currently used by five members of the Fortune 100 to guide organization design efforts. It provides a sequential approach to drive strategy implementation via organization design. The toolkit can help you select the optimum design given marketplace and resource trade-offs, integrate across boundaries, and align all organization variables. This seminar will target three timely and highly relevant organization design topics:

1. How to design organizations that simultaneously drive marketplace effectiveness and operational efficiency
2. How to diagnose organizational misalignments and intervene for greatest impact
3. How to support the organization restructuring process within your organization

Kreig Smith, AlignOrg Solutions
Reed Deshler, AlignOrg Solutions

Thursday, September 30, 2010

REGISTRATION AND CONTINENTAL BREAKFAST 8–8:45 AM

WELCOME AND INTRODUCTIONS 8:45–9 AM

A 9–10 AM

Building and Sustaining an Innovative Culture

With the healthcare industry in an environment of uncertainty, transformative innovation is often pushed aside. The Mayo Clinic Center for Innovation is using a patient-centered focus to transform the way healthcare is experienced and delivered. Why is design-thinking so important? How does the center collaborate with internal and external partners to accelerate innovation? What does this environment look like to enable innovation? How are employees inspired to innovate? Learn how Mayo Clinic is creating such a culture.

Barbara Spurrier, Administrative Director, Mayo Clinic Center for Innovation

Call Customer Service at 212 339 0345
B 10–11 AM

Microsoft: Creating an Organization to Drive Customer Service
When creating a new business unit, what are the best practices for organizational designers to follow? What are the opportunities to provide a less conventional organization structure to drive an integrated vision for outstanding customer experiences?

Learn what Microsoft did this past year through the creation of a customer focused centralized services organization.

Lori Dewey, OD Director, Strategy and Organization Consulting, Microsoft Corporation
Kathy Falzetta, OD Director, Strategy and Organization Consulting, Microsoft Corporation

NETWORKING REFRESHMENT BREAK II 11–11:15 AM

C 11:15 AM–12:15 PM

Building Internal Organization Design Capability
Organization designers have long known that competitive advantage and brand equity stem not simply from an innovative organizational concept but from the conscious and painstaking alignment of organizational variables to create a whole that is greater than the sum of its parts. Hear how one company has worked during the recessionary period to reinforce its strategic intent and brand promise by designing and aligning the organization.

Andrew Chandler, Regional Manager, Organization Effectiveness, Cargill
Kreig Smith, Principal, AlignOrg Solutions

NETWORKING LUNCHEON 12:15–1:15 PM

CONCURRENT SESSION D1 1:30–2:30 PM

Structured for Success
With over 25 years of rich history in innovation, Adobe has been focused on both its organizational structure and leadership pipeline to ensure it is well positioned for the future. Optimal organizational structures ensure effective and aligned methods of communication, the right talent in the right roles, and the right systems and processes that will scale with the growth of the business. What challenges are key areas of focus at Adobe from an organizational development and learning perspective? What metrics does Adobe monitor? Learn what is working and what they have done to position themselves for continued growth.

Liz Quinn, Director of Human Resources, Adobe Systems Incorporated
Ellie Gates, Senior Manager OD Consulting, Adobe Systems Incorporated

CONCURRENT SESSION D2  1:30–2:30 PM

Evolving to an Agile Operating Model to Support Sustainable Growth
In response to the global recession, companies in a wide variety of industries have rushed to re-design their organizations to achieve cost efficiencies. World class organizations have focused their organization design initiatives on being able to quickly respond to changing market conditions. This case study presentation will highlight Amylin Pharmaceutical’s initiatives to create a flexible, collaborative and global operating model to support sustainable growth and profits.

Leland Sandler, Executive Director, Organizational Strategy, Amylin Pharmaceuticals

NETWORKING REFRESHMENT BREAK 2:30–2:45 PM

www.conferenceboard.org/orgdesign2
CONFERENCE SESSION E1 2:45–4 PM

Organization Design and Alignment to Drive Growth
Companies whose line leaders and HR professionals have a skill set in organization design are more competitive than those who do not have this vital skill set. This session will focus on how organizations customize organization design tools to their unique cultures and operating environment. It will share how these organization design tools are taught and how developmental programs are implemented. Key questions to be considered are: How do forward-looking companies build capabilities required to lead and support organization design efforts? How are leading organizations using organization design capabilities to facilitate strategic design discussions?

Reed Deshler, Principal, AlignOrg Solutions

CONFERENCE SESSION E2 2:45–4 PM

Driving Culture and Customer Focus in a Post Merger/Acquisition Environment
Organization design competencies are critical in a post merger or acquisition environment. Integration models in mergers and acquisitions often break down as a result of clashes in management styles, governance and culture. Key to the success of any merger or acquisition is the ability to achieve high performance. Learn from two organizations that went through multi-billion dollars acquisitions the best practices and lessons learned in critical design initiatives to achieve cultural stability, sustain growth and drive customer loyalty.

Jamie Lane, Vice President, Talent and Organization Development, Ingersoll Rand
Jay Spach, Senior Vice President, Organizational Development, Thomson Reuters

F 4–5 PM

Managing an Organization Redesign: Tyco Flow Control Shares its Lessons
There are multiple ways to manage the redesign of an organization. Tyco Flow Control made deliberate choices about how they wanted to manage a complex realignment of their dispersed and decentralized global company, and they learned some lessons along the way. In this session you will hear how they balanced project management against a bureaucratic governance structure, how they chose consultants who best fit their needs and culture, and what they did to build inclusion and employee development into the process.

Patrick Decker, President, Tyco Flow Control
Maureen Nash, Director Organization Effectiveness, Tyco Flow Control
John Rice, Vice President, Tyco Flow Control

NETWORKING RECEPTION 5–6:15 PM

HOSTED BY: AlignOrg Solutions

Conference KeyNotes
Registration includes a two-part post-conference experience: a summary of conference highlights and a post-conference interactive webcast.
Friday, October 1, 2010

CONTINENTAL BREAKFAST 8–8:45 AM

INTRODUCTIONS 8:45–9 AM

G 9–10 AM

Keynote: West Point-Bringing Innovative Leadership to a Legacy Organization
More than ever before, leaders need guidance for meeting the challenges of today’s complex organizations in order to thrive in the future. Colonel Tom Kolditz, who most recently published In Extremis Leadership: Leading as If Your Life Depended on It, will share his insights on how he spearheaded innovative initiatives in the leadership curriculum at West Point and how he overcame certain obstacles to change.

Colonel Tom Kolditz, Head of the Department of Behavioral Sciences and Leadership, United States Military Academy at West Point
Frances Hesselbein, President and Chief Executive Officer, Leader to Leader Institute, formerly the Peter F. Drucker Foundation for Nonprofit Management

NETWORKING REFRESHMENT BREAK 10–10:15 AM

H 10:15–11:15 AM

Keynote: Cirque Du Soleil-A Leader’s Perspective of Driving Innovation Globally
For over 25 years, Cirque Du Soleil has brought wonder and delight to millions of spectators all over the globe. With the company’s mission to invoke the imagination, provoke the senses and evoke emotions globally, Daniel Lamarre leads a very innovative culture that continues to grow globally. Learn how he has managed and aligned his strategies with his team to drive innovation and become an integrated entertainment company.

Daniel Lamarre, President and Chief Executive Officer, Cirque Du Soleil

I 11:15 AM–12:30 PM

The Organization Design Process: Innovations and Best Practices
A well-managed decision-making process is the foundation of sound organization design. In this panel, organization design practitioners and thought leaders will share innovative ways to:

• Frame problems and opportunities
• Ensure leadership commitment
• Manage large scale involvement
• Use design techniques to accelerate decision-making and implementation
• Prepare and position the HR and OD teams to guide the organization design project

Moderators
Amy Kates and Greg Kesler, Kates Kesler Organization Consulting
Panelists
Tom Jasinski, Vice President, Organization Effectiveness, MetLife, Board Member, OrgDesign Forum
Susan Hensley, Vice President of Strategy, E. & J. Gallo Wineries
Chris Trout, Vice President of Human Resources, Global Development & Organization Development, Walt Disney Imagineering
Reed Deshler, Principal, AlignOrg Solutions

CONFERENCE ADJOURNED 12:30 PM

Presentations
Available online in advance to help you prepare for the conference
Registration Information

Online  www.conferenceboard.org/orgdesign2
Email  customer.service@conferenceboard.org
Phone  212 339 0345

8:30 am to 5:30 pm ET Monday through Friday

The 2010 Organization Design Conference
Westin New York at Times Square

Conference (944011-2)
Dates: September 30-October 1, 2010
Location: The Westin New York at Times Square

Associates $2,195  Non-Associates $2,495

Pre-Conference Seminar (936011-2)
Associates and Non-Associates $995
Date: September 29, 2010
Location: The Westin New York at Times Square

Hotel Accommodations
Fees do not include hotel accommodations. For discounted reservations, contact the hotel directly no later than the cut-off date and mention The Conference Board Organization Design Conference.

Hotel Discount Cut-off Date:
Wednesday, September 8, 2010

Westin New York at Times Square
270 West 43rd Street
New York, NY 10036
Tel 212 201 2700

Cancellation Policy
Full refund until three weeks before the meeting.
$500 administration fee up to two weeks before the meeting. No refund after two weeks before the meeting. Confirmed registrants who fail to attend and do not cancel prior to the meeting will be charged the entire registration fee.

Team Discounts per person
For a team of three or more registering from the same company at the same time, take $300 off each person’s registration.

One discount per registration. Multiple discounts may not be combined.