The Future-Ready Organization
CONFERENCE
Visionary Leaders, Shaping What's Next
October 2–3, 2019
Westin New York At Times Square
New York, NY
www.conferenceboard.org/futurereadyorg

REGISTER BY JULY 20TH FOR $400 SAVINGS
About the Conference
The certainty of accelerating change makes future-readiness a survival imperative. The Conference Board C-Suite Challenge™ 2019: The Future-Ready Organization—a global survey of CEOs and C-suite executives—sets the stage as we explore what we can do to thrive today, in 2015, and beyond.

Speakers include:
- Umran Beba, SVP, Chief Diversity and Engagement Officer, PepsiCo
- Elizabeth Brown, Chief People Officer, Unity Technologies
- Jeffrey Campbell, Chief Financial Officer, American Express Company
- Ray Cameron, Head of Investment Stewardship, The Americas, BlackRock
- Emily Chasan, Sustainable Finance Editor, Bloomberg News
- Virginie Helias, Chief Sustainability Officer, Procter & Gamble
- Cheryl Hughes, Chief Human Resources Officer, Toyota Motor North America
- Bask Iyer, Chief Information Officer, VMWare
- Marty Lipton, Founding Partner, Wachtell, Lipton, Rosen & Katz
- Brendon Lynch, Chief Privacy Officer, Microsoft Corporation
- Ivan Pollard, Global Chief Marketing Officer, General Mills, Inc.
- John Reid-Dodick, Chief People Officer, WeWork
- Christina Van Tassell, CFO, Dow Jones
- John B. Wood, Chairman and CEO, Telos
- Sean Woodroffe, Senior Executive VP and CHRO, TIAA

Who Should Attend
This conference is designed especially for:
- Board Members
- CEOs
- Officers, VPs, and Directors of:
  - Strategy
  - Finance
  - Innovation
  - Risk
- General Counsel
- CHROs
- VPs, Directors, and Managers of:
  - Marketing
  - Research & Development
  - Product Development
  - Customer Experience
  - Technology
  - Business Development

Agenda

Day One
Wednesday, October 2, 2019

8:00 – 8:30 am
Registration and Breakfast

8:30 – 8:45 am
Welcome
Steve Odland, President and CEO, The Conference Board

8:45 – 9:30 am
Human history has left us with one enduringly accurate prediction: the future will always surprise us. The best-prepared organizations understand the nature of these surprises and have a range of scenarios for dealing with them. Our panel of economists, researchers, and business leaders think through and debate which current trends and immediate shocks will continue to have an impact in the mid- and long-term.

Jeff Campbell, Chief Financial Officer, American Express

Ambassador Stuart Holliday, President and CEO, Meridian International Center

Moderator:
Bart van Ark, Executive Vice President, Chief Economist & Chief Strategy Officer, The Conference Board

9:30 – 10:15 am
The Future of Work and the Battle for Talent
Attracting and retaining top talent was identified as the #1 internal challenge in C-Suite Challenge™ 2019, shortage of talent and skills the top obstacle to being competitive in 2025. How will the nature of work change in the next decade? What skills will be needed? How does “work-life balance” fit in? And how will the HR role shift in response to changing needs? The panel discusses these questions and more.

Cheryl Hughes, Chief Human Resources Officer, Toyota North America

John Reid Dodick, SVP Culture, WeWork

Sean Woodroffe, CHRO, TIAA

Moderator: Rebecca L Ray, Ph.D., Executive Vice President, Human Capital, The Conference Board

10:15 – 10:45 am
Break

10:45 – 11:30 am
New Paths for Customers, Products, and Brands
Increasingly, customers value the experience of using a product more than the product itself. How will companies enhance customer experience? How will they shift to customer-centric, service-based cultures and structures? The panel explores how this seismic shift will change strategic roles in marketing and customer experience.

Ivan Pollard, Global Chief Marketing Officer, General Mills

Vicki Poponi, Vice President, Digital Customer Journey, American Honda Motor Co., Inc.

Moderator:
Steve Odland, President and CEO, The Conference Board

8:45 am
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Steve Odland, President and CEO, The Conference Board

For sponsorship opportunities, please contact michael.felden@conferenceboard.org
11:30 am – 12:15 pm

**Sustainability and Climate Change: A New Environment for Growth**

Successful companies of the future will view sustainability as a value driver for growth—that’s the opinion of 51 percent of executives surveyed in C-Suite Challenge™ 2019. How are innovative companies putting sustainability at the heart of their business models? How will stakeholders—and regulations—shift priorities toward sustainability? How is climate change affecting long-term planning? The panel discusses the rising profile and role of sustainability in business.

*Dr. Hubertus Bardt*, Head of the Research Division, German Economic Institute

*Virginie Helias*, Chief Sustainability Officer, Procter & Gamble

*Emily Chasan*, Sustainable Finance Editor, Bloomberg News

12:15 pm – 1:15 pm

**Lunch**

1:15 – 2:00 pm

**The Board in 2025: New Visions of Governance**

Every challenge and opportunity we consider at this conference will require action at the highest level. How must the role of the board evolve to meet the future? What key issues will boards need to face in 2025? What skills will they need? What will the board look like? The panel shares thoughts on the future of corporate governance and the steps boards must take to lead effectively.

*Marty Lipton*, founding partner, Wachtell, Lipton, Rosen & Katz

*Ray Cameron*, Head of Investment Stewardship, The Americas, BlackRock

2:00 – 3:00 pm

**Participant Dialogues and Working Groups:**

**Setting the Agenda for the Organization of 2025**

Using the issues raised in the day’s sessions as jumping-off points, we draw on the wisdom of our attendees and leaders to share scenarios for the coming decade, and preparation for them. We explore what it means and what it will take for an organization to act on a long-term vision in these areas:

- The Future of Work and the Battle for Talent Working Group
- New Customer Experiences Working Group
- Sustainability and Climate Change Working Group
- The Board in 2025 Working Group

3:00 – 3:30 pm

**Break**

3:30 – 4:15 pm

**Blind Spots: Inclusion and Pay Gaps**

In C-Suite Challenge™ 2019, the gender pay gap and diversity and inclusion were two areas in which CEOs placed little emphasis as elements important to an engaging culture. Are these responses signs of significant blind spots that will hinder innovation? Leaders who see these issues as top priorities discuss how they are committing to long-term change.

*Umran Beba*, SVP, Chief Diversity and Engagement Officer, PepsiCo

*Elizabeth Brown*, Chief People Officer, Unity Technologies

*Scott Cawood*, President and CEO, WorldatWork

4:15 – 5:00 pm

**Blending Humanity and the Digital Revolution**

Risk aversion, resistance to change, and fear remain prevalent cultural and leadership barriers to being a Future-Ready Organization. Emphasis has been placed on technology, yet attention to culture, communication, vision, & capability are less intentional. The people skills required to advance digital fluency and leadership are paramount to the speed and quick wins necessary in the marketplace. The panel grapples with these challenges in the future of leadership development.

*Tiffany Mickells*, Director, Learning & Development, State Farm Insurance

*Marguerite Samms*, AVP, Leadership Development, Intermountain Healthcare

5:00 pm

**Closing Remarks**

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www.conferenceboard.org/futurereadyorg
Day Two
Thursday, October 3, 2019

8:00 – 8:30 am
Registration and Breakfast

8:30 – 8:40 am
Welcome

8:40 – 9:20 am
**Continuing Tech Revolutions: The Business Models They Create, the Innovation Cultures They Will Need**

More than half of CEOs surveyed in **C-Suite Challenge™ 2019** cited the need to create new business models to compete. But disruption looms. Are companies ready for the creative destruction necessary to transform digitally? The panel looks at the complexities of transformation and the expectations—realistic or not—of leaders toward their own readiness to innovate.

Jean Foster, SVP, Marketing, Consumer Technology Association
Bask Iyer, Chief Information Officer, VMware
Dr. Michael Mandel, Chief Economic Strategist, Progressive Policy Institute
Melinda White, CEO, Transit Wireless

9:20 – 10:00 am
**Digital Ethics: Transparency, Privacy, Security, and AI Decision-Making**

Digital ethics is a potential competitive advantage, according to 63 percent of those surveyed in **C-Suite Challenge™ 2019**. Even more respondents expect data privacy regulation to increase before 2025. And US CEOs rank cybersecurity as their top external hot-button issue. How must structure and governance evolve to address increasing needs for algorithmic transparency, privacy, cyber security, and ethics? The panel shares insights.

Larry Clinton, CEO, Internet Security Alliance
Brendon Lynch, Chief Privacy Officer, Microsoft
John B. Wood, Chairman and CEO, Telos

Moderator:
Rana Foroohar, Global Business Columnist and Associate Editor, Financial Times

10:10 – 10:25 am
Break

10:30 – 11:10 am
**Shifting the Balance from Short-Term Thinking**

Just beginning to address the challenges and opportunities of 2025 requires, by definition, a shift toward long-term thinking and investing. But how do companies avoid the temptation in a slowing economy to boost short-term results by skimping on investment? How is the global investor community planning to reward a focus on long-term value creation? The panel seeks answers.

Ken Bertsch, Executive Director, Council of Institutional Investors
Claire Mason, Founder and CEO, Man Bites Dog
Christina Van Tassell, Chief Financial Officer, Dow Jones

Moderator:
Dan Loney, Host, Knowledge@Wharton Radio on Sirius XM

11:10 am – 12:10 pm
**Participant Dialogues and Working Groups: Setting the Agenda for the Organization of 2025**

Once again, using the issues raised in this morning’s sessions as jumping-off points, we draw on the wisdom of our attendees and leaders to explore how organizations should prepare now to thrive in 2025. We explore what it means and what it will take for an organization to act on a long-term vision in these areas:

- Diversity, Inclusion, and Pay Equity Working Group
- Technology and New Business Models Working Group
- Digital Ethics Working Group
- Short-Term Thinking Working Group

Moderator:
Alan Murray, President and CEO, Fortune

12:10 – 12:50 pm
**American Competitiveness in the Global Economy**

As advanced economies seek to meet challenges by emerging markets, especially China, the United States’ role in the global economy is under scrutiny—our leadership disrupted by technology, capital and migration flows, and shifting political sentiments. Faced with changes in the global competitive landscape, what can we learn from other countries’ policy and practices? Businesses will need answers to respond strategically.

Moderator:
Alan Murray, President and CEO, Fortune

12:50 pm
Closing Remarks

For sponsorship opportunities, please contact michael.felden@conferenceboard.org
REGISTRATION INFORMATION

Online  www.conferenceboard.org/futurereadyorg
Email   customer.service@conferenceboard.org
Phone   212.339.0345
         8:30 am – 5:30 pm ET, Monday – Friday

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Fees do not include hotel accommodations.

Location and Hotel Accommodations
Westin New York at Times Square
270 West 43rd St.
New York, NY 10036
Phone: 212.201.2700

Room Cut-off date: September 9, 2019

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.