



The 2011

Change Management Seminar

Galvanizing Organizations to Think and Behave Differently

June 21-22, 2011 Harvard Club of New York City



- Transform corporate culture to deliver on the business strategy
- Lead and support high-engagement change processes
- Keynote address by Dr. John Kotter

Benefits of attending

- Apply change management techniques to strategic initiatives
- Use employee involvement to effect large-scale organizational transformation
- Redefine communications and its role in creating positive organizational change
- Increase collaboration, shift organizational culture and effect individual behavior change
- Better assess and prepare leaders to enable the change agenda

Who should attend

Change Leaders, Change Practitioners and anyone responsible for effecting change within a department or across an entire organization

Previous participants of Change Management events include:

AFLAC Inc.	JetBlue Airways Corporation
AIG	L'Oreal USA
American Express	McDonald's Corporation
Benjamin Moore & Co.	MetLife, Inc.
Boeing Company	MIT Sloan Management Review
Capital One Financial Corporation	Nationwide Insurance
Cargill Inc.	Newell Rubbermaid
City University of New York (CUNY)	Oracle Corporation
Colgate-Palmolive Company	PepsiCo, Inc.
Dell Inc.	Pfizer Inc.
Deloitte & Touche LLP	State Farm Insurance Companies
Disney ABC Media Networks	Talbots, Inc.
DSW Inc.	Target Corporation
FedEx Corporation	Toyota Motor North America
Fidelity Investments	UnitedHealthcare
Hilton Worldwide	Viacom/MTV Networks
Intel Corporation	Wachovia Corporation



Tuesday, June 21, 2011

REGISTRATION AND CONTINENTAL BREAKFAST 8–9 AM

A 9 AM–NOON

Changing the Way We Change

This session will raise key issues faced by change leaders and practitioners today and provide a framework for thinking about these issues in the context of this two-day seminar. Participants will meet their peers and share objectives for attending the seminar.

Larry Kaye, Head of Leadership Development, **BlackRock**
Hamilton Ray, Principal, **Collective Next**

IBM's Transformation Journey: The Road to a Smarter Enterprise

For 100 years, IBM has embraced the notion that change is essential for progress. IBM has a rich history of ongoing reinvention, and their transformation has accelerated over the past decade as the company has responded to historic shifts that have reshaped the IT industry and the global economy including global integration, new models of computing and changes in client needs. This session will look at some of the highlights and lessons learned in IBM's transformation journey that have resulted in an increased focus on applying change management techniques to strategic initiatives and building enterprise change management capabilities.

Nancy DeViney, Vice President, Organizational Change Management, **IBM**

How do IBM's Lessons Apply to Your Organization?

In this facilitated audience discussion, participants will hear from one another about which of IBM's lessons learned resonate the most.

LUNCHEON NOON–1:15 PM

B 1:15–1:45 PM

Chat Groups: Engage in a Facilitated Discussion About your Own Business Issue and Hear Insights from your Peers

Dynamics of Global Markets

The growing interconnectivity of global markets has heightened the complexity of our day-to-day business environments. Companies encounter new opportunities and risks that require real-time response as well as fundamental changes to how organizations operate. Leaders and change practitioners will discuss how these dynamics impact their work.

Diverse and Multi-generational Workforces

Generational and other differences can result in varying perspectives about how things should be done, and especially about how changes should take place. Motivating multi-generations and other diverse populations to work well together and inspiring optimum performance will be the focus of this chat group.

Call Customer Service at 212 339 0345

Social Media and Digital Technologies

Discussion in this group will center around two issues: 1) What kind of changes do we need to make in our organizations to fully leverage the power of social media? 2) How can social media be used as a tool to help us drive change throughout our organizations?

Organizational Culture

How organizational culture impacts change efforts is perhaps the most elusive issue confronted by change leaders and practitioners. This question goes to the heart of all change management theory and practice. This chat group will explore the quest to understand company culture and how change must be anchored in it to achieve the business strategy.

C 1:45-2:45 PM

Culture Change: The Holy Grail of Executing on a New Business Strategy

Bank of America Case Study

As the Bank launched a new set of values and operating principles at the end of 2010, leadership was keenly aware that adoption would depend on a shift in the organizational culture and individual behavior change. Mr. Robles will discuss how they are accomplishing this through new leadership models and by increasing collaboration and team effectiveness. He will also share methods and tools for organization and culture assessments.

Ricardo Robles, Senior Vice President, Organizational Effectiveness, **Bank of America**

Caterpillar Case Study

The recent arrival of a new CEO and a refreshed business strategy set the stage for Caterpillar to embark on a journey to become more customer-centric and cost conscious. This session will look at how the organization shifted its culture to focus on accountability and has fundamentally changed how they manage their business.

Sylvia Hasinger, Global/Regional HR Director, **Caterpillar, Inc.**

NETWORKING REFRESHMENT BREAK 2:45-3 PM

D 3-3:30 PM

Chat Groups: Engage in a Facilitated Discussion About your Own Business Issue and Hear Insights from your Peers (Repeat of Session B)

E 3:30-4:30 PM

Catalyzing Collaboration, Driving Innovation and Transforming Organizations

Boundaries exist. What really matters is how leaders collaborate to bridge these divides and transform wide-ranging talents and knowledge to deliver value. The presenter will lead the audience in developing new insights and skills to think and act beyond current boundaries to achieve inspiring results.

William Pasmore, Senior Vice President, **Center for Creative Leadership**

F 4:30-5 PM

Wrap up the Day with your Peer Group



Wednesday, June 22, 2011

CONTINENTAL BREAKFAST 8:30-9 AM

G 9-9:15 AM

Start the Day with your Peer Group

H 9:15-11:15 AM

Keynote Address: Driving Future Success

As ambiguity, rather than clarity, is the new normal, we must create strategic focus and build agility in workforces where new skills and mindsets will drive future success. Building trust in environments that have been negatively impacted by economic forces of the last couple of years and engaging front line employees is essential. Dr. Kotter will share insights on how and why great companies will succeed in surmounting these challenges, when others will fail.

Dr. John Kotter, Author, *Our Iceberg is Melting; Leading Change*; and numerous other publications, Professor, **Harvard Business School**

Change Management Drives Adoption – A Roadmap for Success

Adoption is the key to any successful technology rollout. This session will look at change management approaches used on two large-scale change initiatives into the cloud. They include a Wall Street firm with 30,000 users nationwide, changing over 18 months and a Silicon Valley Fortune 500 company with 2,000 users globally, changing over two weeks. Take away best practices; overcoming resistance; and how role based training is key to driving adoption.

Johh Wurch, PMP, Chief Executive Officer, JPW Consulting

NETWORKING REFRESHMENT BREAK 11:15-11:30 AM

I 11:30 AM-12:15 PM

**Enabling the Change Agenda:
The 21st Century Change Leader Mind and Skill Set**

Leading sustainable change today requires leaders who possess agility, courage, drive and emotional intelligence. We will examine these leadership capabilities from the perspective of a whole leader model paying particular attention to these core leadership attributes. The discussion will focus on what successful change leadership requires of leaders and practical examples of how organizations can better assess and prepare leaders. Specific company models and practices will be highlighted.

Larry Kaye, Head of Leadership Development, **BlackRock**
Jonathan Rosin, Vice President, Talent Management, **Fidelity Investments**

LUNCHEON 12:15-1:15 PM

Call Customer Service at 212 339 0345

J 1:15–1:45 PM

The Role of Change Practitioners in Helping Leaders to Lead through Change

A Facilitated Group Discussion led by:

Andy Stross, Associate Vice President, Human Resources, **Nationwide**
Michelle Noe, Consultant, **Caterpillar, Inc.**

K 1:45–3:15 PM

Employee Engagement:

Align, Energize and Mobilize Individuals and Organizations

How Communications Can Change Business Outcomes

Fidelity Investments is fundamentally redefining communications and its role in creating positive organizational change. This work is transforming communications from a linear push of information into an integrated set of dynamic interactions where internal and external stakeholders are immersed in content, engaged in dialogue, and collaborate in authentic shared learning processes.

Philippe Mauldin, Executive Vice President, Personal, Workplace, and Institutional Services, Communications & Events, **Fidelity Investments**

Matt Saiia, Chief Executive Officer, **Collective Next**

Engagement is the New Change Management

Most change management challenges encompass the need to use employee involvement to effect large-scale organizational transformation. This discussion will examine four principles that can support high engagement change processes:

- Widening the circle of involvement
- Connecting people and ideas
- Creating communities for action
- Promoting fairness

Chris Trout, Vice President, Human Resources, **Disney**

Chris Lubrano, International HR, **MetLife**

Dick Axelrod, Author, *Terms of Engagement: New Ways of Leading and Changing Organizations*, Faculty: Program in Organization Development, **Columbia University**

NETWORKING REFRESHMENT BREAK 3:15–3:30 PM

L 3:30–5 PM

Now What?

In this working session, participants will (in groups of peers) be guided through exercises to help them develop specific action plans to start working on their own toughest change challenges.

Facilitation Services by  **COLLECTIVE NEXT, LLC**

Come Together + Think Better + Move Forward

Presentations

Available online in advance of the conference

Registration Information

Online www.conferenceboard.org/change

Email customer.service@conferenceboard.org

Phone 212 339 0345 8:30 am to 5:30 pm ET Monday through Friday

The 2011 Change Management Seminar

Galvanizing Organizations to Think and Behave Differently

Harvard Club of New York City

Seminar (993011-1)

June 21-22, 2011

Associates \$1,595 Non-Associates \$1,795

Please contact Customer Service for a listing of local hotels.

Location

Harvard Club of New York City
35 West 44th Street
New York, NY 10036
Tel 212 840 6600

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.



Recycled
Supporting responsible use
of forest resources
www.fsc.org Cert no. C0894-COC-00888
©1996 Forest Stewardship Council



Printed and bound by Sheridan Printing Co., Inc., Alpha, New Jersey, an FSC-certified printer. This brochure is printed on Mohawk Via paper, which is 100% post-consumer waste fiber, manufactured with wind power, and is process chlorine free. No films or film-processing chemicals were used in the printing of this brochure.

The Conference Board® and the torch logo are registered trademarks of The Conference Board, Inc. Program subject to change. March 2011



THE CONFERENCE BOARD
Trusted Insights for Business Worldwide

The Conference Board
845 Third Avenue, New York, NY 10022-6600

**The 2011
Change Management Seminar**
Galvanizing Organizations to Think and
Behave Differently



June 21-22, 2011
Harvard Club of New York City

Promotion Code