VIRTUAL EVENT

18th Annual Change & Transformation Conference

Leading Through Unprecedented Change

Conference
October 15 – 16, 2020

Pre-Conference Workshop
October 14, 2020

Lead Sponsor
Gagen MacDonald

Pre-Conference Workshop Sponsor
Align.org Solutions

www.conferenceboard.org/change
PRE-CONFERENCE
Wednesday, October 14, 2020
(ALL TIMES EST)

Designing Organizations for Differentiation and Transformational Results

In this pre-conference event free for Change and Transformation Conference registrants, discover innovative frameworks to design and lead business model transformations that help organizations achieve marketplace leadership. Apply the concepts and frameworks to your own organization’s transformation challenges.

Looking forward, the one certainty all organizations face is that the nature of customer interactions, solutions delivery, and value creation will require new approaches, tools, and leadership capabilities. This workshop will provide hands-on interaction with innovative and proven tools to design and lead business model change. Participants will take back new strategies for designing and implementing organizational change that enhances organization differentiation, resilience, and agility.

Featured Speakers Include:
Reed Deshler, Principal, AlignOrg Solutions
Ken Thompson, Principal, AlignOrg Solutions

Workshop Agenda
(ALL TIMES ET; BREAKS WILL BE INCORPORATED INTO THE SESSIONS):

11:00-11:30 am
Learn an easy-to-use framework for aligning organizations and building differentiating capabilities

11:30 am - 1:00 pm
Apply select organization alignment tools to ensure that organization systems and choices deliver new business models and organizational value

1:00-1:30 pm
Review a live case study about how a leading organization is transforming its operating model to deliver new, unique value to the market. Featuring Biren Fondekars, Chief Transformation Officer, NetApp

1:30-2:00 pm
Discuss how to help organization leaders adopt the competencies of an Alignment Leader® and how internal Change Partners can effectively partner to achieve successful outcomes.

AGENDA | DAY ONE
Thursday, October 15, 2020
(ALL TIMES EST)

11:00 – 11:15 am
Welcome and Introduction
Felicia Chenault, Digital Acceleration, Change & Journey Management, Walmart, Conference Chair

Part 1: Leading Through Unprecedented Change

11:15 am – 12:00 pm
How Leaders Have Used Change and Transformation Skills to Meet COVID-19 Challenges
The COVID-19 pandemic has placed every one of us, and each of our organizations, in the middle of an enormous Change experiment. What are we learning from it? Members of The Conference Board’s Council on Change and Transformation will share experiences and insights on how top leadership have (or have not) utilized Change and Transformation talent and resources during the pandemic, and the results that followed.

Moderator:
Kent Greenes, Program Director, Change & Transformation Council, The Conference Board

12:00 – 12:45 pm
Dialogue: Driving Transformational Change in the “New Normal”
Fortune 500 leaders who have driven transformational initiatives in their organizations share what it will take to lead in the new normal going forward. Learn the crucial shifts in communications, mindset and change capacity that will be necessary to support cultures able to embrace change.

12:45 – 1:00 pm Break

1:00 – 1:30 pm Concurrent Sessions
The Project Manager as Change Maker while Organizations Reboot
Those with strong project management skills have been more in demand as a result of the recent pandemic – and will continue to drive change and transformation efforts as businesses reboot and recover. For organizations, this means upskilling for critical project manager skills to ensure that they are prepared for the future. In this session, Dave Garrett of the Project Management Institute will explore the role of the project manager as change maker and how this role shifted as a result of COVID-19. We will take a look at the skills the Project Management Institute believes will be critical to an organization’s success as we move forward.

Dave Garrett, Chief Strategy & Growth Officer, Project Management Institute

For sponsorship opportunities, please contact michael.felden@conferenceboard.org
How Change Communications Will Change
How are change communications adapting to the current challenges, and how will communications be different post-pandemic? What are we learning during this remarkable time, and how can we make sure that those lessons are applied to communications going forward?

Part 2: Changing Culture and Mindset
1:30 – 2:00 pm
Maintaining a Change Mindset As We Face Our Greatest Challenges
It has always been important to encourage a “Change Mindset,” but that is especially true now, as we continue to work through the COVID-19 pandemic, and as Diversity & Inclusion is thrust even more prominently into the spotlight. For the remainder of 2020 and into 2021, these will continue to be some of the most dominant and challenging issues society faces. So how can we nurture and maintain a Change Mindset to help address both?
During this session we explore:
- What is a change mindset, and how can it help drive performance in the midst of ambiguity?
- How do we use mindsets to drive inclusion and innovation?
- How can your organization develop change mindsets at scale?

Alan Morales, Vice President, Head of Transformative Change, HR Talent & Capability, Prudential Financial

2:00 – 2:30 pm
The Neuroscience of Culture Change
Discover how we can leverage the science of brain processes to help drive culture change, openness to new experiences, and the adoption of new technologies.

Travis Hahler, Global Change and Transformation Lead, Google

2:30 – 3:00 pm Break

3:00 – 3:45 pm Concurrent Sessions
A Change Target and a Change Enabler: Environments that Advance Employee, Consumer, and Community Health
Even before the extraordinary transformative challenges of COVID-19, more and more enterprises had been viewing the advancement of healthy environments as a business imperative, one that enhances performance in a multitude of ways. In this discussion with leading health executives, explore:
- How healthy environments had been transforming and improving performance for employees.

- How the challenges of COVID-19 have accelerated and transformed organizations’ healthy environment priorities.
- What the “new normal” in healthy work environments will look like going forward.
- How a holistic health strategy has become a distinct advantage as companies transform engagement with consumers and the community.

Marleece Barber, M.D., Chief Medical Officer, Lockheed Martin
Faiyaz Bhojani, M.D., Global Health Lead, Downstream Manufacturing Regional Health Manager, North & South America at Royal Dutch Shell, Shell
Andy Crighton, M.D., Chief Executive Officer, CEO Roundtable on Cancer

Moderator:
Christine Beer, Recent Program Director, The Conference Board

Driving Change versus Driving People
A Change initiative is ultimately about changing human behavior, and whatever framework is used, often the process is designed with an underlying assumption of compelling change through positive or negative incentives. It is an assumption that one must “drive people” to change. Yet, even when a change is framed as mandatory, this “driving people” approach all too frequently fails. In this session, we will explore what it means to “Drive Change” rather than “Drive People” – to model change and clear obstacles for others to follow – with specific actionable examples.

April Mills, Business Architect and Principal Consultant, Intel; author, Everyone is a Change Agent

3:45 – 4:00 pm
Recap, Introduction to Roundtables, and Break
Felicia Chenault, Digital Acceleration, Change & Journey Management, Walmart, Conference Chair

4:00 – 4:45 pm
Small Group Virtual Roundtable Discussions
Connect with fellow attendees, speakers, Conference Board Council members, and other Change leaders to share experiences and insights in virtual roundtable discussions. We will be going deeper into some of the topics explored by speakers and discuss related subjects.

Attendees will indicate which Roundtable topic they prefer and receive a Roundtable invitation in advance.
AGENDA | DAY TWO
Friday, October 16, 2020
(ALL TIMES EST)

10:00 – 10:45 am
Small Group Virtual Roundtable Discussions
Connect with fellow attendees, speakers, Conference Board Council members, and other Change leaders to share experiences and insights in virtual roundtable discussions. We will be going deeper into some of the topics explored by speakers and discuss related subjects.

Attendeess will indicate which Roundtable topic they prefer and receive a Roundtable invitation in advance.

11:00 – 11:15 am
Welcome and Introduction
Felicia Chenault, Digital Acceleration, Change & Journey Management, Walmart, Conference Chair

Part 3:
Customer-Centric Transformations

11:15 am – 11:45 am
Customer-Centric Transformation
While Customers Face Incredible Change
A year ago, most of us would have said that we were living in a world of ever-accelerating change. Of course, we were correct – but did not imagine the unprecedented transformations, challenges, and trauma we would face in the coming months.

Martijn Gribnau, previously Chief Transformation Officer at Genworth Financial and now COO of its U.S. Long Term Care & Life Division, had successfully led a customer-centric transformation in culture and technology by the start of this year. How did that transformation prepare the enterprise for the stunning challenges of 2020? And what does Change leadership require today, when customer-centricity is more important and more meaningful than ever?

Martijn Gribnau, Chief Operations Officer, U.S. Long Term Care & Life Division, Genworth Financial

11:45 am – 12:15 pm Concurrent Sessions
Driving Self-Disruption and Continuous Transformation at Intuit
As the authors of Orchestrating Transformation note, Intuit’s success has long been based on embracing “ongoing digital transformation not as a one-time process but as a permanent feature of how the company operates.” With self-disruption using customer-driven innovation and Design for Delight methodologies built into the company’s DNA, transformation is continuous. How is that continuous transformation executed and experienced on the front lines?

Starting as a missile combat crew member for the US Air Force, then specializing in business transformations for global market leaders, Intuit Director of Program Management Tina Muller has long focused on the effective execution of complex change management strategies. Learn how she leads the transformational efforts for Intuit’s Consumer Group, evolving the way the organization works, partners, and collaborates to drive continuous change.

Tina Muller, Director of Program Management, Consumer Group, Intuit

Designing the Organization Around the Customer Leads to Transformational Change
Meeting or exceeding customer expectations is the hope of many organizations, but what does it really take to align the complete organization around the customer? This takes planning and deliberate action – certainly more than platitudes and posters. Transforming an organization to deliver a distinct and unique experience for customers takes a systemic approach to organization design. Learn a framework for undertaking such as transformation and learn how one organization transformed to win with their customers.

Reed Deshler, Principal, AlignOrg Solutions

12:15 – 12:30 pm Break

12:30 – 1:15 pm
Rise of the Transformers
No, this is not the title of the next superhero blockbuster. Instead, we consider the growing ranks of Chief Transformation Officers, and what the trend tells us about how Change and Transformation is prioritized and practiced at truly agile organizations.

Aunoy Banerjee, Chief Transformation Officer, State Street
David Campos, Chief Transformation Officer, SVP, Serta Simmons Bedding
Biren Fondekhar, Chief Transformation Officer, NetApp

Moderator: Dr. Charles Popper, Program Director, CIO Business Council; Leader, Digital Transformation Institute, The Conference Board

Part 4:
Strategies in Action

1:15 – 2:00 pm Concurrent Sessions
CASE STUDY: The Secret Ingredient of Successful Disruptions - Opening Up to Fears
Dawn Food Products – a 100-year-old, family-owned, global maker and distributor of bakery ingredients and supplies – understands that digital disruption will be an essential element of success in the next 100 years. A new platform would allow sales reps to move away from administrative tasks and focus on building relationships and sharing their bakery expertise. But it also meant new roles and the fears that come with them. Learn how an effort to “get the fear out,” and to encourage speaking up about rather than self-censoring resistance, ultimately helped energize and engage team members around new ways of working.

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Part 5:
Data-Driven Change

2:30 – 3:00 pm Concurrent Sessions

**Exclusive Research: Leveraging Analytics to Understand the Employee Journey and Design Human-Centered Change**

Explore new Conference Board research on how organizations are using analytics to map the employee experience and using human-centered design to reshape it. How is this data-driven understanding of the employee experience affecting Change design?

**Solang Charas, Ph.D., Distinguished Principal Research Fellow, The Conference Board**

**Data-Driven Story Telling, and Its Power to Drive Change at All Levels**

At the heart of data-driven, human-centered change is the ability to connect data to human experience – to tell a story that resonates both logically and emotionally. Explore why data-driven storytelling is powerful whether you are seeking change in the C-Suite or on the front lines and learn through examples of how to successfully blend data and story for maximum impact.

**Avanti Paul, Senior Director, S&P Global**

3:00 – 3:30 pm

**Conference Capstone: Leading the Transformation to Human-Centered Design**

For John Guillaume, Chief Design Officer at Comcast Business, a commitment to human-centered design meant an organizational transformation. Hear how that journey to a transformed way of thinking and working was accomplished, and what it means for the organization now.

**John Guillaume, Chief Design Officer, Comcast Business**

3:30 – 3:45 pm

**Conclusion: Continuing the Conversation**

**Felicia Chenault, Digital Acceleration, Change & Journey Management, Walmart, Conference Chair**
REGISTRATION INFORMATION

Online  www.conference-board.org/change
Email   customer.service@conferenceboard.org
Phone  212.339.0345

8:30 am – 5:30 pm ET, Monday – Friday

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Your conference registration includes the pre-conference workshop.