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

Associate Sponsor:
Alignorg SOLUTIONS

www.conferenceboard.org/change
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 Fondekar, Chief Transformation Officer, NetApp, and Larry McAlister, Vice President, Global Talent, 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.
foundation of purpose and culture are essential to innovate and grow through change and transformation.

Meghan Marschall, Vice President, Global Employee Engagement and Supply Chain Communication, Johnson & Johnson

Maril Gagen MacDonald, founder and CEO, Gagen MacDonald

12:45 – 1:00 pm Break

1:00 – 1:30 pm Concurrent Sessions

Organizational Reboots and the Project Manager as Change Maker

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

Beyond the Bylines: Complex Transformation with Key Nielsen Leaders

Nielsen, the iconic arbiter of what we watch and buy, like many of us, is no stranger to significant change and transformation. In partnership with Gagen MacDonald, the Human Resources function at Nielsen has been leading initiatives to help Nielsen’s associates navigate a changing world by strategically focusing on empathy and understanding of the company’s stakeholders.

Hear from Matt Hanzlik, Vice President, Head of People Strategic Initiatives, Nielsen Media and Myriam Vidalon, Global Head, Diversity, Talent & Culture, Nielsen Connect, in a conversation moderated by Molly Rauzi, Managing Director & CIO of Gagen MacDonald that reinforces HR’s leading role in business transformation.

Matt Hanzlik, Vice President, Head of People Strategic Initiatives, Nielsen Media;

Myriam Vidalon, Global Head, Diversity, Talent & Culture, Nielsen Connect

Moderator: Molly Rauzi, Managing Director & CIO, Gagen MacDonald

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

This session will be available live ONLY. It will not be recorded.

2:30 – 3:00 pm Break

3:00 – 3:45 pm Concurrent Sessions

A Change Target and a Change Enabler: Environments that Advance Employee, Community, and Consumer Health

Even before the extraordinary transformative challenges of COVID-19, more and more enterprises were viewing the advancement of healthy environments as a business imperative. In this discussion with leading health executives, explore:

• How health and well-being strategy could become a distinct advantage as companies transform engagement with the staff, community, and consumers;
• How healthy environments could transform and improve performance for employees;
• How the challenges of COVID-19 have accelerated and transformed organizations' healthy environment priorities;
• Why health and well-being strategy matter, and how health and well-being strategy should align with business strategy.

Marileece Barber, M.D., Chief Medical Officer, Lockheed Martin

Faiyaz Bhojani, M.D., Global Health Lead, Downstream
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 CEO and Chairman of the Board of de Volksbank, 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, CEO and Chairman of the Board, de Volksbank

Kathleen Barlett, Vice President, Human Resources, Genworth

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 Vice President, Business Operations, Consumer Group 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, Vice President, Business Operations, 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
CASE STUDY: Gaining Alignment Around a New Productivity Measure at Nationwide

Nationwide recently took on the challenge of how to comprehensively measure productivity in an increasingly digitalized, automated, and data-enabled world, to influence performance across its value chain. The result was a new enterprise productivity function established to illuminate the impact of business actions on profitability. Learn how the company gained alignment across stakeholder groups and deployed it to key areas in the organization, resulting in changed behaviors, strengthened cost measurement discipline, and improved performance.

Kobe Osei, Associate Vice President, Business Transformation, Nationwide

Part 5: Data-Driven Change

2:30 – 3:00 pm Concurrent Sessions

Level-Up! How a Game-ified Engagement Program Led to an Organization Realizing Change

Have you ever had an organizational change not work? Had all the pieces of a high performing team, but just couldn’t quite get all them to fit together? Learn how the combination of employee empowerment, a cumulative learning approach and a little gamification can provide the platform for material shift in mindset for your organization.

Beth Montag-Schmaltz, President and Co-Founder, 71 & Change

Karen Schartman, CFO and VP of Strategy, Kaiser Permanente Washington

Anne Schaefer, Senior Director of Insights, Kaiser Permanente Washington

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?

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

Stela Lupushor, Program Director, Strategic Workforce Planning, Talent Management II and Strategic HR Business Partners Councils, The Conference Board

3:00 – 3:30 pm 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

3:30 – 3:45 pm Break

3:45 – 4:30 pm

**Shifting to a Growth Mindset Culture**

Members of The Conference Board’s Council on Change and Transformation share experiences and insights on the use of data, technology and collaboration to drive culture change for growth. Discover the tools and techniques Council leaders have employed to integrate strategy and culture to create value.

Amy Anderson, People and Culture Integration Change Management Lead, **Bristol-Myers Squibb**

Judy Cocchiarella, Manager, Change Management, **Sazerac**

Stephen Frenkel, Director, Organizational Development & Change Practice Lead, **Cigna**

Tom Holmberg, Senior Manager, Change Management, **Edwards Lifesciences**

Moderator:

Kent Greenes, Senior Fellow Human Capital, Program Director, Change & Transformation Council, **The Conference Board**

4:30 – 5:00 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**

5:00 pm

**Conclusion: Continuing the Conversation**

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

After attending this event you will be able to:

- Identify what distinguishes the companies that have been able to pivot in this unprecedented time of transformation
- Understand how change communications will be different post-pandemic
- 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
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.