VIRTUAL EVENT
18th Annual Change & Transformation Conference
Leading Through Unprecedented Change
Conference
October 15 – 16, 2020
Pre-Conference Workshop
October 14, 2020
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 Fondevkar, 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.
Part 2:
Changing Culture and Mindset

1:30 – 2:15 pm

The Purpose-Resilience Connection in Creating a Change Mindset
Explore the crucial role of mission and purpose in building resilience and a change mindset and consider how to meaningfully connect each change initiative with your organization’s higher purpose in improving lives.

Vicki Walia, Chief Talent and Capability Officer, Prudential Financial

2:15 – 2:45 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, Americas Change and Culture Lead, Google

2:45 – 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, Program Director, Gevity

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.

Attendees 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 – 12:00 pm Break

12:00 – 12:30 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

12:30 – 1:00 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.

Biren Fondekar, Chief Transformation Officer, NetApp

1:00 – 1:30 pm Break

Part 4:
Strategies in Action

1:30 – 1:45 pm

Recap and Introduction to Parts Four and Five

1:45 – 2:30 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.

Arlene Kobos, Senior Vice President & General Manager, Dawn Foods

Joshua Sukenic, Vice President, General Manager, Digital Programs, Dawn Foods

For sponsorship opportunities, please contact michael.felden@conferenceboard.org
CASE STUDY: Enabling Change from the Ground Up at Bayer

The continued pace of change and innovation, combined with multi-national, multi-divisional organization, provides an opportune, yet challenging environment to drive consistency and enable change at scale. In this case study, learn how repositioning change management as change enablement shifted focus to simplicity and leveraging a network of change enablers as strategic change drivers. We will explore:

- The path to adding value and building capability
- The process of gaining alignment, support, and participation
- Creating or curating consistent tools for use by change practitioners and business leaders
- Key learnings, successes, and challenges along the way

Dr. Drew Kreienkamp, U.S. Organization Effectiveness & Development Lead, Bayer

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

2:30 – 2:45 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

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

3:15 – 3:45 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

3:45 – 4:00 pm

Conclusion: Continuing the Conversation

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

www.conferenceboard.org/change
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.