



Digital Workplace

SEMINAR

HR Strategies that Drive the
Greatest Value in a Digital Eras

November 9–10, 2017
The Conference Board
Conference Center
New York, NY

www.conferenceboard.org/digitalworkplace

Seminar Agenda

Day One

Thursday, November 9, 2017

Registration and Continental Breakfast: 8:15 am – 9:00 am

9:00 am – 9:15 am

Welcome and Introduction

Audrey McGuckin, Program Director, **The Conference Board**

9:15 am – 10:00 am

The Top Mega Trends Driving Digital Transformation

In this session, you'll learn what digital disruption is really about, and what makes it different from past technology trends. We'll discuss how traditional companies can use digital business models and tools to beat digital disruptors at their own game, and the opportunities (and challenges) for HR leaders.

Lauren Buckalew, Thought Leadership Practice, **Cisco Digitization Office**

10:00 am – 10:45 am

Digital Transformation's Impacts on Organizational Structure, Culture, and HR

Digital transformation is one of the hottest topics in business, yet many people have only a fuzzy concept of what digital transformation actually is. Drawing on recent research from The Conference Board, this session will deepen your understanding and stretch your thinking about digital transformation's impacts on your own organization.

- How does organizational culture drive—or block-- digital transformation?
- How must organizational structure change to enable agility, collaboration, and innovation?
- How does digital transformation affect HR's role and value?

Mary Young, Principal Researcher, Human Capital, **The Conference Board**

Refreshment Break: 10:45 am – 11:00 am

11:00 am – 11:45 am

Digital HR: What Does It Mean and More Importantly Where to Start?

Digital is not just about technology, it is about embracing a different mindset on how technology can be leveraged in new and different ways. While many organizations are spending time admiring the issue of digital they are paralyzed with where to start. This session will discuss strategies for how to begin your digital HR transformation. As HR professionals, we must influence people practices at our companies to shift mindsets and behaviors that enable us to lead, organize, motivate and amplify the performance of the 21st century workforce. In this session, you'll learn how MasterCard is tackling the issue of how to connect, engage, and inspire their workforce in dynamic environment.

Sarah Gretczko, Senior Vice President Organizational Development & Chief of Staff, **MasterCard**

11:45 am – 12:30 pm

What Does Digital HR look like at Zappos?

Zappos believes that the driving force behind all of their solutions is their people. In this session, you'll learn how they have designed a completely new approach and way of working that requires innovative tools and processes to tackle almost every HR related problem you can think of from budgeting and scheduling to feedback and recognition.

Darshan Bhatt, Senior Developer, **Zappos**

Abraham Jimenez, Senior UX Designer, **Zappos**

Lunch: 12:30 pm – 1:30 pm

1:30 pm – 2:15 pm

Leadership Learning for Digital Results

Leaders have an obligation to keep up with the ongoing and rapid changes in the digital environment. And, leaders must understand the challenges and opportunities it presents for the business, its customers and its employees. Assurant recognized the need to accelerate its knowledge of all things digital including big data, digital marketing, AI and more. In this session, you'll discover how Assurant created a new approach to learning for its senior leaders that drove results.

Carey Bongard, SVP-Global Talent Management & Development, **Assurant**

2:15 pm – 3:00 pm

The Employee Lifecycle in a Digital Era

Employees are moving through organizations faster in a digital era. They're cycling in and out much more rapidly and they have much higher expectations than ever before. In this session, we'll examine the different phases of the Employee Lifecycle and how one company is re-engineering their HR practices to take account of the new shorter cycle in the areas of corporate reputation, hiring, on boarding, engagement, development, learning, leadership and off-boarding.

Beth Simonetti, EVP, CHRO, **Tech Data Corporation**

Refreshment Break: 3:00 pm – 3:15 pm

3:15 pm – 4:15 pm

Panel Discussion

Panelists Discuss Current Challenges to the Digital Workplace The discussion focuses on current challenges to the Digital Workplace. Each panelist will discuss a challenge they are currently facing in their workplace. Some examples include, technology, analytics and hiring

4:15 pm – 4:30 pm

Close

Day Two

Friday, November 10, 2017

Continental Breakfast: 8:15 am – 9:00 am

9:00 am – 9:15 am

Opening Remarks

Audrey McGuckin, Program Director, **The Conference Board**

9:15 am – 10:15 am

Building an Agile HR Team to Transform a Company

Employees with agile attributes are increasingly valuable assets in an era typified by volatility and change. Your organization's continued success will depend on your HR function's ability to recruit, develop and engage agile people. In this session learn how an agile, values-based approach to culture fueled this leading diagnostic services provider's strategic transformation while contributing to increased employee engagement and financial performance overall.

Jeffrey S. Shuman, Senior Vice President, Chief Human Resources Officer, **Quest Diagnostics**

Refreshment Break: 10:15 am – 10:30 am

10:30 am – 11:15 am

Hyper Personalization – A New Approach to Learning in a Digital Era

We know about the mega trends of mass customization and consumerization! These trends need to be considered and applied to the learning environment to ensure relevance, particularly for the new entrants to the workforce. In this session learn how ACI Worldwide approach this.

Patti Whitehouse, Vice President, Learning, **ACI Worldwide**

11:15 am – 12:00 noon

Creating a Crazy Good Employee Experience in a Digital Era

Checkers are pushing the boundaries on how they think about their Employee Value Proposition. In this session, you'll learn how they are crushing the boundaries between marketing and HR. Starting with the mindset of "employee as a customer", Checkers will share with you how they are using segmentation research, leveraging mosaic consumer approach and psychographics to align their employee value proposition with their customer value proposition to drive an authentic proposition for employees.

Marna Killian, CHRO, **Checkers**

Lunch: 12:00 noon – 1:00 pm

1:00 pm – 1:45 pm

New Frameworks for Organizational Design in a Digital Era

Traditional approaches and methods for designing organizations no longer apply. Agile fully integrated approaches are now necessary to realize the vision and mission of an organization. Learn practical tools and frameworks on how to align leaders to a vision using best practice agile methodologies that take you from rapid proto type to large scale change.

Summer Rawlins, Head of Organizational Development, **Jabil**

Refreshment Break: 1:45 pm – 2:00 pm

2:00 pm – 2:45 pm

Panel Discussion

Panelists Discuss Current Challenges to the Digital Workplace
The discussion focuses on current challenges to the Digital Workplace. Each panelist will discuss a challenge they are currently facing in their workplace. Some examples include, technology, analytics and hiring.

2:45 pm – 3:00 pm

Closing Remarks

REGISTRATION INFORMATION

Online www.conferenceboard.org/digitalworkplace

Email customer.service@conferenceboard.org

Phone 212.339.0345

8:30 am – 5:30 pm ET, Monday – Friday

Pricing: REGISTER EARLY AND SAVE!	
Members	\$1,795
Non–Members	\$1,995

Fees do not include hotel accommodations.

Location

The Conference Board Conference Center

845 Third Avenue

(Between 51st and 52nd) 3rd Floor

New York, NY 10022

Tel: **(212) 339-0345**

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 \$150 off each person's registration. One discount per registration. Multiple discounts may not be combined.

