



2017
**Organization
Design LAB**

Reinventing Business Models,
Capabilities and Cultures

June 21, 2017
New York Marriott Downtown
New York, NY

Sponsored by:



ABOUT THE LAB

This highly interactive one-day lab will feature practitioners from leading companies sharing best practices on how to tackle the most complex and challenging organization transformation efforts. From implementing new business models to building new ways of working, success is predicated on leadership alignment, clarity of intent, and thoughtful and disciplined management of the process end-to-end. Business executives and OD/HR practitioners will engage together to navigate three detailed case studies that highlight what it takes to successfully build new capabilities to keep your organization relevant in an ever-changing economic environment. Presentations will provide you with principles, tools and approaches to help you better orchestrate complex reinvention in your organization.

FIVE MAJOR HIGHLIGHTS

- Highly interactive format lets you learn from peers and presenters alike.
- Take away tools and frameworks that will help you lead transformation in your own organization.
- Gain insights on effective design and realizing true change.
- Discover new ways to think about shaping culture to enhance business performance.
- Engage in real life case studies to glean best practices and tips for success.

Agenda

Wednesday, June 21, 2017

Registration

Continental Breakfast and Networking: 8:00 – 9:00 a.m.

Opening: 9:00 – 9:15 a.m.

Julie Salmon, Program Director, **The Conference Board**

A 9:15 – 11:30 am

Keys to Successful Organization Transformation: Getting from the Organization Design to Realization

Nearly every organization is contemplating, engaged in, or hoping to successfully conclude some type of organization transformation. Despite all of the tools, best practices, and sage advice, many transformation efforts fail to realize the desired results. While no formula will guarantee success every time, there are some keys to improving the odds of designing a distinctive organization, engaging the members of your organization, and achieving desired results. This workshop will highlight several organization design concepts and tools that business and HR leaders alike can use to design optimal organizations, highlight the keys to successful transformation and share case studies of organizations who have achieved great results.

Reed Deshler, Author of *Mastering the Cube: Overcoming Stumbling Blocks* and *Building an Organization that Works*, and Principal, **AlignOrg Solutions**

Networking Break: 10:15 – 10:30 am

(10:30 – 11:30 a.m. Session A continues)

Lunch: 11:30 am – 12:30 pm

B 12:30 – 2:30 pm

The Real World of Globalization: What It Takes to Design a Truly Global Organization

Our world is increasingly interconnected and interdependent. While having an international footprint was once the purview of only the largest organizations, today's technology enables companies of all sizes to "go global". But true globalization means more than doing business in multiple markets. It has implications for functions, structure, processes, tools and people. Learn about the journey General Mills is taking as they move to truly globalize, and learn what implications their experience has for your organization.

Beth Gunderson, Sr. Director Organization Capability, **General Mills**

Networking Break: 2:30 – 2:45 pm

C 2:45 – 4:45 pm

Using Design Thinking to Drive Culture Change

Design Thinking is shaping product development and the design of customer journey experiences in many organizations. But Design Thinking can also be a powerful tool in Organization Design. This case study will showcase one company's use of Design Thinking in a variety of projects, which has both resulted in new ways of working and a tool for modeling and implementing new cultural behaviors.

Jeff Higgins, HR Specialist – Organizational Effectiveness, **Hallmark Cards, Inc.**

Summary and Closing Remarks: 4:45 – 5:00 pm

Julie Salmon, Program Director, **The Conference Board**

Don't Miss the 15th Annual Change and Transformation Conference June 22-23, 2017 • New York Marriott Downtown

Change leaders, practitioners, and executives responsible for transformation will come together to tackle the digital, disruptive challenges of today with professional insights and practical experience to improve your company's performance and better serve society. Join us to:

- Explore the ripple effect digital transformation has on business and human capital as The Conference Board shares their extensive research on this topic.
- Recognize that successful change starts at the top, define what the digital leader looks like.
- Transform the way we train and develop talent to become inclusive, co-creators of the future.
- Determine the impact of data transparency and how it's changing the conversation across boundaries, work groups and professions.

If you would like to register for both the Organization Design Lab and the Change and Transformation Conference, visit www.conferenceboard.org/change

For sponsorship opportunities, please contact michael.felden@conferenceboard.org

REGISTRATION INFORMATION

Online www.conferenceboard.org/orgdesignlab

Email customer.service@conferenceboard.org

Phone 212.339.0345

8:30 am – 5:30 pm ET, Monday – Friday

Pricing:	
Members	\$1,015
Non-Members	\$1,215

Fees do not include hotel accommodations.

Location

New York Marriott Downtown

85 West St.

New York, NY 10006

Tel: **212.385.4900**

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.

