Change and Transformation SEMINARS

December 05 – 06, 2017
The Conference Board
New York, NY

December 05, 2017
Change Management and Project Management: Achieving Shared Focus and Agility

December 06, 2017
Enabling Change: How to Lead, Energize and Optimize an Enterprise-wide System

www.conferenceboard.org/changeseminars
Day One:
Change Management and Project Management: Achieving Shared Focus and Agility

December 5, 2017

As traditional hierarchies give way to networks, and decision-making shifts to the front lines, change management and project management professionals must work together to integrate, align, and respond with a shared focus and agility.

At this interactive one-day seminar, attendees will learn how to achieve a coordinated, integrated approach between project management and change management to navigate change effectively and lead the company to a higher level of performance.

Benefits of Attending

- Learn ways to coordinate communication efforts to avoid siloes.
- Discover how to clarify roles, reporting, and expectations across stakeholder groups.
- Understand how to coordinate alignment efforts from a stakeholder point of view.
- Explore five dimensions of integrating people, processes, tools, results, and methods.
- Examine common change-related challenges and best practice solutions.

Who Should Attend

This conference is designed exclusively for Chief Executives, Heads, VPs, Directors, and Managers of:

- Change Management
- Project Management
- Business Transformation
- Corporate Communications
- Learning and Development
- Quality and Continuous Improvement

SHRM Credits

This program has been approved for 4.75 PDCs for the SHRM-CP or SHRM-SCP.

Earn up to 5.5 CPE credits

Management Services Requirements:
Attendees must sign-in each day for full credit.

Delivery Method: Group-Live
Program Level: Intermediate
Prerequisites: Bachelor’s degree or higher
Advanced Preparation: None

The Conference Board is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors. State boards of accountancy have final authority on the acceptance of individual courses for CPE credit. Complaints regarding registered sponsors may be submitted to the National Registry of CPE Sponsors through its website: www.learningmarket.org

The use of this seal is not an endorsement by the HR Certification Institute of the quality of the program. It means that this program has met the HR approved for recertification credit.

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

Tuesday, December 5, 2017

Registration and Continental Breakfast: 8:30 – 9:00 am

9:00 - 9:10 am

Welcome and Introductions

9:10 – 9:55 am

What’s Changed in PMOs: Presenting the Proficiency Model

Learn from exclusive Conference Board Council research on how to assess the maturity of a PMO and determine what structure is right for your organization.

Compare and contrast your current PMO against the research findings in areas like competency development, stakeholder management, strategic alignment and more.

Katy Breuer, (Recent) Vice President Global Project Management, Marriott; Program Director, Project Management Council, The Conference Board

Deepak Devnani, Director, Program Management, Tupperware Brands Corp.

9:55 – 10:30 am

What’s Changed in CMOs: Latest Research

Insights from the latest research and best practices from the world of change management, with comparisons to project management’s current evolution in strategic alignment, stakeholder management, and competency development.

Tim Creasey, Chief Innovation Officer, Prosci

Morning Networking Break: 10:30 – 10:45 am

10:45 am – 11:15 pm

What’s Your Experience?

Facilitated table discussions in which attendees share comparisons, best practices, and questions raised by the PMO and CMO research and updates.

Katy Breuer, (Recent) Vice President Global Project Management, Marriott; Program Director, Project Management Council, The Conference Board

Tim Creasey, Chief Innovation Officer, Prosci

11:15 am – 12:00 pm

Clarity and Contracts: Case Studies in Coordination

Dr. Bill Bartlett has been at the heart of multiple projects characterized by close and effective collaboration between project management and change management functions. He will share best practices and lessons learned that lend themselves to effective collaboration and successful project outcomes, as illustrated in his work.

Dr. Bill Bartlett, Sr. Director, Corporate Organizational Development, Novant Health

Lunch: 12:00 - 1:00 pm

1:00 - 1:45 pm

Creating a Common Language for Change

Recognizing the need for project managers to share a deeper understanding of change and the behaviors needed to make it happen, New York Life made the decision to create a learning pathway for project managers in their organization.

Discover the key elements at the core of this learning initiative and creative strategies to bring this important work to life. Bring your questions and your current approach to creating a common language between CMOs and PMOs and be prepared to join the conversation.

Molly Ghoussias, Vice President, Human Resources, New York Life Insurance Companies

1:45 – 2:30 pm

Integrated and Aligned: 4 Key Dimensions

Under Tim Creasey’s leadership, Prosci began to explore the partnership between project management and change management in 2007 and accelerated that work in 2013. As a result of their research, they have identified four dimensions of integrating CM and PM: People; Processes; Tools and Results. During this presentation, we will bring these dimensions to life with examples and illustrations of what works and challenges to anticipate.

Tim Creasey, Chief Innovation Officer, Prosci

Frances Harpst, Fmr. Value Realization Leader, GE Digital

Afternoon Networking Break 2:30 – 2:45 pm

2:45 – 4:00 pm

Working Together: Dimensions of Integration

Through a facilitated workshop activity, attendees will share ideas and best practices on alignment based on the five dimensions of integration. In small groups, we will brainstorm tactics, tips and tricks for integrating along each dimension, then capture and share out the insights generated.

Closing Remarks: 4:00 – 4:15 pm

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Day Two
Enabling Change: How to Lead, Energize and Optimize an Enterprise-wide System

December 6, 2017

If you have ever asked yourself, "Whose job is it anyway?" when it comes to enterprise change management, this seminar will examine trends, research, and action steps for creating successful change-enabling systems.

Join us for this unique one-day event where experts from many different disciplines come together to share their insights and experiences harnessing and activating change transformation with clarity and focus.

Benefits of Attending
- Explore current realities and the formal/informal ways that disciplines are working together.
- Hear from industry leaders who have taken steps to set up these new systems.
- Discover what works and the pitfalls to avoid.
- Learn how to encourage organizational alignment on a common purpose and shared values.
- Begin to build a framework for a system with multiple change capabilities.

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- Project Management
- Business Transformation
- Corporate Communications
- Learning and Development
- Quality and Continuous Improvement

SHRM Credits
This program has been approved for 5.25 PDCs for the SHRM-CP or SHRM-SCP.

Earn up to 6 CPE credits
Management Services Requirements:
Attendees must sign-in each day for full credit.
Delivery Method: Group-Live
Program Level: Intermediate
Prerequisites: Bachelor’s degree or higher
Advanced Preparation: None

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For more information regarding administrative policies such as complaint and/or refund, please contact our offices at +1 212 339 0345.

HRCI
This program has been approved for 5.25 (HR (General)) recertification credit hour toward PHR, SPHR and HR Certification Institute. For more information about certification or recertification, please visit the HR Certification Institute website at http://www.hrci.org. The use of this seal is not an endorsement by the HR Certification Institute of the quality of the program. It means that this program has met the HR approved for recertification credit.

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how difficult it can be to describe exactly what you do. If you are a change and transformation professional, you know how difficult it can be to describe exactly what you do. That unique organizational and results change.

In this exchange, panelists in the process of building internal Systems in Transformation

Harnessing the Power of Change-Enabling Systems in Transformation
On June 22, 2017 Tim Creasey, Chief Innovation Officer at Prosci, polled the nearly 200 member audience of the Change and Transformation Conference in New York City.

This was the perfect audience to test his recent awareness that an increasing number of leading organizations were working to grow and house specific change capabilities (e.g. project management, change management, Agile, continuous improvement, knowledge management, etc.) under an umbrella focused on change implementation – what Prosci calls a “change-enabling system”.

The appropriate discipline mix of these capabilities is based on the unique needs and opportunities for the organization. Working together successfully across these disciplines is key to activating this system toward transformational goals.

In this session, Tim will share the results of his current research and polling efforts and highlight ways the Change & Transformation community is uniquely positioned to drive successful transformation by activating and harnessing the power of these emergent change-enabling systems.

Tim Creasey, Chief Innovation Officer, Prosci

Morning Networking Break: 10:45 – 11:00 am

11:00 am – 12:00 pm Panel Member Examples of Change-Enabling Systems
In this exchange, panelists in the process of building internal change-enabling capacity will share experiences, challenges and results, exploring how particular capability combinations fit unique organizational needs.

Sylvia Emmer, Director, Change Leadership & Organization Development, Memorial Sloan Kettering Cancer Center
Lori Roland, Director of Project Portfolio Management, Memorial Sloan Kettering Cancer Center
Karen Reutlinger, Director, Strategic Transformation Team, Fraser Health
Lisa Kempton, Leader, Strategic Transformation Team, Fraser Health

Lunch: 12:00 - 1:00 pm

1:00 – 1:45 pm Changing the Employee Experience Means Changing the Conversation
If you are a change and transformation professional, you know how difficult it can be to describe exactly what you do. That conversation gets even more complicated inside an organization when multiple disciplines are working under the change “umbrella” with different roles and responsibilities.

To create a more seamless experience for employees and help drive greater role clarity for all those involved, Molly Ghoussias, Vice President, Change Management at New York Life recognized the need to change the conversation and center it around an end-to-end employee experience.

Molly will share the tactical, practical side of getting those most involved on the same page and moving forward with clarity and focus, ensuring that well-intentioned actions don’t result in unintended consequences. Bring your questions and be prepared to take notes.

Molly Ghoussias, Vice President, Human Resources, New York Life Insurance Companies

Design Thinking and The Medici Effect – Is It Our Time?
What is the Medici Effect? Frans Johansson’s The Medici Effect demonstrates how breakthrough ideas most often occur when we bring concepts from one field into a new territory and then turn those ideas and discoveries into path-breaking innovations.

As change-enabling systems continue to crop up in organizations across the globe, this may be the perfect time to bring concepts from strategy, communications, project management, agile, knowledge management, digital transformation and more to a single conversation to see what innovations may develop.

Join us for a design thinking session, led by a member of The Conference Board’s Design Thinking Council. Together, let’s explore what’s possible as they provide the structure and we provide the insights. It’s time.

1:45 – 2:15 pm What is Design Thinking?
An introduction to the principles, stages, tools, and unique value of the design thinking process in innovation.

Dr. Natalie Nixon, Design Strategist and Principal, Figure 8 Thinking

2:15 – 3:40 pm Design Thinking Workshop: What’s Possible in Building a Change Ecosystem
Attendees from diverse functions will come together in design thinking teams to explore and build on innovative possibilities for new change-enabling ecosystems, and then share and discuss prototypes.

Dr. Natalie Nixon, Design Strategist and Principal, Figure 8 Thinking
(There will be a 15 minute networking break during this session.)

Closing Remarks: 4:30 – 4:40 pm

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REGISTRATION INFORMATION

Online  www.conferenceboard.org/changeseminars
Email  customer.service@conferenceboard.org
Phone  212.339.0345

8:30 am – 5:30 pm ET, Monday – Friday

Pricing: One Seminar

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Attend Both Seminar Days and Save $300

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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
Official Website:  www.conferenceboard.org

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.