

Drive Long-Term, Sustainable Change Using the Principles of Curation



Change and Transformation SEMINAR

December 5, 2016

The Conference Board Conference Center
New York City

www.conferenceboard.org/changeseminar

Change Professionals as Curators -

The Latin cura, means guardian or overseer and many change professionals are charged with just that, becoming the overseer of content, tools and technologies that help organizations succeed in achieving their goals and desired outcomes.

What is curation? Curation is the process of collecting ideas and examples of approaches that work and organizing them in a way they can be leveraged and shared to drive long term, sustainable change.

Steven Rosenbaum, author of Curation Nation: How to Win in a World Where Consumers Are Creators, states that what gives an organization competitive advantage is not what they know as much as what they do with the information and how it's applied.

Curation is both a mindset and a skillset. It's not enough to recognize the need for a new approach and where to begin, we must also understand how to collect credible content, communicate it in a way that supports our brand voice and values, and then deliver it through a variety of communication channels.

Spend a day with fellow change, OD, talent and communications professionals to:

- Explore the concept of curation as a 21st century mindset and skillset
- Learn firsthand from organizations that are putting this idea into practice and building change capability on a large scale
- Develop a curation strategy as part of your next change and transformation plan
- Discover some of the new and emerging tools and technologies that support the curation process

Curation Technology and Tools -

Capturing the knowledge and experience of our workforce to turn complex, cross-functional problems into collaborative, innovative solutions is the mandate for many change professionals. Thankfully, new tools and technologies are emerging to make this possible in real time.

Connecting people to each other and to the work using collaborative software promotes creativity and solutioning in real time. Throughout the day, we will be using GoWall™ to connect, create and capture ideas that you can use for your next change implementation.

Agenda

Monday, December 5, 2016

Registration: 10:00 – 10:30 am

Welcome and Introductions: 10:30 – 10:40 am

Molly Breazeale, Program Director, **The Conference Board**

10:40 to 11:00 am

What Can Change Professionals Learn From Curators?

Most people identify curators with museums. A museum curator doesn't create anything new; they study trends, research context and locate resources that help them tell a story or create an experience that best represents their mission.

We'll begin the day by learning from the professional curator's journey and the mindset and skillsets required to be successful in that field. Using curation technology, we'll debrief this professional discussion to discover your insights and reflections as a group in real time.

Molly Breazeale, Program Director, **The Conference Board**
Sandra Lang, Director and Associate Professor of the Visual Arts Administration M.A. Program, Steinhardt School of Culture, Education and Human Development, **New York University**
Christina Raes, Co-Founder, **GoWall™**

11:00 am – 12:00 pm

Change "Curators" Deliver Business Impact

With the rate of new content being created every day, we need someone to make sense of all this information and clear the clutter for meaningful, relevant change to take place in a time-strapped world.

Meet our panel of change "curators" who oversee and contextualize content and experiences for business impact and results across diverse industries. Learn firsthand as they share ways they have put this concept into practice to build large scale, sustainable change.

Panel members will answer the following questions:

1. What was the business need driving a significant change?
2. Who was the primary target for change?
3. How did you go about collecting, organizing and delivering what was needed?
4. What were the results for the organization, teams and individuals?

Panelists include:

Michele Sines, Director of National Alliances, **Sodexo**
Frank Krause, COO, **AGU**
Donald P. Addison II, DM, MSM, SVP, Global Business Solutions, **Bank of America Merrill Lynch**
Laura McGann, Director, Global Organization Development, **Bose Corporation**

Lunch and Networking 12:00 – 1:00 pm

1:00 – 2:15 pm

Getting Subject Matter Experts to Work Together

The Web is moving in real time, delivering data and information as things are happening. As a result, data and information comes at us so fast, it's hard to determine what's accurate, relevant and valuable. Cross functional teams and subject matter experts must collaborate, evaluate and create solutions to meet daily demands.

No one knows that better than Frank Krause, COO for the American Geophysical Union, a nonprofit organization, dedicated to the advancement of geophysics. It's the largest of its kind, uniting Earth, atmospheric, oceanic, hydrologic, space, and planetary scientists working on everything from global warning to outbreaks like Ebola and much more.

His role is to bring this community together to produce top-ranked scientific journals, world-renowned meetings and conferences, news and political updates, and scientific and technical committees. Discover if his approach to bringing people together using technology might work for you:

- Connect and Engage
- Create and Curate
- Capture and Act

Frank Krause, COO, AGU

Christina Raes, Co-Founder, GoWall™

Afternoon Networking Break: 2:15 – 2:30 pm

2:30 – 4:00 pm

Learn the Curation Framework to Meet Specific Change Challenges

It's time to roll up our sleeves and get practical! To realize the full benefits of curation you need a plan. In this highly interactive session, we'll walk through a step-by-step process for building a robust curation strategy.

We'll look at questions to ask, tools to explore, and how to build a strategy that is detailed enough to create a solid impact but flexible enough to adapt to your specific situation.

At the end of this session, you'll be able to:

- Articulate the **PURPOSE** of your curation plan
- Document the curation **PROCESS**
- Identify the **PLAYERS** in your curation plan
- Determine the right curation **TOOLS**

Allison Anderson, Co-author *Ready, Set, Curate*

4:00 – 5:00 pm

Apply the Curation Framework to Meet Specific Change Challenges

Taking in new information is one thing. Applying it is another. Change and talent professionals know that adoption and usage of new information is key to success.

In this session, we'll work in small groups to apply the curation strategy framework to relevant topics like, creating communities of practice, motivating a workforce to search and apply the wealth of content that lives within the organization, leveraging subject matter experts and more. Peer to peer feedback and experiences will be shared to add value and insights; curating high value content as a result.

Allison Anderson, Co-author *Ready, Set, Curate*

5:00 – 5:45 pm

Prepare, Present and Implement: Peer to Peer Feedback

While all of these thoughts and new ideas are top of mind, start putting your plan in place. Building on the framework presented during the afternoon session, we'll have an opportunity to formulate a plan and share it in small groups for peer to peer feedback, gaining new insights and suggestions for implementation.

5:45 – 6:00 pm

Wrap Up and Close

Molly Breazeale, Program Director, The Conference Board

REGISTRATION INFORMATION

Online www.conferenceboard.org/changeseminar

Email customer.service@conferenceboard.org

Phone 212.339.0345

8:30 AM – 5:30 PM ET, Monday – Friday

Seminar Pricing:	
Members	\$1,035
Non-Members	\$1,235

Fees do not include hotel accommodations.

Location

The Conference Board Conference Center

845 Third Avenue

(Between 51st and 52nd St), 3rd Floor

New York, NY 10022

Customer Service 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.

GET INVOLVED!

For **Sponsorship Opportunities**, please contact:
michael.felden@conferenceboard.org

Agenda updates will be available in the coming weeks at
www.conference-board.org/changeseminar

