19th Annual Change & Transformation Conference
Recovery, Reinvention, Resilience
Virtual Event
June 15 – 16, 2021

www.conferenceboard.org/change
Realigning Organizations and Ways of Working to Achieve Transformational Results

Join this pre-conference event to 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 proven frameworks and tools to design and lead business model change. Participants will take back new strategies for designing and implementing organizational change that enhances organization differentiation 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)*:

10:30 - 11:00 am
Learn an easy-to-use framework for aligning organizations and building differentiating capabilities.

11:00 am - 12:15 pm
Apply select organization alignment tools to ensure that organizations and related choices enable new ways of working and deliver organizational value.

12:15 - 1:00 pm
Review a live case study about how a leading organization is transforming its operating model to deliver new, unique value to the market.

1:00 - 1:30 pm
Discuss current trends and case studies in how organizations are adapting to new market conditions and making organization choices to differentiate from competition.

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 transformation outcomes.
Vulnerable and Authentic: Empathetic Leadership of Culture Change
Effective cultural transformations require leaders to consistently meet people where they are, through genuine and transparent interactions. Explore through real-life examples how authentic inclusion and involvement can spark joy and generate the positive energy to transform workplace cultures (wherever that workplace may be). Come away with practical solutions to create empathic employee experiences, build excitement and curiosity, and thereby activate the untapped potential of the organization to deliver business value.

Darrin Tulley, Former SVP, Workplace Solutions, Business Transformation, Culture, and Data Officer, MassMutual

Networking Discussion: Culture Change
Attendees will engage in small group discussions "face to face" via Zoom. Connect with peers and share experiences, challenges and insights on culture change.

Part Two: Resilience and Wellbeing

1:45 – 2:25 pm Concurrent Sessions
Research: The Science of Resilience – Overcoming the Anxiety Epidemic and Preparing for a New Future
According to the Centers for Disease Control, 8 percent of Americans had anxiety disorders in 2019; as of September 2020, that number had jumped to 25 percent. To overcome this anxiety epidemic, and to be ready for a new future, we must develop resilience across our organizations. In this session with distinguished Conference Board researchers, we will learn.

- How to define real resilience.
- The specific behaviors that rewire the brain toward resilient responses to challenges.
- Practical actions leaders can take to develop employees’ resilience.

Robin Erickson, Ph.D., Principal Researcher, The Conference Board
Leo Flanagan, Ph.D., Distinguished Principal Research Fellow, The Conference Board

Wellness and Change Going Forward
In one way or another almost every Change initiative of the past year had a connection to wellness — whether it was as a goal, an understood precondition to change, or as an impact to bear in mind. How are organizations planning to incorporate this prioritization of wellness going forward? How are Change leaders driving cultural transformations toward wellness? How might health and wellness prioritization change the nature of Change and Transformation going forward?

Christopher Westcott, Head of People Experience, Federal Reserve Bank of New York
Ara Tucker, SVP, Head of Talent and Culture, Audible
Rae Kyriazis, Global Vice President, Field Transformation & Readiness, SAP

Moderator: Rebecca Ray, Ph.D., Executive Vice President, Human Capital, The Conference Board

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Part Four: The New Future of Work and the New Future of Change

2:00 – 2:45 pm

How Change Will Change in the New Future of Work

2020 brought us unprecedented, and previously unimaginable, changes in how many of us worked. And as pandemic lockdowns end, we again face brand-new ways of working. How should Change leaders help usher organizations into this new future of work? And how will Change and Transformation itself change and transform, learning from the extraordinary pivots nearly every organization faced in the past year? Hear from Change leaders across sectors as they share their experiences, insights, and plans.

Moderator: Kent Greenes, Senior Fellow Human Capital, Program Director, Change & Transformation Council, The Conference Board

2:45 – 2:50 pm Break

2:50 – 3:10 pm

Networking Discussion: The Future of Change

In our final networking discussion, attendees will engage in small group discussions “face to face” via Zoom to discuss the future of Change in our new workplaces, and their biggest takeaways from the conference.

3:10 – 3:15 pm Break

3:15 – 3:45 pm

Conference Capstone: VMware COO on Leadership in Driving Change

Drawing from his personal life journey and the different organizational transformations he has been part of, VMware Chief Operating Officer Sanjay Poonen shares key leadership lessons he has learned, and how putting empathy and people at the heart of the transformation drives successful changes in organization culture, business models, customer-centricity, and defining the future of work.

Sanjay Poonen, Chief Operating Officer, Customer Operations, VMware

3:45 pm

Conclusion

Alan Morales, Vice President, Head of Transformative Change for Future of Work, Prudential Financial, Conference Chair
For sponsorship opportunities, please contact michael.felden@conferenceboard.org