



The 2014
**Change Management
Conference**

The Rallying Cry for Organizational Change: Personal Responsibility at Every Level



PRE-CONFERENCE
JUNE 25, 2014

CONFERENCE
JUNE 26-27, 2014

New location!
**THE WESTIN NEW YORK
GRAND CENTRAL**
New York, NY

Where Business Leaders and Change Professionals Converge to Rally for Change

- Bridge the Gap Between Executives, Managers and Front-Line Employees
- Build Ownership and Accountability at Every Level
- Coach for Clarity, Alignment and Shared Expectations
- Gain insights from The Conference Board Council on Change Management

REGISTER BY MAY 16th
FOR \$200 SAVINGS!

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www.conference-board.org/change

The 2014 Change Management Conference

The Rallying Cry for Organizational Change: Personal Responsibility at Every Level

We often look for either/or solutions in a both/and world. No one person or work group has all the answers in the ever-changing workplace. The 2014 Change Management event brings together the community of business leaders and change professionals to share experiences, insights and best practices.

• **Change is changing.**

Join the discussion as change executives and practitioners present breakthrough thinking on new frameworks, roles and responsibilities for driving change at all levels.

• **Managing strategy is managing change.**

Learn from those whose coaching conversations made all the difference for individuals, teams and executives, who made change happen.

• **Navigating the speed, uncertainty and complexity of change can be overwhelming.**

Learn to assess and communicate where you are today and discover proven strategies for engaging hearts and minds moving forward.

WHO SHOULD ATTEND?

Change leaders, practitioners, and any executive responsible for transformation and direction setting enterprise wide and/or at the business unit/departmental levels.

PARTIAL LIST OF SPEAKERS

- Kinthi D. Sturtevant, Vice President, Strategy and Innovation, Organizational Change Management Centre, **IBM Corporation**
- Han-Ron Siah, Vice President, Global Initiatives, **Starwood Hotels & Resorts Worldwide, Inc**
- Ginny A. Cavanagh, Vice President, Change Management, **Johnson Controls, Inc.**
- Dr. Eric D. Hieger, Sr. Director, Talent Solutions, Global Talent & Learning, **ADP**
- Stacey Threlkeld, Sr. Director Organization Capability & Strategy, **Nike, Inc.**
- John Zoekler, Global Change Management Lead, **Air Products and Chemicals, Inc.**
- Neil Thomas Wilson, Manager, Change Leadership Consulting, **Chevron Corporation**
- Daria Chernovitskaya, Organizational Effectiveness Advisor, Manager - Commercial Airplanes Account Lead, **The Boeing Company**
- Jeff Nally, SPHR, Executive Coach, Talent Management and Development, **Humana, Inc.**
- Suzanne Vigeland, Director, Organization Development, **Humana Inc.**
- Dr. Erica Desrosiers, Senior Director, Global Talent Management, **Wal-Mart Stores, Inc.**
- Christian von Bogdandy, Senior Director, **Symantec**
- Gay Meyer, Assistant Vice President of Change Management, **USAA**
- Amanda Schmoltdt, Lead Change Management Advisor, **USAA**
- Paul O'Keeffe, Senior Principal, Talent & Organization, **Accenture Strategy**
- Jan Burnham, President and Co-founder, **ROC Group**
- Gary Grabarczyk, Vice President, Corporate Associate Benefits, **Robert Bosch LLC**
- Rich Berens, President, **Root Inc.**
- Dr. Mary Wayne Bush, Professor of Management, Doctoral Program in Organizational Development & Change, **Colorado Technical University**
- Donna Brighton, President, **ACMP**
- Tim Creasey, Chief Development Officer, **Prosci**

GET INVOLVED!

For sponsorship opportunities, please contact michael.felden@conference-board.org.

To register and view the detailed agenda, visit
www.conference-board.org/change

PRE-CONFERENCE WORKSHOP

JUNE 25, 2014



Making Change Stick: Stakeholder Communication and Engagement

Change is hairy. People resist it. Organizations struggle implementing it. And no two changes are alike.

Fortunately, assembling a strategic communication and engagement plan can provide the backbone of long-term change.

In this session we will investigate the key elements of a strategic plan, how to manage all the contributors, ways of collecting feedback from your stakeholders and how communications can support and enable new behaviors. In addition, we'll cover specific, strategic tactics for making those behaviors the new norm. We will take a hands-on approach to building change strategies by convening groups to focus on:

- The elements of behavior change;
- Factors that help simplify behavior change;
- Identifying key motivators; and
- Triggering behaviors.

Attendees will walk away with the basics of how to assemble a strategic communications and engagement plan that can provide structure for even the most unruly of projects and empower stakeholders to make permanent behavior change.

Workshop Leaders:

Jim Hanley, Executive Vice President and Co-founder, **ROC Group**

Emily Kehinde, Consultant, **ROC Group**

Vic Villanueva, Managing Director, **ROC Group**



CAN'T MISS SESSIONS!

The 2
Char

Creating a Productive-Ready Workforce

An effective change strategy blends personal "aha" moments with organization-wide awareness and cultural support.

Discover ways to:

- Uncover hidden stakeholders
- Engage challenging populations, from senior executives to front-line supervisors and hard-to-reach employees
- Map your strategy and tactical plan
- Use disruptive marketing internal internally

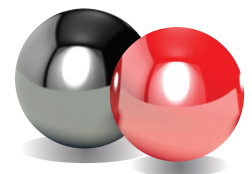
Breakthrough Thinking: Changing the Way We Change Together

It's 2017 – What does change management look and feel like in your organizations?

For the executives and change practitioners who make up The Conference Board's Change Council, the conversation has changed. The members of this organization have come together to produce new, breakthrough thinking on changing the way organizations approach change management in three primary areas: (1) Guiding principles and assumptions, (2) Adaptive Action; techniques to shape a positive future, and (3) Equipping ourselves with new knowledge, skills and behaviors.

Contributing member organizations of The Conference Board Change Council:

- Starwood
- Gap
- IBM
- KPMG
- Nike
- ADP
- Johnson Controls
- Air Products & Chemicals
- Boeing
- Allstate
- Capital One
- Chevron
- Prudential Financial
- Verizon



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JUNE 26-27, 2014

Bridging the Gap between People and Possibilities

Almost any business leader will admit that creating a strategy is far easier than executing it and creating the change needed to achieve desired results. That's because the majority of organizations don't know how to bridge the canyons that exist between executives, managers and front-line employees.

Learn to build pictures of what's possible for employees, methods for getting people to think and act together, and tactics for changing behaviors, actions and beliefs from the leader level to the frontline.

PANEL

High Impact Coaching for Organizational Change

With the increasing frequency and complexity of organizational change, leaders and change practitioners alike are leveraging executive coaching to support successful change at both the organizational and personal levels.

The panelists will offer examples of how they use high-impact coaching, share best practices, techniques and strategies that work best to support change success.

Be a Change Ninja

We have all experienced resistance to the process of managing change. Managing change by stealth or making the process almost invisible helps lessen the resistance, boosts credibility with busy sponsors, and contributes to the overall success of change efforts.

Four experienced change management practitioners will share their stories, the lessons they learned along the way, and their secret ninja tactics to overcome resistance.

A Professional Pivot Point: Change Management Standards and Certification

The Association of Change Management Professionals is a membership organization, originated by a group of change practitioners who wanted to advance the discipline of change management. They are model and method agnostic and believe there are many great approaches and practices.

By creating a set of change management standards, the intent is to create a common and consistent baseline in the practice of change management. The development of the ACMP Change Management Standard has created tremendous conversation and controversy. Attend this session to learn more about the establishment of this membership organization, the development of a standard and accompanying certification and code of ethics to govern the profession.

A CASE STUDY

Predicting and Addressing Resistance to Change at an Individual Level

How do your people react to the relentless pressure of change? Often, they resist—and thus executives must work to help people adapt. Unfortunately, leaders too often only react to resistance as it happens, at which point it's sometimes too late. What if, instead, you could predict which employees might be especially resistant to change and could take action ahead of time?

This session reviews a case study of an enterprise-wide ERP project where individual resistance was measured and successfully managed. We will discuss how predictive data helped senior leadership actively support the change and how the change team predicted pockets of employee morale issues. We will also review the change profile prepared for each individual, based on a self-assessment, to understand how they would react to change.

Adoption and Usage: The ROI of Change

Change outcomes depend on employee adoption and usage: this is the essence of change management. The charge to you—as a seasoned change professional—is to reframe: away from describing your activities (analysis, assessments, communications, etc.) and toward defining the value you bring to projects. This session will explore the conceptual foundation and a tactical tool for shifting mindsets and conversations toward employee adoption and usage, and their unique and quantifiable contribution to overall project results, outcomes and ROI. If we are successful, the conversation becomes “do we resource for the 80% of project benefits that depend on adoption and usage” instead of “do we resource change management.”

Transformational Change: The Journey and the Reward

In the summer of 2012, the board of Symantec came to the realization that the organization was underperforming against its assets and industry growth rates. Symantec was slowly losing the foothold as a market leader in a rapidly growing security industry. It was acknowledged that most large-scale change efforts were unsuccessful and acquisitions did not deliver the anticipated value. After 18 months, the ‘tectonic plates’ of the organization have shifted and resulted in an increase of shareholder value of over 50%. The improvements were accomplished as much by drastic changes to the organizational structure and market offerings as it was to a massive mindset shift of leaders and employees. One member of the OD team who lived every moment of that transformation is here to share his story from an organization, team and individual point of view.

To register and view the detailed agenda, visit
www.conference-board.org/change

REGISTRATION INFORMATION

Online www.conferenceboard.org/change
Email customer.service@conferenceboard.org
Phone 212-339-0345
8:30am to 5:30pm ET Monday through Friday



THE CONFERENCE BOARD
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The 2014 Change Management Conference

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Responsibility at Every Level

CONFERENCE (993014-1)

June 26-27, 2014

The Westin New York Grand Central

SAVE \$200, REGISTER BY 5.16.14

Associates	\$2,095	after 5.16.14	\$2,295
Non-Associates	\$2,695	after 5.16.14	\$2,895

PRE-CONFERENCE WORKSHOP (B60014-1)

June 25, 2014

Associates	\$1,015	Non-Associates	\$1,215
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HOTEL ACCOMMODATIONS

Fees do not include hotel accommodations. For discounted reservations, contact the hotel directly no later than the cut-off date and mention **The Conference Board 2014 Change Management Conference**.

The Westin New York Grand Central

212 East 42nd Street
New York, NY 10017
Tel 212-490-8900

HOTEL RESERVATION CUT-OFF DATE

June 2, 2014

REGISTRATION VALUE-ADD!

Conference Keynotes

Your registration includes a summary of conference highlights and a post-conference interactive webcast

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 with 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 \$300 off each person's registration. One discount per registration. Multiple discounts may be combined.



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Program subject to change. February 2014

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