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EUROPE'S #1 UNLEASHING CHANGE MANAGEMENT SUMMIT

MARCH
29 - 30, 2022

DE BALIE
AMSTERDAM



In Collaboration With



ENABLINGCHANCE



INTRODUCTION

Change is a constant; no matter which market or industry a business operates in, change will always remain an inevitable factor in the lifecycle of any enterprise. It is evident that both, internal as well as external factors, are the drivers of change; drivers that force enterprises to implement frequent and wide-spread changes to the way in which they operate as a whole, changes to their business models, and also, changes to the technologies which support their business practices. However, the way in which companies react to the drivers of change, will determine the level of progress achieved.

Change is inevitable, but progress is not. Change is complex, and in order to successfully manage change within your business, it is important to first have a clear understanding of where you have come from, be clear on what you are aiming towards achieving, and have a very clear strategy to govern the transformation that will get your business to where you want to lead.

At the 2022 edition of Global Executive Events' Unleashing Change Management summit, various cross-industry leaders and key decision-makers within some of the largest companies from across the globe, will share their insights, strategies and stories to help you achieve greater success in managing your transformation strategies.

SUMMIT THEMES

- Going About Change: Converting Vision into Action.
- Breaking down the silos & juggling resistance: evolving from territory protection to collaboration and keeping people at the centre of decisions
- Employee Transformation Experience.
- Combating COVID-19 with an agile change management approach
- When Change Management and Agile get married for the best of a digital transformation.
- How to Keep Your Hybrid Team Engaged.
- Creating and maintaining a culture of accountability despite times of radical change
- Effective communication during Change Management in a world of over-communication: remaining true to your company DNA
- Level up your learning culture: Breaking 5 barriers towards more openness to change.
- Winning Behaviours: Championing a Cultural Transformation through Behavioural Changes.
- Transformational Change in the broader digital ecosystem.
- How to enable leaders in the organization to lead the digital transformation.
- Change Management: The Art of Winning Hearts and Minds in Times of Uncertainty, Radical Changes and Tightening Legislations.
- Bringing about change despite unique industry challenges: dealing with concrete structure and relationship models.

Our Prestigious Speakers:

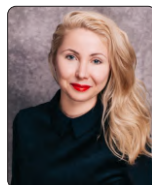


Confirmed speaker line-up:



Chairperson Day 1

CHRIS PETHER
 Founder
PEOPLES MART
 France



VICTORIA TWINT
 Founder
GLOBAL EXECUTIVE EVENTS
 Netherlands



Chairperson Day 2

SABINE COUSIN
 Director
ARGON & CO
 France

GLOBAL EXECUTIVE EVENTS

YOUR **GTM** TO KNOWLEDGE



KIRSTEN LIBBRECHT
 Senior Change Manager
AXA BANK
 Belgium



LAURENS VERBURG
 Global Change Management Practice Leader
PHILIPS
 Netherlands



MARYNA RUSTHOVEN
 Programme Director, Joint Degree Msc
 Global Sustainable Business Management,
**AMSTERDAM UNIVERSITY
 OF APPLIED SCIENCES**
 Netherlands



JACQUES PELLIS
 Change Director
VATTENFALL
 Sweden



DENNIS MARTIN TOLLEY OLSSON
 Group Sustainability Change Lead
DANSKE BANK
 Denmark



LOUISE ELLEKILDE FOGSTRUP
 Founder & Partner
ENABLING CHANGE
 Germany



BRIAN SHEEHAN
 Chief Scientific Officer
MUNDIPHARMA
 United Kingdom



CAROLINE HILLAERT
 Senior manager
 Change management business lead
DELAWARE
 Belgium



MAAIKE VAN SEVEREN
 Manager - Change management
DELAWARE
 Belgium



SOFIE BEERTS
 Leakie track lead for
 'Efficient replacement management'
DE WATERGROEP
 Belgium



THIERRY MULLER
 Director Digital Change and Adoption
DSM
 Switzerland



ASK AGGER
 CEO
WORKZ A/S
 Denmark



ROBERT DYHRINGER
 Agile Coach & Transformation Consultant
MERCEDES-BENZ AG
 Germany



SIMONE LÜHL
 Partner
H&Z MANAGEMENT CONSULTING
 Germany



TILMAN BONA
 Senior Project Manager
H&Z MANAGEMENT CONSULTING
 Germany



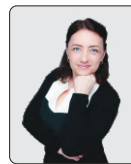
JAN KUIPERS
 Consulting Partner
FRANKLINCOVEY
 Netherlands



NATSUKO HARA
 Director Change Management
ADIDAS
 Germany



BEVERLY TROXTELL
 Head of HR Change Management
 Office & HR Evolution
PAYPAL
 United States



IRINA POPOVA
 Project Manager, Six Sigma Black Belt,
 Channel Data Manager, Customer Success Advocate
 and Application Deployment Expert
SEAGATE TECHNOLOGY
 Netherlands



SARAH BURBEDGE
 Head of Change
BBC
 United Kingdom



CHRISTINA SIEWARTZ NIELSEN
 Global Head of Transformation and
 Change Management Senior Director
FALCK
 Denmark



SIMON WIENKE
 Transformational Change Consultant
SHELL
 Netherlands



DR. THOMAS JULI
 Allianz Executive
ALLIANZ KUNDE UND MARKT
 Germany



SANDRINE WILLEMARS
 Talent and Organisation Practice Lead
ACCENTURE
 Netherlands



MEIKE SALVADÓ - DE REEDE
 Corporate Director, Human Resources Management
ROYAL HASKONING DHV
 Netherlands



LINDA NIEUWENHUIS
 Global Sales Director,
 Legal & Regulatory Division
WOLTERS KLUWER
 Netherlands



SHARON PENSEEL
 Manager Change Office
STEDIN
 Netherlands



STEPHAN LEPOUTTRE
 Senior Manager (RBR) Change & Transformation
PwC Belgium
 Belgium



MICHAEL VAN IMPE
 Director HR Strategy And
 Organizational Transformation
PwC Belgium
 Belgium



VICKY COLLIER
 VP Strategic Enterprise Consulting
INOAPPS
 United Kingdom



WENDY VAN NIEUWENHUIZEN
 Lean-Agile Transformation Coach
STEDIN
 Netherlands



MICHEL DE ROOIJ
 Lean-Agile Transformation Coach
STEDIN
 Netherlands

GLOBAL EXECUTIVE EVENTS
 YOUR **GTM** TO KNOWLEDGE

AGENDA | DAY 1 | TUESDAY | 29 MARCH 2022

8:30 WELCOME COFFEE AND REGISTRATION

9:10 INTRODUCTION FROM GLOBAL EXECUTIVE EVENTS

Victoria Twint, Founder, Global Executive Events

9:20 OPENING REMARKS FROM THE CHAIRPERSON

Chris Pether, Founder, PeopleSmart

9:30 CASE STUDY

Engaging people in a change that might make them redundant

- In 2018 AXA Bank decided to downsize its distribution network
- Their change team faced the challenge to engage the independent distributors in a negotiation process to reduce their numbers
- How to reorganize with mutual respect

Kirsten Libbrecht, Senior Change Manager, AXA Bank Belgium

10:00 PANEL DISCUSSION

Employee Transformation Experience

*Laurens Verburg, Global Change Management Practice Leader, Royal Philips
Maryna Rusthoven, Programme Director, Joint Degree MSc Global Sustainable Business Management, Amsterdam University of Applied Sciences
Jacques Pellis, Change Director, Vattenfall Corporate Communications
Dennis Martin Tolley Olsson, Group Sustainability Change Lead, Danske Bank*

10:40 NETWORKING COFFEE BREAK

11:10 CASE STUDY

Leading and implementing transformation

- The Mundipharma R&D transformation journey
- Practical insights from leading transformation – lasting results after 3 months and after 1 year and key learnings from the process
- Enabling lasting change through rapid mobilization of the leadership team in SPRINTS
- Proven results across several transformations shown by leadership teams own evaluations

*Louise Ellekilde Fogstrup, Founder & Partner, Enabling Change
Brian Sheehan, Chief Scientific Officer, Mundipharma*

11:50 FIRESIDE CHAT

Can change management help De Watergroep save water?

Water is becoming ever more scarce, and that's why water distribution companies are increasing their efforts to track and fix water leaks in their networks. For De Watergroep - the leading drinking water company in Belgium - this is no straightforward task. Together we'll dive into De Watergroep's Leakie project, which focuses on investing smartly in tools, optimizing processes, and tearing down data siloes - with a leading role for people and change management.

- What role does change management play in the Leakie project?
- How do we make sure that the employees at De Watergroep, from directors to the people repairing the leaks on the street, know what is expected of them?
- How did we increase their involvement & do we communicate with them?
- How do we make the slogan "Everyone is Leakie" come alive?

*Caroline Hillaert - Senior manager - Change management business lead, delaware
Maaik Van Severen - Manager - Change management, delaware
Sofie Beerts - Leakie track lead for "Efficient replacement management", De Watergroep*

12:30 CASE STUDY

When Change Management and Agile get married for the best of a digital transformation

- The myth of agile fixing the customer-centricity issue
- The real case for change management
- Mixing Agile and Change Management, but How

Thierry Muller, Director Digital Change and Adoption, DSM

13:00 NETWORKING LUNCH

14:00 SPONSOR EXPERT SESSION

Playing to Win

- On the historical roots of game-based training and how leadership simulations are used to harness critical change leadership skills
- On using simulated "training grounds" and wargames when preparing for strategic transformations

Ask Agger, CEO, workz A/S

14:15 CASE STUDY

Agility in the third dimension

How do agile teams worldwide connect with augmented reality?

Is it possible to work together just like on-site?

What are the technical challenges faced?

And what do power walls and caves have to do with it?

Based on Microsoft HoloLens, Robert Dyhringer developed an AR solution. His presentation explains how the company boosts agile working methods in remote teams with this collaboration software and what advantages the technology brings.

Robert Dyhringer, Agile Coach & Transformation Consultant, Mercedes-Benz AG

14:45 SOLUTIONS IN ACTION

Level up your learning culture: Breaking 5 barriers towards more openness to change

- Why self-learning competencies improve openness to change
- Field proven tools & methods
- Project case: How we increased learning engagement in manufacturing environments

Simone Luibl, Partner, h&z Management Consulting

Tilman Bona, Senior Project Manager, h&z Management Consulting

15:25 BUSINESS NETWORKING COFFEE BREAK

15:55 EXPERT TALK

Dealing With Change? Nothing Has Changed.

Dealing with change is as old as the hills. Yet, the prevailing question remains, "How do I handle change from the standpoint of my own role and/or my role as a leader?" There is nothing new under the sun. However, the circumstances in which we have to manage (rapidly succeeding changes, hybrid working, etc.) demand more from us.

- The still current change curve
- Me and change
- Leading change

Jan Kuipers, Consulting Partner, FranklinCovey

16:25 PANEL DISCUSSION

How to Keep Your Hybrid Team Engaged

*Natsuko Hara, Director Change Management, adidas
Beverly Troxell, Head of HR Change Management Office & HR Evolution, PayPal*

*Irina Popova, Project Manager, Six Sigma Black Belt, Channel Data Manager, Customer Success Advocate and Application Deployment Expert, Seagate Technology
Sarah Burbidge, Head of Change, BBC*

17:05 CHAIRPERSON CLOSING REMARKS

17:15 NETWORKING DRINKS



AGENDA | DAY 2 | WEDNESDAY | 30 MARCH 2022

8:30 WELCOME COFFEE AND REGISTRATION

9:00 INTRODUCTION FROM GLOBAL EXECUTIVE EVENTS

Victoria Twint, Founder, Global Executive Events

9:10 OPENING REMARKS FROM THE CHAIRPERSON

Sabine Cousin, Director, Argon & Co

9:20 KEYNOTE

Winning Behaviours: Championing a Cultural Transformation through Behavioural Changes

- Redefining and a realigning a corporate value system
- How we act is who we are – changing behaviours as part of revitalising and unifying our 40+ brands
- Empowering managers through critical dialogues

Christina Siewartz Nielsen, Global Head of Transformation and Change Management Senior Director, Falck

9:50 CASE STUDY

Transformational Change in the wider digital ecosystem

- Organisational plug & play enabled by change management
- Joint Venture partnership & influencing models
- A roadmap for partnership & business portfolio growth

Simon Wienke, Transformational Change Consultant, Shell

10:20 KEYNOTE

Unleashing and dancing with an elephant. Insights into the Agile Transformation within Allianz Germany

- An Agile transformation is more than yet another transformation. It is a metamorphosis.
- The Agile transformation journey at Allianz Germany
- Digital vs. Human
- Generating value for customers, employees, and business. The promise of value steering

Dr. Thomas Juli, Allianz Executive, Allianz Kunde und Markt

10:50 BUSINESS NETWORKING COFFEE BREAK

11:20 EXPERT TALK

Change Management in the Digital Age

Sandrine Willemars – Talent and Organisation Practice Lead, the Netherlands, Accenture

12:00 CASE STUDY

How to enable leaders in the organization to lead the digital transformation

- Digital strategy as a starting point; integrated approach on business transformation
- People & Culture as one of the key dimensions; focus on leadership, culture, digital capabilities, and change management
- Empowering managers through critical dialogues

Meike Salvadó – de Reede, Corporate Director Human Resources Management, Royal HaskoningDHV

12:30 NETWORKING LUNCH

13:30 PANEL DISCUSSION

CHANGE MANAGEMENT MEETS AGILE

Linda Nieuwenhuis, Global Director of Sales Legal & Regulatory Division, Wolters Kluwer

Dr. Thomas Juli, Allianz Executive, Allianz Kunde und Markt

Sharon Penseel, Manager Change Office, Stedin

14:10 INTERVIEW

Real Life Change Management Challenges

Stephan Lepouttre, Senior Manager (RBR) Change & Transformation, PwC Belgium

Michael Van Impe, Director HR Strategy & Organizational Transformation, PwC Belgium

14:40 NETWORKING COFFEE BREAK

15:10 CASE STUDY

The Art of Storytelling: Why your transformation needs a narrator!

In this session we will share ideas on the art of storytelling within business transformation covering:

- The role of storytelling in human evolution
- The impact of storytelling on both behaviour and the mind
- How storytelling strengthens shared social understanding
- How to bring concepts to life with a good story
- How to structure a story for maximum effect

Vicky Collier, VP Strategic Enterprise Consulting, Inoapps

15:40 CASE STUDY

Getting People Empowered to Change

- Empower your people
- Lead to the tipping point
- Grow your organisation

Wendy van Nieuwenhuizen, Lean-Agile Transformation Coach, Stedin

Michiel de Rooij, Lean-Agile, Transformation Coach, Stedin

16:10 CLOSING REMARKS FROM THE CHAIRPERSON



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Accenture: Accenture is a leading global professional services company, providing a broad range of services and solutions in strategy, consulting, digital, technology and operations. Combining unmatched experience and specialized skills across more than 40 industries and all business functions — underpinned by the world's largest delivery network — Accenture

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ENABLING CHANGE: The purpose of Enabling Change is to enable leaders and organizations to deliver superior results through focused change efforts. We measure and document our improved change success through tailored sprints. We deliver measurable results through advisory services, consultancy, guidance and training for C-level through mid-level management to project managers and whole organizations by helping them quantify and structure their change journey. We enable senior leaders in bridging transition from strategy launch or change initiative to business as-usual whilst strengthening the leadership team in the process. We deliver and document tangible results.

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WORKZ: Workz is a Copenhagen-based change agency specialised in involvement. We help our clients communicate a clear strategic direction, build commitment and ownership, and enable action by providing the needed capabilities, culture, and structures. We work with strategy activation, leadership development, storytelling, organisational culture, and the design of game-based tools for involvement and training. Our award-winning portfolio of leadership simulations is distributed globally through a network of partners and business schools. We serve global industry leaders from numerous sectors, including finance, pharmaceuticals, biotech, IT, energy, engineering, manufacturing, aviation, automobile, and logistics. Please ensure that our logo links to www.workzchange.com



Argon & Co: Argon & Co is a global management consultancy that specialises in operations strategy and transformation. With expertise spanning the supply chain, procurement, finance and shared services, we work together with clients to transform their businesses and generate real change. Our people are engaging to work with and trusted by clients to get the job done.

We have offices in Paris, London, Abu Dhabi, Amsterdam, Atlanta, Auckland, Chicago, Dusseldorf, Hong Kong, Lausanne, Melbourne, Mumbai, Riyadh, Singapore and Sydney.



PWC Consulting: At PwC, our purpose is to build trust in society and solve important problems. We're a network of firms in 158 countries with more than 250,000 people who are committed to delivering quality in assurance, advisory and tax services. Find out more and tell us what matters to you by visiting us at www.pwc.be.



delaware BeLux: We are a global company that delivers advanced ICT solutions and services, guiding our customers through their business and digital transformations. We provide them with the insights, advice and tools to achieve their mission-critical priorities. We develop, innovate and implement international business consulting, effective strategies and change

management solutions. In addition to our partnerships with SAP, Microsoft, Salesforce and OpenText, we rely on a select group of technology partners to support our customers in creating a truly omnichannel customer experience. Above all, we want to do the right thing. We deliver enterprise expertise that enables our customers' businesses to reach their full potential, while creating a positive impact in a challenging world. We take responsibility for our relationship with the social and ecological environment. Today, more than 3000 delaware professionals are working in 14 countries spread over Europe, Asia and the Americas. More on change management at delaware: <https://www.delaware.pro/en-be/solutions/people/change-management>



FranklinCovey: FranklinCovey aspires to be the most trusted leadership company in the world.

We help organizations achieve results that require collective behavior change.

The best performing organizations get four things right—they:

1. Develop exceptional leaders at every level
2. Instill habits of effectiveness in every individual
3. Build an inclusive, high-trust culture
4. Use a common execution framework to pursue their most important goals

Everything we do is designed to help our clients succeed in these four areas.

We transform organizations by building exceptional leaders, teams, and cultures that get results. When organizations partner with us, their people change behavior—both individually and collectively—in ways that have a dramatic impact.

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Inoapps: Inoapps is an award-winning global Oracle partner. We work across several vertical industries, and have developed specialist centres in energy, engineering & construction, manufacturing and high tech, professional and business services, higher education, and the public sector.

Our Inoapps Strategic Enterprise Consulting division is a global team of experts who can understand and manage the dynamics within your organization and enable you to optimise and transform your business and digital platforms, whilst taking your users on the journey with you. Their activities are underpinned by three pillars:

- Oracle Automation
- Human Behavioural Sciences
- Organisational Change Management.

We have four practices within the division:

- Strategic Consulting
- Organisational Change Management
- Adoption
- Customer Readiness

Each practice is designed to add value to a specific component of your transformation journey:

- Strategic Consulting focuses on Business Strategy and Optimisation,
- Organisational Change Management focuses on defining and executing the transformation journey,
- Adoption ensures that all your people embrace and understand new ways of working and
- Customer Readiness focuses on quality and operational readiness.

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