

UNLEASHING CHANGE MANAGEMENT

OCTOBER
18-19, 2018
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AMSTERDAM



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UNLEASHING CHANGE MANAGEMENT

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Global Mindset is a consulting company dedicated to helping leaders and organisations reach their fullest potential.

We transform global organizations by developing leaders individually and collectively to breakthrough existing ways of thinking and behaving. We believe that Psychological Safety provides the foundation for great relationships and great work. Our approaches equip leaders to transform the moment and to inspire other people to change. We're a consulting company of organizational psychologists and leadership experts and we specialize in global delivery.



Mastermind is an independent consultancy firm that assists and enables its clients to undertake structural and

complex change projects. The slogan 'Passion for Results' derives from the 'topsport mindset', that a Mastermind consultant brings into the workplace. Elements such as team dynamics, perseverance and confrontation are continuously applied in order to help clients achieve sustainable change. As gold medals 'are not won in finals', Mastermind assists its clients in every phase – from strategic advice, 'hands-on' support to actual business implementation.



Ownpower assists organizations, leaders and teams in successfully changing their culture.

Which we do in a pragmatic, open, inspiring and result-oriented manner reaching fundamental level, inviting everyone to contribute and have fun. We use proven methods from Partners in Leadership - Accountability programs – and from The Arbing Institute - Mindset Change programs - adding our rich experience with a large diversity of customers. Our consultants have multiple years of experience in industry, consultancy, coaching and training.



The Oxford Group has been unlocking leadership and management potential for the world's top businesses for over

30 years. We develop the skills, behaviours and mindsets of leaders and managers to give them the tools they need to address key issues in the workplace and drive business performance. Lasting measurable change is hard to achieve but we believe that our approach is the perfect catalyst for meaningful growth and long-term success. Our specialisms are transformational leadership, employee engagement, executive coaching, talent management and management capability.



An innovation and transformation consultancy, we believe in the power of ingenuity to build a positive human future

in a technology-driven world. Our diverse teams of experts combine innovative thinking and breakthrough technologies to progress further, faster. Our clients adapt and transform, and together we achieve enduring results. We are over 2,600 specialists in consumer, defence and security, energy and utilities, financial services, government, health-care, life sciences, manufacturing, and transport, travel and logistics. PA. Bringing Ingenuity to Life.



Wemanity co-creates, with its clients, all the products, services, and internal startups needed to transform their

organization and open up the corporate spirit. Wemanity believes "accomplishing together" is the future for companies. Wemanity works with our clients to offer services based on collective implementation and intelligence. The ultimate objective is to look at how work is organized and to rebuild it around positive principles. In this way, Wemanity dramatically changes the classic approach to consulting, by using collaboration as the indispensable condition to achieving innovation and the success of large corporations.

Introduction

The world continues to change, and we must continue to adapt! The case for Change Management has been made but there are still key issues to consider. As markets become more interconnected there is a constant need to innovate to compete in a global marketplace. In order to remain relevant and competitive, companies must address growing expectations. With the rapid development of new technologies and a shift to a global focus, policies and organisations are constantly changing! However, there is still a fear from employees as to how any change will impact the sustainability and relevance of their careers. Navigating a successful change management program is essential to balance the seemingly conflicting matter of keeping employees both fulfilled and productive and organisations competitive and profitable.

Points of discussion

- Holistic approach to embedding and embodying change initiatives: Using all employees to create better business practices
- Top-down vs. Bottom-up change initiatives
- How to create an innovative and accepting culture that is open to change
- Ensuring new policies remain relevant and valuable to organisation
- Identifying change agents
- Running change management in an agile setting
- Achieving a high-level of stakeholder engagement in global roll-out
- Internal communication as an imperative consideration for effective change
- How rapidly changing technology shapes and disrupts change programmes



UNLEASHING CHANGE MANAGEMENT

Speaker companies

LLOYDS
BANKING
GROUP



syngenta

THALES

VATTENFALL



ERICSSON



 Santander

+Babbel



AMSIB

Amsterdam School of
International Business

amADEUS



Speakers



Chairperson Day 1

Skip Bowman

CEO & Chief Transformational Officer

Global Mindset
Denmark



Chairperson Day 2

Arie van Bennekum

Co-author Agile Manifesto
Thoughtleader at Wemanity
Chair Elect of the Agile Consortium International

Wemanity Group
Netherlands



Nimisha Pradeepkumar

Finance Change Director,
Finance Value System, Group Transformation
Lloyds Banking Group
UK



Birgit Stausholm

Head of Change Integration
Leo Pharma
Denmark



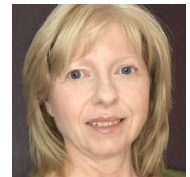
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Hylke de Cock

Founder & Managing Partner
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Sandra Hudson

Business Change Consultant
Thales
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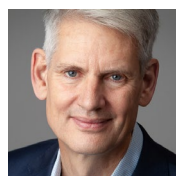
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Change Director
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Kiki Collot d'Escury

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Mastermind
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Jeroen Hoekstra

Director Strategy & Business Development
Ericsson
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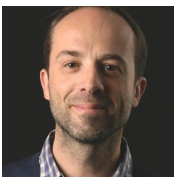
Piotr Skrzypczyński

Change Management Director
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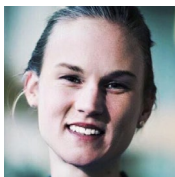
Anna Nawrot

Strategic Transformation Director
Santander Group
Poland



Sylvain Lierre

Director of Brand Marketing
Babbel
Germany



Susanne Hagglund

Head of Volvo Car Group Strategy & Transformation
Volvo Car Group
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Frank Madsen

Transformation Expert
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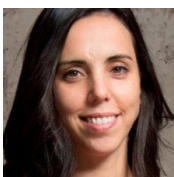
James Turnbull

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Maryna Sharygina Rusthoven

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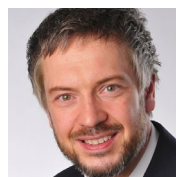
Yolanda Lopez

Change Manager
Amadeus IT Group
Spain



Gill Webb

Principal Consultant and Executive Coach
The Oxford Group
France



Dr. Matthias Schramm

Senior Change Manager
Bayer AG
Germany

UNLEASHING CHANGE MANAGEMENT

Agenda day one

8:00 REGISTRATION AND WELCOME COFFEE
Don't forget to download the summit app 'Global Executive Events' to create your profile; submit your questions for speakers and panellists throughout the event; provide feedback and rate each session; and connect with other speakers and delegates.

8:30 INTRODUCTION AND ICEBREAKER
Two minutes will be provided to upload one of the main challenges you are currently facing onto our event app.

8:45 OPENING REMARKS FROM THE CHAIRPERSON
Skip Bowman, Global Mindset

9:00 STORYTELLING SESSION
Warm up and share your stories! Icebreaker questions will be shown on the presentation screen for 5 minutes each. During this time we invite you to stand up, get moving, and get engaged!

9:15 KEY NOTE SPEAKER
LLOYDS BANKING GROUP – TRANSFORMING THE GROUP FOR SUCCESS IN A DIGITAL WORLD

- Evolution – Maintaining the pace of change
- Transformation - Embedding cultural Change
- Changing Behaviours – Creating Opportunities

Nimisha Pradeepkumar, Finance Change Director, Finance Value Stream, Group Transformation, Lloyds Banking Group

9:55 CASE STUDY
TAKING A LIFECYCLE APPROACH TO CHANGE - FOCUSING ON ADOPTION AND IMPROVEMENT

- Setting the scene for change in projects
- Ensuring benefit realization
- Working with change outside of projects
- Plan for constant improvement and enabling the organization for change readiness

Birgit Stausholm, Head of Change Integration, Leo Pharma

10:30 NETWORKING COFFEE BREAK

11:00 CASE STUDY
CHANGING CHANGE FROM WITHIN

- Delivering large scale transformational change while simultaneously building the organisational change capability from within.
- Driving change maturity across the organisation.
- Building the change community through leveraging the power of social.
- Measuring the change through success and learning.

Ricardo Troiano, Head of Change and Organisational Effectiveness, Syngenta

11:35 SPONSOR SESSION
WHY MOST CHANGE INITIATIVES DON'T WORK? MINDSET MATTERS!

- Work on the fundamental level of your organization; Creating a fertile ground as the foundation for sustainable change
- Use everyone's full potential
- Inviting everyone to contribute to the change journey and have fun
- Achieve results with culture change; Mindset drives behavior, behavior drives results

Hylke de Cock, Founder & Managing Partner, Ownpower

12:15 CASE STUDY
DIGITAL TRANSFORMATION - IT'S ALL ABOUT PEOPLE AND CULTURE

- How the human element plays an important part in digital transformation:
 - Creating stakeholder-driven strategic business transformation
 - The transformation journey – Defining business objectives, designing the experience & planning the implementation
 - Changing culture
 - An example of digital transformation – The Thales Digital Factory
- Sandra Hudson, Business Change Consultant, Thales**

12:50 NETWORKING LUNCH

13:50 CASE STUDY
PURPOSE DRIVEN CHANGE
How we aim to enable any employee to become a change leader and how senior management can safeguard success.

- Leadership on purpose
- Consistent behavior and communication
- Change coalition thinking

Jacques Pellis, Change Director, Vattenfall

14:25 SPONSOR SESSION
GOLD MEDALS ARE NOT WON IN FINALS

- Why do organisations in both business and sport struggle with self-regulation and what can we learn from the most successful self-organising sport teams?
- Stuck in the middle; How to find the space between rules, systems and change.
- Making the move, from Manager to Coach; How to coach a self-organising team?
- How to get the 'hockey ball' moving in the right direction for your organisation or team?

Kiki Collot d'Escury, Business Consultant, Mastermind

15:05 CASE STUDY
EMBEDDING CHANGE IN THE ORGANIZATION

- From uncertainty to commitment
- Linking pockets of knowledge
- When the pressure mounts
- Trusting the system

Jeroen Hoekstra, Director of Strategy & Business Development, Ericsson

15:45 NETWORKING COFFEE BREAK

16:10 CASE STUDY
STRATEGIC FOCUS ON AGILE TRANSFORMATION TO CHANGE THE WAY WE WORK

- Agile as an increase in collaboration across the business and IT silos to increase true value focus in large programs
- How huge changes should be implemented in the time of change
- Top down and bottom up make Agile simple
- Key challenges in Agile Transformation

Piotr Skrzypczynski, Change Management Director & Anna Nawrot, Strategic Transformation Director, Santander Group

16:45 CLOSING REMARKS FROM THE CHAIRPERSON

17:00 NETWORKING DRINKS RECEPTION

Agenda day two

8:00 WELCOME NETWORKING COFFEE

Don't forget to download the summit app 'Global Executive Events' to create your profile; submit your questions for speakers and panellists throughout the event; provide feedback and rate each session; and connect with other speakers and delegates.

8:30 INTRODUCTION AND ICEBREAKER

Two minutes will be provided to upload another challenge you are currently facing onto our event app - these will be used as discussion points later in the program for your unconference session.

8:45 OPENING REMARKS FROM THE CHAIRPERSON

Arie van Bennekum, Wemanity Group

9:00 KEYNOTE SPEAKER

TRANSFORMATIONS FROM A START UP TO A GLOBAL

- Looking at global and local issues
- Developing a shared vision
- Primary concerns and demographics
- 'Two speed economy' in terms of established corporations vs. startups

Sylvain Lierre, Director of Brand Marketing, Babbel

9:40 CASE STUDY

PEOPLE MADE US CHANGE

- The way people live their lives is changing at the same time as the automotive industry is transforming. This has triggered changes within Volvo Car Group, that is now disrupting the industry through new market offers and business models.
- The speaker will share key highlights from their transformation journey as well as challenges and learnings

Susanne Hagglund, Head of Volvo Car Group Strategy & Transformation, Volvo Car Group

10:15 NETWORKING COFFEE BREAK

10:45 SPONSOR SESSION

TRANSFORMATION. TIME TO GET PERSONAL

- Intelligent technologies are accelerating the pace of change in the world.
- Therefore, how people live their lives has shifted.
- Consequence is that Change is contextual – every organization must choose the right approach.

Frank Madsen, Transformation Expert & James Turnbull, Transformation Expert, PA Consulting

11:25 IGNITE SESSION

OVERT RESISTANCE TO CHANGE - HOW MANAGERS SHOULD LISTEN AND EMPLOYEES PERSUADE

- Top-down change and the role of the bottom-up feedback in the process and its value in the change process as well as how employees can use certain persuasion techniques.

Maryna Sharygina Rusthoven, Head of Department Organisation, Leadership and Change, Amsterdam School of International Business

11:50 BUILDING UP A CHANGE MANAGEMENT CAPABILITY INSIDE THE DIGITAL & TRANSFORMATION SERVICES DEPARTMENT

- Develop the change management competency in your digital & transformation department.
- Make change management accessible
- Involve to evolve
- Take it further: create a culture where your capability grow.
- If you get this things right, you can also improve your brand.

Yolanda Lopez, Change Management Head of Digital & Transformation Services, Amadeus IT Group

12:35 NETWORKING LUNCH

13:35 SPONSOR SESSION

DEVELOPING LEADERS TO ENGAGE TEAMS IN THE CHANGE ADVENTURE

- Engaging EVERYONE in the Why, How and What of change – both at a personal and organizational level
- Developing leadership authenticity and trust as a beacon and core stabilizer in a VUCA world
- Fostering a shared DNA of openness, courage and agility (through leadership and management development programs)
- Helping leaders to live with paradox and develop others to understand, name and use dilemmas in order to become more agile (making complex - simple)
- Moving from fixed to growth mindsets and experiencing the constructive energy of growing through change
- Building trust and engagement through conversations

Gill Webb, Principal Consultant and Executive Coach, The Oxford Group

14:10 CASE STUDY

BUILDING INTERNAL CHAMPIONS FOR CHANGE: CONVERSATION, DISCUSSION, REFLECTION

- Start locally think globally
- Encouraging a culture of change acceptance
- Implementing training efforts: Employing external training programmes to get the ball rolling
- Second round of programmes involving first round successes
- Answering the age old question "Why are we doing this?", "How is this helping?"

Dr. Matthias Schramm, Senior Change Manager, Bayer

14:45 NETWORKING COFFEE BREAK

15:15 REMARKS FROM THE CHAIRPERSON

15:30 UNCONFERENCE SESSION (35 minutes)

We invite you to get together into groups and discuss key challenges experienced, that you have already uploaded into our app. This is a great opportunity to get different insights from your peers and colleagues in the field. Perhaps you will also be able to draw on some of the ideas presented to you throughout the last two days!

**# UNLEASH
CHANGE**