

UNLEASHING CHANGE MANAGEMENT



**DE RODE HOED
AMSTERDAM**

APRIL 19 & 20, 2018

As world markets become more interconnected there is a constant need to innovate to compete in a global marketplace. To remain competitive companies must adapt or they will fall behind. However, there is still a fear from employees as to how the change will impact the sustainability of their careers. Successful change management is essential to balance the complicated and conflicting issue of keeping employees happy and businesses both competitive and profitable.

[CLICK HERE FOR ONLINE PROGRAM](#)

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2018 Senior Executive Speakers Include



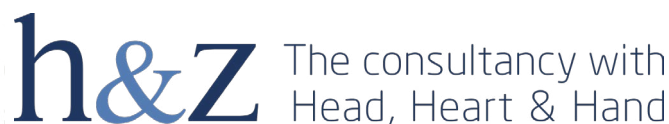
THALES



Deutsche Post DHL
Group



In Collaboration With



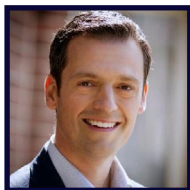
Points of Discussion:

- How to create a progressive, not resistant corporate structure
- Utilising middle management's power to gain high level employee buy-in and support.
- Bridging the gap in generational viewpoints to find a commonly accepted goal
- How to turn rapidly changing technology into a positive opportunity for your business.
- Stability management: ensuring employees feel comfortable with a cultural shake up.
- Ensuring new policies maintain intrinsic corporate values as well as local office culture
- 2018 key performance indicators in Change Management



2018 Speaker line-up

Chairperson Day 1



Roy Klaassen
Managing Partner
Kirkman Company
Netherlands

Chairperson Day 2



Chris Pether
Managing Director
People Smart
France



Saskia Van Uffelen
CEO Belux
Ericsson
Belgium



Dr Runli Xie-Uebele
Head of Change
Management
ThyssenKrupp Steel
Germany



Nimalan Nadesalingam
Senior Change Management
Consultant & Transformative
Change Author
DPDHL
Germany



Christina Siewartz Nielsen
Senior Director, Change
Communication
Falck Group
Denmark



Henrietta Haavisto
Head of Service
Transformation
Change Management
Kone
Finland



Inge Hazewinkel
Head of Internal and
Change Communications
Canon
Netherlands



Jacques Pellis
Director Change &
Leadership
Vattenfall
Sweden



Birgit Stausholm
Head of Change
Integration
LEO Pharma
Denmark



Dr. Serge Petit
Principal and Head of
Business Transformation
h&z Management Consulting
Germany



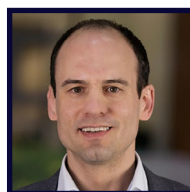
Simone Luihl
Partner
h&z Management Consulting
Germany



Alla Slavinskaya
Group Director Business
Transformation
VEON
Netherlands



Gebke van Gaal
Director Innovation & Agile
Transformation
Ahold Delhaize
Netherlands



Dr. Sebastian Walter
Expert Vice President
Bain & Company
Belgium



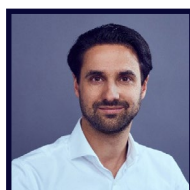
Hanne Depuydt
Consultant
Bluecrux
Belgium



Laurence de Fontenay
CHRO & Executive coach
Randstad
France



Ben Hutchinson
Head of Business Change
Thales
UK



Vincent Thamm
Organizational Developer
& Agile Business Coach
Transavia
Netherlands



Marcia De Troyer
Director
Efeso Consulting
Belgium



François Crop
Managing Director
Randstad
France



Mayank Saxena
Enterprise Architect
ABN AMRO
Netherlands

8:00 **REGISTRATION AND WELCOME COFFEE**

8:30 **INTRODUCTION AND ICEBREAKER**

8:45 **OPENING REMARKS FROM THE CHAIRPERSON**

[Roy Klaassen, Managing Partner](#)
[Kirkman Company](#)

9:00 **KEY NOTE SPEAKER**

THE CASE FOR CHANGE MANAGEMENT: PROVING THE IMPACT & CONVINCING STAKEHOLDERS OF THE BENEFITS.

- How to measure and demonstrate actual, tangible outcomes
- Exploring the breadth of Change Management: more than just training and comms!
- Putting techniques into practice to drive behavioural change

[Ben Hutchinson, Head of Business Change,](#)
[Thales](#)

9:30 **CASE STUDY**

CHANGE READINESS

How do we make sure that organisations are actually ready for the changes to come? – again and again....

- Who do we need to involve – and how
- Creating an active and engaged Super User community
- Behavioural design – inspiration to move from understanding and willingness to actual ACTION

[Birgit Stausholm, Head of Change Integration,](#)
[LEO Pharma](#)

10:00 **NETWORKING COFFEE BREAK**

10:25 **UNCONFERENCE SESSION**

These are participant led, networking group discussions to address the main challenges which you are currently facing. Delegates will be split into groups to discuss one challenge each and a chosen group representative will report the group's key findings.

11:05 **SPONSOR SESSION**

“LIVING TRANSFORMATION – ENABLE YOUR TRANSFORMATIONAL JOURNEY!”

- Why transformation is different than change
- Taking an integrated approach towards transformation
- The transformation chain – levers to enable transformation
- Real life effective transformational moments

[Dr. Serge Petit, Principal and Head of Business Transformation](#)
& [Simone Luibl, Partner,](#)
[h&z Management Consulting](#)

11:45 **CASE STUDY**

24/7: DRIVING CHANGE TO WIN WITH CUSTOMERS

- Change from product to customer centric company
- Balance between customer and employee requirements
- Demystifying change management

[Henrietta Haavisto, Head of Service Transformation Change Management,](#)
[KONE](#)

12:15 **NETWORKING LUNCH**

13:15 **CASE STUDY**

RECOGNISING AND GETTING READY FOR REVOLUTIONARY CHANGE

- What is revolutionary change?
- How to recognise a coming revolution?
- How to overcome the resistance for a revolution?

[Nimalan Nadesalingam, Senior Change Management Consultant & Transformative Change Author,](#)
[DP DHL](#)

13:45 **SPONSOR SESSION**

MANAGING LARGE SCALE CHANGE PROGRAMS FOR SUCCESSFUL RESULTS DELIVERY

- How focusing on something new means we fail to prepare for the delivery of results
- Core topics to increase the likelihood of success
- Creating rapid, reliable, repeatable behavior change at scale – because organizations don't change, people do!

[Sebastian Walter, Expert Vice Presidents,](#)
[Bain & Company](#)

14:25 **CASE STUDY**

CHANGE HAPPENS WITH AND WITHOUT MANAGEMENT

Why we must empower and enable all employees to drive change (even in a 100 year old state owned energy dinosaur) and how senior management can safeguard success.

- How purpose can save us
- The importance of consistent behavior & communication
- Breaking all silos!

[Jacques Pellis, Director Change & Leadership,](#)
[Vattenfall](#)

14:55 **NETWORKING COFFEE BREAK**

15:20 **CASE STUDY**

INTERNAL COMMUNICATION AND SUCCESSFUL CHANGE MANAGEMENT

- The art of simplification
- Importance of stakeholder analysis
- Communication planning (who receives which message via which channel when)
- Why should I care? What's in it for me?

[Inge Hazewinkel, Head of Internal and Change Communications,](#)
[Canon](#)

15:50 **CASE STUDY**

HOW DO WE TURN RAPIDLY CHANGING TECHNOLOGY INTO A POSITIVE OPPORTUNITY FOR YOUR BUSINESS.

[Alla Slavinskaya, Group Director Business Transformation,](#)
[VEON](#)

16:20 **SPONSOR SESSION**

TIME FOR CHANGE

- Getting to grips on the intangible aspect of change, the part that serves as oxygen to empower your people to make the change last.
- How to get people's acceptance and change habits.
- Communicating to the right people at the right time.

[Hanne Depuydt, Consultant,](#)
[Bluecrux](#)

16:40 **CLOSING REMARKS FROM THE CHAIRPERSON**

17:00 **NETWORKING DRINKS RECEPTION**

8:00 **WELCOME COFFEE AND SPEED NETWORKING**

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**

[Chris Pether](#), Managing Director,
People Smart

9:00 **CASE STUDY**

GENERATIONAL DIFFERENCES AND CHANGE MANAGEMENT

Today we have the opportunity to manage four different generations in our organisations. What do they expect as leadership, compensation, benefits, digital vision and communication? How can we make them work together in synergy?

[Saskia Van Uffelen](#), CEO Belux,
Ericsson

9:30 **CASE STUDY**

MOBILIZING FOR SUCCESSFUL CHANGE

You have an idea of the areas of change needed in your organization. Or, you might know change is needed, but wonder where and how to implement these changes. A practical guide to get going and break out of this dilemma.
[Mayank Saxena](#), Enterprise Architect (Chief Architect & Data Management),
ABN AMRO

10:00 **NETWORKING COFFEE BREAK**

10:30 **CASE STUDY**

EMBRACE INDUSTRY 4.0 WITH A CHANGE MIND - HOW A 150-YEAR-OLD COMPANY WITH STRONG CUSTOMER FOCUS RIDES THE TIDE OF TRANSFORMATION

- A changing market environment; more complex customer needs and rising regulatory risks
- The role of change managers to explain business needs, hold process owners together, and fostering a speak-up and feedback culture
- The quintessence: no CHANGE without BUSINESS objective

[Runli Xie-Uebele](#), Head of Change Management,
Thyssenkrupp Steel

11:00 **SPONSOR SESSION**

HOW DIGITAL IS ACCELERATING THE PERFORMANCE, CONNECTION, AND MOTIVATION OF TEAMS (CASE)

- Stretching the change ambition: from adoption and anchoring to activation and acceleration case
- Why the company decided to accelerate the Performance of their teams with a Human Dynamic-Digital blended progression approach
- The approach. Typical challenges encountered
- First results: Business wise, Human Dynamics wise
- Sneak preview on upcoming progression areas in the pipeline

[Marcia De Troyer](#), Director,
Efeso Consulting

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12:20 **NETWORKING LUNCH**

13:20 **CASE STUDY**

TAKE-OFF TO TRANSFORMATION

A practical case study about the transformation challenges Transavia is facing to become a future state company
[Vincent Thamm](#), Organizational Developer & Agile Business Coach, **Transavia**

13:50 **SPONSOR SESSION**

MOVING FORWARD

- A look into the cultural and digital transformation at Randstad
- what does change management look like in our global strategy
- A glimpse at the future of HR

[Laurence de Fontenay](#), CHRO & Executive coach & François Crop Managing Director.
Randstad

14:30 **NETWORKING COFFEE BREAK**

14:55 **CASE STUDY**

TESTING CHANGE THROUGH GAMIFICATION

- Creating dialogue about how to deal with a new supply chain operating system before customers got hit.
- Opening discussions between workforce and senior management to understand how the lack of their role modelling could put employees into big dilemmas

[Christina Siewartz Nielsen](#), Senior Director, Change Communication,
Falck Group

15:25 **CASE STUDY**

HOW AGILE CAN YOU REALLY BE? TRANSFORMING TEAMS TO NEW WAYS OF WORKING.

- The Why and the How of successful transformation.
- How Agile are you? Leading by example to create most value for the business
- The transition to an agile and innovative way of working in Albert Heijn

[Gebke van Gaal](#), Director Innovation & Agile Transformation,
Ahold Delhaize

15:55 **BRAIN SPA**

A roundup of the previous unconference sessions and a final Q&A and brainstorming session to generate new concrete solutions to take home with you.

16:15 **CLOSING REMARKS FROM THE CHAIRPERSON**

