



UNLEASHING CHANGE MANAGEMENT MARCH 12 - 13, 2019 RODE HOED AMSTERDAM



In collaboration with:



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.

Summit themes

- Emotional Intelligence & Employee Engagement: maintaining both loyalty and motivation, and minimizing fear during change and transformation programs.
- Technology VS. Human Factor: implementing change programs whilst still considering both the human aspect and the technological advancements available.
- Agile Change: moving from a waterfall approach to a more agile and fluid approach.
- Sustainability of Change Programs: keeping the movement alive and continuing to grow when the acceleration of the transformation is so high.
- Integration of Change Management programs or processes into the company culture or company DNA.
- The implementation of Change Management programs and processes in multi-site companies; both nationally and globally.
- Engaging middle managers in Change Management programs.
- Change Management Training for Leaders: how to stimulate leaders and get them ready for Change Management programs or the implementation of a new Change Management team.

UNLEASHING CHANGE MANAGEMENT

Our Prestigious Speakers



Confirmed speaker line-up:



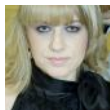
Margriet Westerink
Practice Lead Financial
Services Talent &
Organization
ACCENTURE
NL

Chairperson Day 1



Chris Pether
CEO
PEOPLES MART
France

Chairperson Day 2



Liliana Caimacan
Business Transformation Strategist
**HULT INTERNATIONAL BUSINESS
SCHOOL & MARKETING STRATEGY DIRECTOR**
EUROPE
UNILEVER
UK



Maritza Helfferich
Senior Manager Brand
Communications Operations
ADIDAS
NL



Daniel Rukare
Professor of Entrepreneurship and innovation
**HULT INTERNATIONAL
BUSINESS SCHOOL**
UK



Anna Kristensen
Senior Manager IT
ARLA FOODS
Denmark



Kinga Baldyga
Business Change Manager
ARLA FOODS
Poland



Jaap Linszen
Founding Partner
ORANGETRAIL
NL



Isabel Verniers
Researcher - Department of
Marketing, Innovation and
Organisation
Ghent University
Belgium



Erica Hodgson
Business Change & Transformation
Manager
KING'S COLLEGE LONDON
UK



Niamh Godley
Associate Director Change &
Process Improvement
**KING'S COLLEGE
LONDON**
UK



Gert Askes
Co-Founder & CEO
SPARQ360
NL



Platon Chebotaev
Strategy Office Director
AGC AUTOMOTIVE
Belgium



Rogier van Beugen
Innovation & Venturing,
Project lead IoT at Scale
**KLM ROYAL DUTCH
AIRLINES**
NL



Andrew Cowen
**18 YEARS AT
UNILEVER**
UK



Piotr Skrzypczyński
Transformation Leader, Agile
**FORMER ING,
SANTANDER GROUP**
Poland



Sergiusz Bezniakow
Global Program Owner and Agile
Mentor
KREDITECH HOLDING SSL
Poland



Pedro Matos
Chief Quality Officer
APOLLO TYRES
NL



Stanley Wylenzek
Cluster Lead Strategy &
Transformation
INCONTEXT
NL



Gary Andrews
Behavioural & Incremental
Change Expert
INCONTEXT
NL



Sankalp Sharma
Global Head - Talent Management &
Organizational Development
SIGNIFY
NL



Simone Luibl
Partner
**h&z MANAGEMENT
CONSULTING**
Germany



Rodica Pirau
Strategic Change Lead
NORDEA BANK
Denmark



Karen Kinsey
Director Business
Transformation
FORMER VEON
NL

UNLEASHING CHANGE MANAGEMENT

Agenda day one

8:00	REGISTRATION AND WELCOME COFFEE	12:00	CASE STUDY THE QUEST FOR SUCCESSFUL CHANGE: HOW TO STRIKE A BALANCE BETWEEN GOVERNANCE, ENGAGEMENT AND SUSTAINABILITY <ul style="list-style-type: none">Does controlling 'freedom' of employees hurt or help an organization? Does it differ across types of organisations?How to maintain engagement of employees and other stakeholders throughout your change management initiative?How to keep on innovating within your change management program?Several learnings from a diversity of companies Isabel Verniers, Researcher Department Marketing, Innovation and Organisation, Ghent University
8:30	INTRODUCTION & ICEBREAKER <i>Please 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.</i> ICEBREAKER: An opportunity to start those all-important discussions with your peers. Introduce yourselves to new contacts and begin discussing the challenges you face in an environment where change management is moving faster and faster.	12:35	NETWORKING LUNCH BREAK
8:45	CHAIRPERSON OPENING REMARKS Margriet Westerink, Practice Lead Financial Services Talent & Organization, Accenture	13:30	CASE STUDY THE RELUCTANT SPONSOR <ul style="list-style-type: none">Catering for all types of Sponsors: exploring ideas from neuroscience, to human behaviour theory; from project management to storytellingUnderstanding the overall role of a sponsor, what makes a great sponsor, and the consequences of a bad sponsorOutlining 10 practical tips to help convert a resistant sponsor Erica Hodgson & Niamh Godley, Change Managers, King's College London
9:00	PANEL DISCUSSION <i>Our expert panellists will discuss everything around the importance of the human factor during transformational processes; from engaging middle-management and drawing from their experiences, to implementing a more horizontal than hierarchical culture.</i> Liliana Caimacan, Business Transformation Strategist, Hult International Business School & Marketing Strategy Director Europe, Unilever (moderator) Maritza Helfferich, Senior Manager Brand Communications Operations, Adidas Karen Kinsey, Business Transformation Leader, former VEON Daniel Rukare, Professor of Entrepreneurship and innovation Hult International Business School	14:05	SPONSOR SESSION: EFFECTIVE CHANGE MANAGEMENT IN PRACTICE: ACTIVATING THE COLLECTIVE INTELLIGENCE <ul style="list-style-type: none">Engaging all employees, identifying support and resistanceCreating engagement, buy-in and ownershipApplying a holistic approach to change management Gert Askes, Co-Founder & CEO, SPARQ360
9:40	CASE STUDY CHANGING THE CHANGE <ul style="list-style-type: none">In 2018, Arla Foods launched a global transformation initiative for digital workspace. The narrative was changed - Instead of pushing digital tools to our employees we turned it into a bottom-up movement advocating for smarter ways of working. Using an Agile methodology allowed the team to deliver in an innovative, engaging way...and faster than ever before. This presentation will focus on tangible and hands on examples of products, key messages and gimmicks that were the recipe for success. Anna Kristensen, Senior IT Manager, Arla Foods Kinga Baldyga, Change Manager, Arla Foods	14:45	CASE STUDY CHANGE MANAGEMENT ON THE GLOBAL STAGE <ul style="list-style-type: none">Taking a customer centric approach to change managementCreating opportunities by empowering employees to encourage them to take ownershipTaking into account local environments and culture throughout the change program implementation and beyondPuzzling the process - the magic of time - gamification & fun Platon Chebotaev, Strategy Office Director, AGC Automotive
10:15	NETWORKING COFFEE BREAK	15:20	NETWORKING COFFEE BREAK
10:45	CASE STUDY CONNECTED FOR GROWTH IN A CHANGING WORLD In the new, overconnected world we live in, companies need to: <ul style="list-style-type: none">Be more aware and closely connected with customers and consumers,Be more globally and locally relevant at the same timeBe capable of embracing change and quickly adapting to itBe connected for growth Liliana Caimacan, Marketing Strategy Director Europe, Unilever	15:45	CASE STUDY HOW A COMPANY-WIDE INTERNET OF THINGS APPROACH REQUIRES CHANGE MANAGEMENT <ul style="list-style-type: none">Internet of Things (IoT) is a technological challenge, right?What happens to IoT ambitions in practice?Agile transformation is essential, but you still need more... Change management & leadership! Rogier van Beugen, Innovation & Venturing, Project lead IoT at Scale, KLM Royal Dutch Airlines
11:20	SPONSOR SESSION: HOW CAN LEADERS AND COMMUNICATIONS DEPARTMENTS IMPROVE THE ENGAGEMENT OF THEIR EMPLOYEES WITH THE KEY COMPANY NARRATIVES? <ul style="list-style-type: none">The power of questionsNetworked leadership, a new skillA client example Jaap Linssen, Founding Partner, OrangeTrail	16:20	PRE-DRINKS BRAIN SPA <i>This session will provide time to delve deeper into any unanswered challenges submitted in the morning. Come up with some new concrete solutions to implement with your peers, which will be continued over drinks & during the unconference sessions still to come.</i>
		16:45	CLOSING REMARKS FROM THE CHAIRPERSON Margriet Westerink, Practice Lead Financial Services Talent & Organization, Accenture
		17:00	DRINKS RECEPTION

Agenda day two

8:00	WELCOME COFFEE	11:50	CASE STUDY TRANSFORMING A 125 YEAR OLD START UP <ul style="list-style-type: none"> Relooking at organizational capabilities at times of change Prioritization : changing your car engine while driving Learnings along the way Sankalp Sharma, Global Head of Talent Management & Organizational Development, Signify
8:30	INTRODUCTION FROM GLOBAL EXECUTIVE EVENTS <i>Don't forget to download our app! Just search for 'Global Executive Events'. You can use it 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.</i>	12:30	NETWORKING LUNCH BREAK
8:45	OPENING REMARKS FROM THE CHAIRPERSON Chris Pether, CEO, PeopleSmart	13:30	UNCONFERENCE SESSION (PART 1 OF 2) <i>During this interactive session, you will have the opportunity to explore some more of your current challenges, together with your peers. Delve into the current issues you are facing and brainstorm some potential solutions. This will be the first of a two - part session, concluding after this afternoon's networking coffee break.</i>
9:00	CASE STUDY CHANGING THE CUSTOMER RELATIONSHIP, FROM THE INSIDE OUT <ul style="list-style-type: none"> The channel landscape is changing fast and retailers are struggling to adapt Supplier relationships are becoming more transactional and more price focused, but this exacerbates the underlying challenges of building value We will explore a new approach to innovation development that puts the Customer first and aligns the organisation behind customer needs We will show with a case study how this can open new segments and portfolio opportunities for the supplier and more profitable revenue for the retailer Andrew Cowen, 18 years at Unilever	14:00	SPONSOR SESSION: THE MAGNIFICENT 7 - SUPERPOWER FOR YOUR DIGITAL TRANSFORMATION <ul style="list-style-type: none"> How to leverage corporate culture as management tool How to deliver a sustainable change story How to establish an Agile mindset Simone Luibl, Partner, h&z Management Consulting
09:35	CASE STUDY AGILE CHANGE IN BANKS & FINTECHS <ul style="list-style-type: none"> How to achieve business agility in large scale- organizations? How not to lose it in rapidly growing start-ups? Best (and worst practices), irrespective of the sector, scale and type of company A look at Agile transformation of major banks and fintechs in Poland (with reference to Kreditech, Santander, ING, etc.) Piotr Skrzypczyński, Transformation Leader, Agile, Former ING, Santander Group Sergiusz Beznikow, Global Program Owner and Agile Mentor, Kreditech Holding SSL	14:40	CASE STUDY #CHANGELAB; FAST & CURIOUS You will go away from our session with an appreciation of: <ul style="list-style-type: none"> How an innovative approach to change can deliver tangible results How by incorporating Agile Ways of Working into our everyday drive to create value, we can have happier employees and customers How our business transformation goes hand in hand with human transformation The biggest challenges experienced so far and what we have learned from them. Rodica Pirau, Strategic Change Lead, Nordea Bank
10:10	NETWORKING COFFEE BREAK	15:20	NETWORKING COFFEE BREAK
10:35	CASE STUDY THE 8 STEPS PROCESS FOR LEADING CHANGE - A PRACTICAL APPROACH TO KOTTER'S MODEL <ul style="list-style-type: none"> Creating the climate for change Engaging and enabling the whole organization Implementing and sustaining change Pedro Matos, Chief Quality Officer, Apollo Tyres	15:45	UNCONFERENCE SESSION (PART 2) <i>During this interactive session, you will have the opportunity to continue your discussions from earlier in the day and conclude on a sound strategy moving forward. Draw on some of the information shared from the presenters over the last two days, ask those last few pressing questions to them to shape future possibilities.</i>
11:10	SPONSOR SESSION: REFRAMING CHANGE: BUILDING ORGANISATIONS <ul style="list-style-type: none"> The create and build mindset Four windows in a transformation journey Practical tips: transformation tools & roles Stanley Wylenzek, Cluster Lead Strategy & Transformation & Gary Andrews, Behavioural & Incremental Change Expert, InContext	16:15	CLOSING REMARKS FROM THE CHAIRPERSON Chris Pether, CEO, PeopleSmart
		16:30	FINISH