

Business Change & Transformation Europe Conference

10th November 2021

08.30 Login & Explore Virtual Platform

09.00 Morning Chair's Opening Remarks

Jolanda Schwirtz
Corporate Marketing & Digital Transformation Director
Nestlé Deutschland AG

Digital Transformation & Automation

09.10 Drive Forward & Embed Digital Transformation & Automation In The Organisation To Boost Efficiencies, Deliver ROI & Ensure Successful, Long-Lasting Business Change

- It's all about the bottom line... uncover unconventional ways to transform your business using digital and automation to reduce manual tasks and improve process efficiency
- Every company is different! Nobody has the same digital needs, so how can you discern what transformation will have the best impact on your business?
- Overcome obstacles to transformation when overhauling legacy systems and hit the sweet spot in human-machine interaction

Alicia Saez
Digital Transformation Director
GBfoods

People Engagement Panel

09.30 Influential & Inspiring Methods To Keep People Engaged & Motivated Through Business Change & Transformation

- How can you build a culture of engagement where colleagues are not only ready for change, but also excited to see it implemented?
- As we come out of a period of flux and turmoil, discover creative ways to combat change fatigue and boost resilience for continuous improvement cultures
- Power to the people! Secure colleague buy-in by creating strong feedback loops to ensure everyone's voice is heard throughout transformation projects

David Brown
Head of Transformation - People & Sustainability
British Airways

Jennifer Reijns-Schoofs
Global Organizational Design Director
Cargill

Tim McInnes
Transformation & Strategy Director
Post Office Limited

Colin Ord
Head of Customer Service Business Change
Govia Thameslink Railway

Lisa Gregg
Director of Organisational Change
Aston University

Defining Purposeful Change: A pre-requisite for Successful Change?

10.00

Steve Ragg

Prosci Advanced Instructor and Change Management Consultant

CMC Partnership Global

10.15 Morning Refreshment Break With Informal Networking

Remote, Flexible, Hybrid

10.45 Embrace The Future Of Remote & Hybrid Working To Drive Project Momentum & Ensure Transformational Success

- As remote change becomes the new normal, transform your workforce management to ensure it works with your people
- Unearth innovative and creative ways to encourage collaboration during remote working to engage remote teams, boost project outcomes and the success of business-wide transformation
- Drive stakeholder engagement and mitigate internal resistance by keeping the human touch in change management

Wayne Morris

Delivery Leader

Nationwide Building Society

Sustainable Digital Transformation

11.05 Build a World that Works Better for Everyone

- Digital strategy and sustainability are unequivocally tabled as separate items on the boardroom agenda. They have mutually exclusive owners, budgets and objectives. However, as the global climate crisis increases exponentially, no strategic business decision should be made without questioning the impact on the environment and society. Sustainability should not be seen as an opposing or separate strategy to digital transformation. In reality, it's everyone's responsibility, irrespective of department or team.
- If companies want to build a resilient business, they need to integrate sustainability strategies into their digital transformation roadmaps and build digital capabilities into their CSR and ESG programmes. That means thinking beyond profit and putting social and environmental concerns on equal footing with financial ones.
- Companies must recognise sustainable digital transformation is not just part of a corporate strategy, it is part of a survival strategy. During this session, Lindsay will explore the key focus areas that will help organisations unlock sustainable digital transformation and achieve effective, long-term impact that delivers on people, planet and profit.

Lindsay Ratcliffe

Chief Product Officer, Europe

Kin + Carta

Data & Measurement

11.20 Streamline Measurement Strategies & Translate Data Into Actionable Insights To Prove The Value & Success Of Business Change & Transformation Initiatives

- Business-critical data and insights! Utilise effective benchmarking techniques to measure the real results of your business change and transformation programmes
- Collect, analyse, act! Ensure you are appropriately collecting and storing data in order to make the most of feedback
- New metrics for a new normal – discover the top digital measurement techniques to effectively capture employees' response to large-scale business change

- Become a truly data-driven organisation and ensure every decision is made based on data, resources, analysis

Nic Denson
 Director of Technology Delivery
British Heart Foundation

11.40 Workshops in the Lounge

a) Disrupters & Start-Ups

Gonzalo Pérez
 Head Of Business Development in Open Innovation
Telefónica

b) Engaging Leaders

Rachel Buck
 Executive Director
JP Morgan Chase, London

c) Engaging Customers
 Unfacilitated

d) Agile
 Unfacilitated

e) Sustainability
 Unfacilitated

12.00 Lunch & Informal Networking For Speakers, Delegates & Partners

13.00 Afternoon Chair's Opening Remarks

Lauren Lewis
 Director of Business Change & Transformation
OVO Energy
 UK flag

Disruptive New Tech

13.10 Leverage New Tools & Technologies To Keep Pace & Ensure Embedded, Bottom-Line-Boosting Business Change & Transformation

- Gain critical insights into how to assess available technologies and find the best fit for your organisation
- As the pace of change accelerates, how can you ensure you are harnessing new technologies effectively?
- How can you best prepare the organisation for technology change, and manage the transformation remotely in the new digital, hybrid workplace?
- Waste not, want not: discover how machine learning, AI and automation can facilitate and fuel business change in your organisation

Enric Aliguer Cámara
 Head of Customer Retention
Bansabadell Seguros - Zurich Insurance

Change Methodologies Panel

13.30 One Size Doesn't Fit All! Determine The Methodologies Best-Suited To Your Business To Power Deliverables & Deliver Long-Standing, Successful Business Transformation

- What new methodologies are emerging to transform business change and drive future profitability?
- Agile is the methodology of the moment, but where are waterfall techniques more appropriate to ensure project success?
- Mitigate resistance, risk and long-term uncertainty by determining the right framework and operating models for you

Guyonne Schellings

Senior Director Business Transformation - Change Management Practice Leader

Philips

Anna Faber

Head of Organizational Development, Digital & Analytics

Telia

Darren Ashby

Partner

businessfourzero

Communicating Business Change & Transformation

14.00 Power Fast-Paced Organisational Change With Clear & Transparent Communications Strategies Which Sustain Engagement & Ensure Success

- Successful communications is business-critical! Gain insights into how to communicate effectively in order to encourage collaboration and transparency throughout transformational change
- Get your channel mix right! Maximise new technologies, tools and channels to develop multi-faceted change communications strategies
- Understand how employees will respond to change, anticipate resistance and mitigate risk of transformational silos with effective communication strategies

Kim England

Vice President, Global Employee Communications

Pearson

Partners In Performance Bonus Session

14.20

14.35 Afternoon Refreshment Break With Informal Networking

Communicating Business Change & Transformation

15.05 Power Fast-Paced Organisational Change With Clear & Transparent Communications Strategies Which Sustain Engagement & Ensure Success

Benjamin Planteau

Business Change Manager

Merck Group

WorkJam Bonus Session

15.25

Designing & Preparing For Change

15.40 Design, Develop & Execute A Robust, Fit-For-Future Business Change Strategy & Operating Model Which Can Evolve & Adapt To Change & Deliver Real Results

- Fail to prepare, prepare to fail: understand how to appropriately consider to the most critical, yet overlooked, element of the change programme – the design!
- Ensure success early on by initiating clear and concise communications with your people from the very start of business transformation
- The toolkit to success! What are the critical components of a successful business change strategy today?

Maria del Mar Albiach Casan

Associate Director Business Process Management Governance Lead

Coca-Cola European Partners

The Future Of Business Change Panel

16.00 Future-Proof Your Business Change & Transformation Strategies With Fresh Insights Which Deliver Results & Influence Future Change

- As the world 'returns' to a new normal, what will the future of work look like, and how will this effect business-wide change and transformation?
- Anticipate the needs of colleagues and the business to develop a working model fit for the future workplace and an uncertain economy
- Covid has re-defined how we predict and prepare for future risks: respond with accurate horizon scanning to ensure business preparedness for 2022 and beyond

Zeib Khwaja

Senior Associate

JP Morgan Chase, London

Thomas Ebach

HR Director - Divisions

PVH

Alicia Saez

Digital Transformation Director

GBfoods

Gustad Deboo

Head of Business Design

Counter Terrorism Policing HQ

16.30 Afternoon Chair's Closing Remarks & Official Close Of Conference