

20.11.2025

11TH ANNUAL

# DRIVING ORGANISATIONAL CHANGE | FOR PEOPLE LEADERS

30+ CORPORATE SPEAKERS 1 DAY

## Official Event Programme

Please note that the following timings are flexible. Due to the nature of a live event, the conference chairs and organisers will be updating the timings throughout the day to adapt to speakers running over time, late arrivals, last minute changes and extending popular sessions. Please rest assured we will do our utmost to adapt and to accommodate all live changes.

Organised By:



**08.15 REGISTRATION, INFORMAL NETWORKING & GIC WELCOME**

**OPENING REMARKS**

**09.00 Morning Co-Chairs' Opening Remarks**

Jacqueline McLeod, Global Head Of Internal Communications, **Dr. Martens plc**



Michelle Glendinning, Head Of HR, North East Node, **Amazon UK Services Ltd**



## END-TO-END AI SUCCESS STORIES

### KEYNOTE

#### 09.10 Showcase Successful AI Adoption Which Fuels Change, Optimises Efficiencies & Propels Forward Innovation

- Strong data foundations are critical to AI success, so how can you ensure accurate insights and avoid costly implementation outcomes that stunt transformation?
- Move past the theory of AI and examine real-world case studies of end-to-end practical implementation to uncover actionable insights from proven applications that have delivered measurable value and impact
- Exactly how is AI reshaping change teams and roles? Deep dive into successful examples of workforce integration which maintain the essential human touch
- You've implemented 'AI'... now what? Build ethical governance for sustainable AI, avoiding short-term experiments and prepare your organisation for the AI landscape of the future

Simon Ellis, Head Of AI Transformation & Enterprise Architecture, **Pets at home**



## **STAKEHOLDER ENGAGEMENT, BUY-IN & ADOPTION**

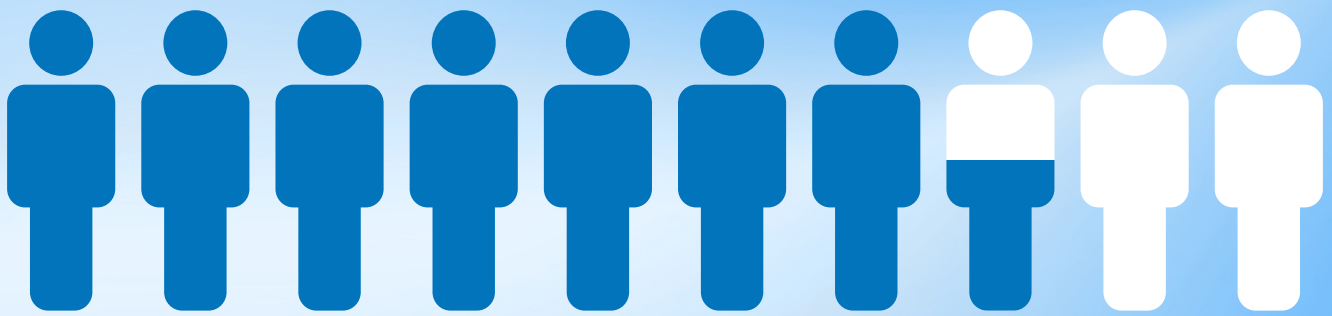
### **09.30 From Resistance To Results! Dive Into The Different Ways To Make Change Real & Bring Stakeholders With You By Managing Expectations & Demonstrating Proven ROI**

- Demonstrate ROI in relatable terms that show exactly why change is a strategic investment and bring clarity to why change management is a necessity when it comes to business transformation
- How are you tailoring your change and transformation comms in a way that resonates and engages your key stakeholders? Tailor messaging to different stakeholders' needs, demonstrating how the transformation solves their specific challenges
- Recognise that change can be uncomfortable and explore inclusive approaches that acknowledge stakeholder concerns, securing buy-in rather than resistance
- Obtaining executive buy-in and leadership support is critical for your change journey, so how can you secure support by proving tangible outcomes and linking them directly to business value?

D'Yon Dowell, Senior Business Partner, Communications, **Lloyds Banking Group**



# 75% OF HR LEADERS SAY MANAGERS ARE OVERWHELMED\*



## We maximise people engagement & organisational performance

We connect the critical moments in an employee's life with the goals of your organisation, delivering simple, impactful solutions every step of the way.

## Our solutions:

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\*Source: Gartner, Top 5 Priorities for HR Leaders in 2025

## LEADING IN A CHANGING LANDSCAPE

### 09.50 Leading In A Changing Landscape

- The importance of creating clarity, and setting direction
- How to remain resilient, and drive resilience when everyone's already on their knees
- Delivering the right motivational climate so your people are engaged to perform and inspired stay
- Encouraging winning mindsets and behaviours
- Creating a corporate culture where people feel empowered, accountable and valued

Aidan Hewitt, Head of Culture & Change Consultancy, **Gallagher**



## EMPLOYEE ENGAGEMENT STRATEGIES: BEST PRACTICES & CRITICAL LESSONS LEARNED

### PANEL Q&A

### 10.05 Create Consistency Across Your Workforce With People-Centric Change Strategies Which Empower Teams & Drive Continuous Progress

- Keep your teams energised rather than exhausted by continuous change and transformation by maximising new tools, strategies and tech to make processes more engaging and immersive
- Examine the gap in engagement between how your workforce want to engage with their organisation, and the way that leaders need them to engage to align with business goals
- Deliver consistent experiences across physical and digital environments, fostering connection and purpose regardless of location ensuring no segment of your workforce feels disconnected from the transformation journey

Simon Rubenstein, Chief Of Staff – People, **John Lewis**



Sarah Mac Rory, Global Communications Lead for, **Citi Commercial Bank**



Edwina Jarvis, Transformation Delivery Partner, **BBC**



Sandi Wassmer, Chief Executive Officer, **Onvero**



**10.45 MORNING REFRESHMENT BREAK & INFORMAL NETWORKING**

## CHANGE SUCCESS IN 15 MINUTES

### 11.15 Change Success in 15 Minutes: 3 Proven Tactics from Prosci's Client Consulting Work

Discover three proven tactics that drive measurable change success, drawn directly from Prosci's client consulting work. This rapid-fire session distils practical insights from real-world transformation projects, highlighting what consistently works when turning strategy into sustained outcomes.

Emma de-la-Haye, Engagement Director, **Prosci**



## LEADING THROUGH CHANGE - SENIOR LEADERS' ACCOUNTABILITY & ENGAGEMENT

### 11.30 Equip Your Leadership Team With Cutting-Edge Tools, Bold Decision-Making Skills & The Mindset To Overcome Resistance & Drive Lasting Organisational Success

- Unlock the secrets to transformational leadership with a powerful exploration into the barriers, accountability shifts and modern strategies leaders need to master change
- Equip leaders with tools to guide teams through disruption, blending empathy with execution, providing both emotional support and practical guidance that transforms change anxiety into purposeful adaptation for more resilient teams
- Uncover new techniques for authentic leadership communication that acknowledge challenges while maintaining confidence, building trust through transparency rather than false certainty
- New, innovative approaches to evaluate leadership effectiveness during transformation, ensuring that change facilitation skills become valued competencies rather than optional additions to performance metrics

Lauren Tingey, Head Of Change Management, **National Grid Electricity Distribution**



**nationalgrid**

## CHANGING CULTURES

**11.50 Rethink Your Culture To Ensure You Are An Inclusive, Forward-Thinking Organisation That Reflects The World Today Making Culture Change Authentic & Impactful**

- Align your culture with today's societal values and customer expectations to identify and close the gap between intention and impact, creating a space where employees and customers feel heard
- Ensure your change is inclusive from the ground up by capturing insights from all levels, breaking down accessibility barriers that prevent fresh perspectives from reaching decision-makers and transforming cultural rhetoric into authentic action
- What strategies are you employing to shift mindsets from status quo defenders to change advocates?
- Discover how to foster growth mindsets that transform anxiety into agility, transforming cultural resistance into a competitive advantage through intentional resilience building

Samantha Pink, Head Of Change, **Allianz Insurance**



**Allianz** 

# Want to know what “change done right” looks like?

**Prosci**



**Microsoft**

## Ask Microsoft.

For over 10 years, Microsoft has been strengthening change capabilities for themselves and their customers by working with Prosci.



**They chose Prosci to drive adoption at scale because they knew:**

- Prosci sets the industry standard for change done right with a comprehensive, research-backed change methodology.
- And, our capability-building is uniquely scalable, allowing teams to rapidly adopt our renowned approach to change to deliver results.

**Change done right** isn't just a tagline—leaders choose Prosci when **failure isn't an option.**

Partner with Prosci to get the right results.

**We'll show you how.**



## CHANGE COMMUNICATION STRATEGIES

### PANEL Q&A

#### 12.10 Tailor Messages For Diverse Audiences & Drive Clarity Through Consistent Messaging To Transform Interactions From Transaction To Connection

- How are you moving beyond one-size-fits-all communications that fail to resonate with different cultural and generational perspectives? Personalise communication across the business, creating inclusive messages that resonate and address pain points without diluting your change story
- What core skills are you strengthening within your change leaders beyond basic information sharing? Showcase advanced communication skills that help leaders create psychologically safe workplaces, facilitate meaningful dialogue, and inspire genuine commitment rather than compliance
- Explore new strategies for aligning in-person, written, and digital messaging when pushing through organisational change to ensure clarity and reduce disengagement during transformation and increase employee retention
- To what extent should internal communications be spoken about externally? Uncover approaches for maintaining message integrity when employees share their change experiences publicly, turning employee advocacy into brand strength

Valentina Smirnova, Head Of Finance Transformation, **AXA Partners**



Jennifer Cleall, Global Head Of Digital Transformation, **Ferring Pharmaceuticals**



David Kelly, Senior Manager, Change Communications & Projects, **Lloyds Banking Group**



Asma Marah, Deputy Director People Change Delivery, **Department For Transport**



Patricia McLoughlin, Head Of Business Preparedness, **AstraZeneca**



## FINDING SMART MOVES TO DRIVE POSITIVE CHANGE

### 12.20 Adopt An Agile And Practical Approach To Cut Through Uncertainty And Disruption And Deliver The Positive, Human-Centred Change You Need.

- The world of work is tough right now. How can you gain a foothold amid the challenge and change, and take steps to drive positive transformation?
- An agile and practical approach, rooted in behavioural science, will help you find the small actions that make a big difference
- You can move with pace and focus to help people do the simple things that deliver the impact you need.
- The best answers don't always require large budgets or take lots of time. We'll share examples from organisations that found smart moves to drive change, save time and save money.

Owen Rose, Director, **Acteon**



The Acteon logo, featuring the word "Acteon" in a bold, sans-serif font. The letter "A" is stylized with a diagonal slash through it. The logo is set against a light gray rounded rectangular background.

## 13.05 LUNCH & INFORMAL NETWORKING FOR SPEAKERS, DELEGATES & PARTNERS

# Acteon

## Shape the moments that matter

We create **learning** and **communication campaigns** to **engage** people, and to help them to **act in the moment**.



Whatever you need employees to do, we partner with you to prompt the actions that will support positive change.

Our experienced consultants partner with you to build insight into how to achieve the impact you need. We bring the digital and creative skills to identify, design and deliver solutions from comms campaigns to music videos, workshops to animated movies, interactive digital experiences or something else altogether.

Whatever your business needs, drop us a line to chat about how we can help.

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### 13.35 PEER-TO-PEER FACILITATED BREAKOUT DISCUSSIONS

#### A) Generational Differences

Shaheena Ormerod-Sachedina, Internal Communications Manager, **Penguin Random House UK**



#### B) Tools To Make Change Easier

#### C) Methodologies

#### D) Personalisation

### OPENING REMARKS

#### 14.05 Afternoon Co-Chairs' Opening Remarks

Wayne Morris, Finance Transformation, **Royal London**



Lisa Rushmere, People Director – UK/I, **PepsiCo**



## BEYOND OPERATIONAL CHAOS

### 14.15 Beyond Operational Chaos: Empowering People And Processes For AI-Ready Transformation

Transformation success depends on empowered people and connected processes — not just new technologies

Alexander Trail, Senior Account Executive – Northern Europe, **GBTEC**



## REINVENTING CHANGE MANAGEMENT

### BEST PRACTICES

#### 14.30 Reinvent The Wheel To Curate Relevant Change Management Strategies Which Align With Modern Needs Through Tech-Enhanced Change & Achieve Measurable Success

- With change management evolving at such a fast pace, deep dive into how to stay relevant in an era of rapid disruption, ensuring new strategies meet modern expectations and drive business alignment
- Adapt your approach for the continuous stream of smaller, iterative changes that characterise modern workplaces to prevent change fatigue and build cumulative transformation
- What digital tools are you deploying to enhance change impact while reducing change friction? Discover digital tools that allow you to visualise, measure and communicate to improve change outcomes
- Explore ethical frameworks for AI-driven change that maintain trust and clarity, which address the unique psychological and cultural challenges that emerge when machines become both the tool for change and the change itself

Jag Johal, Director, Agile Transformation, **Jaguar Land Rover**



## ORGANISATIONAL CHANGE, DESIGN & JOURNEY MANAGEMENT

### 14.55 From Design To Delivery, Navigate Ambiguity With Confidence To Deliver Genuine Organisational Transformation

- Discover how to sustain momentum with change champions, ensuring follow-through from initial excitement to full implementation to keep leaders engaged from end-to-end
- Uncover techniques for understanding specific stakeholder pain points to customise compelling narratives that resonate with your organisation, turning generic updates into messages that inspire action
- Explore techniques to balance transparency with uncertainty, maintaining trust while acknowledging what is still unfolding, creating psychologically safe workplaces

Peter Hunt, Global Transformation & Project Management Lead, **Costa Coffee**



## 15.20 AFTERNOON REFRESHMENT BREAK & INFORMAL NETWORKING

### DRIVING BEHAVIOURAL CHANGE

#### NEW FOR 2025

#### **15.50 Design Change Experiences That Align With How People Truly Think, Feel & Respond, Moving Beyond Theory To Drive Real Transformation Through Critical Behavioural Insights**

- Are you leveraging psychology to understand how people experience change beyond theoretical models?
- Uncover insights from behavioural research that explain psychological safety requirements, cognitive resistance patterns, and neural pathways that determine whether employees embrace or resist transformation initiative
- Close the loop: use psychological insights to design change experiences that align with how people actually process disruption, not just theoretical models

## THE SHIFT OF HYBRID & REMOTE WORKING

### PANEL Q&A

#### 16.10 The Debate Continues... How Can Organisations Effectively Engage Employees & Communicate Change Across Evolving Hybrid Working Environments, While Balancing Organisational Priorities With Shifting Workforce Expectations?

- How are you taking stock of where your company is at with hybrid working? Guide hybrid transitions while balancing stakeholder expectations, ensuring alignment with strategic change
- How are you supporting employees in their wellbeing and allowing them to network in a hybrid world? Discover new approaches to nurture wellbeing and connection in hybrid environments, supporting onboarding and relationship-building
- How are you avoiding the “two-tier system” when implementing hybrid working? Create equity, flexibility, and fairness across your organisation regardless of corporate and frontline roles
- What impact is your working model having on employee confidence and visibility? Decipher how to spot digital disengagement and support employee confidence, creating psychologically safe hybrid environments

Gary McCready, Commercial & Strategy Director – iD Mobile, **Currys plc**



Suzanne Lord, Head Of Media Operations, **BBC**



Anansha Rajap, Head Of Business Transformation – Group Director, **Samworth Brothers**



## CLOSING REMARKS

**16.50 Afternoon Co-Chairs' Closing Remarks**

Wayne Morris, Finance Transformation, **Royal London**



Lisa Rushmere, People Director – UK/I, **PepsiCo**



**17.00 OFFICIAL CLOSE OF CONFERENCE**