# ECLF

## 5th Annual ECLF Conference --
# The Social Infrastructure of Learning
Final program

**June 29-July 1, 2009   Feldafing (Munich), Germany**   ---   hosted by **SIEMENS**

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## Monday, June 29, 2009

### Pre-Conference Activities

**10:00 – 13:00**    **ECLF Advisory Board Meeting**

**10:00 – 15:00**    **Informal Member Meetings**

Members may arrange meetings with peers to discuss joint interests or exchange perspectives.  Please use this opportunity to catch up with old friend and colleagues and/or meet new ones.

Scheduling of meetings is responsibility of individual members
Siemens provides setting and meeting areas at the Learning Center

**13:00**    ***Lunch will be available for those who attend one of these meetings.***

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### Meeting program

**15:00 – 15:30**    Welcome  -  Introduction  -  Conference Overview

*Marion Horstmann,*
*Global Learning Officer, Head of CHR SLD, Siemens AG*

*Roland Deiser*
*Co-Founder and Executive Chairman, ECLF*

**15:30 – 17:00**    Member Exchange

Brief statements from every participant about
(1) what is new in his/her environment – key issues
(2) what is the personal relation to the conference topic, interest, expectations

**17:00 – 17:30**    Coffee Break

**17:30 – 19:00**    Top Executive Keynote
The Role of Corporate Learning in Transforming Siemens

*Heinrich Hiesinger*
*CEO of the Industry Sector and Member of the Managing Board of Siemens AG*
 *→ click here for bio*

**19:30**    Welcome Dinner

## Tuesday, June 30, 2008

**08:30 – 09:15**    Setting the Stage:
### Results from the 2009 ECLF Survey

***Roland Deiser**, ECLF*

This year's survey focuses on your perspectives on the role of informal learning and participant-driven networked learning, also in light of emerging interactive communication technologies.  The results will shed a light on the state of the issue and provide a reference point for our discourse over the next 2 days.

**09:15 – 10:15**    Expert Keynote 1:
### Enabling Informal Learning through Designing the Social Fabric of Networks

**Etienne Wenger**
Author of *"Communities of Practice: Learning, Meaning, and Identity"*

Ettienne Wenger is an independent thinker, researcher, consultant, author, and speaker. He is mostly known for his work on communities of practice.  His research and consulting work focuses on social learning systems. He will share with us his thoughts on enabling organizational architectures for learning.
→ Etienne's website

**10:15 – 10:45**    coffee

**10:45 – 12:00**    Expert Keynote 2:
### Coaching Ourselves: Harvesting the Power of Self-Organized Communities of Managers

**Henry Mintzberg, McGill University**
**Phil  LeNir, Coachingourselves**

Henry Mintzberg is an internationally renowned scholar on strategy, management, and organization and an avid critic of the current paradigm of MBA education. He was ranked among the 50 most influential thinkers of our time. Phil LeNir is his stepson who created CoachingOurselves as an applied management learning practice based on Henry's insights.

Henry will first share with us his perspective on how to design organizations that foster informal learning.  We will then have the opportunity to actively participate in a *coachingourselves* session, facilitated by Phil.
→  Henry's website
→  CoachingOurselves website

**12:00 – 13:00**    ## General Discussion in Plenary

We will use the remainder or the morning for an in-depth conversation among all participants and the thought leaders of the two morning sessions.

**13:00 – 14:00**    ## Lunch

**14:00 – 14:15**    ## Group Photo

| 14:15 – 15:15 | **Focus on Member Issues** |
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Groups of 4-5 provide highly structured mutual feedback to burning issues that are close to the heart of each individual member. The format allows each member to be the focus of peer attention for a self-chosen topic of high priority.

Groups will be compiled ad hoc

No facilitation – self organized

| 15:15 – 15:45 | **Coffee** |
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| 15:45 – 16:45 | Case Study I |
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**Dare2Share: BT's Experience with Learning 2.0**

***Peter Butler***
Director of Learning, BT Group

BT is one of the world's leading providers of communications solutions and services operating in 170 countries - a company in transformation - moving from a traditional telecommunications company to one that is focused on software and services, with customer services as the prime marketplace differentiator. This case study will focus on BT's experience with using Learning 2.0 as a workforce transformation enabler. The discussion will cover the business drivers behind the Learning 2.0 initiative, the business case used to secure funding and executive sponsorship, the approach used for overcoming organizational and cultural issues, a brief demonstration of the "solution," and a glimpse of what lies ahead.

| 16:45 – 17:00 | **Brief Break** |
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| 17:00 – 18:00 | Case Study II: |
|---|---|

**Building Competence Readiness Smarter and Faster: How Ericsson Integrates Formal and Informal Learning**

***Petter Andersson***
Vice President Learning, Ericsson

Over the last years, Ericsson has tried to streamline the way to create competence readiness for its products and solutions offered in the market. After analyzing the situation, a clear business case emerged, proposing changes in the ways of working with competence. At the same time collaboration technologies were launched, making it possible to arrange formal and informal learning into a new structure that could enhance the competence readiness around our customer propositions. The case will describe the initiative in more detail and highlight how Corporate Learning manages to create a mutual commitment and agreed upon processes among stakeholders, putting the learner in the center.

| 18:00 – 19:00 | **Case Reflection and Sharing** |
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| 19:30 | **Dinner at Forsthaus am See** |
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The Forsthaus represents the best of Bavarian culinary culture and tradition. Located directly on the Lake Starnberg, the restaurant is just a 20 minutes' walk from the conference facility. www.forsthaus-am-see.de

08:30 – 08:45    Introduction of the 2008 ECLF Round Tables

*Round Table Hosts*
*Brief presentation of round table topics*

08:45– 10:30    Topical Round Tables - Cases and Issues

Break-out Groups (size 10-15) will deeper investigate selected topics

**Table 1:  Integrating Web 2.0 in GE's Learning Solutions**
*Hosted by Sylvain Newton, Leader EMEA, GE Global Learning, General Electric*
*Co-Host: Michael Roehrig, Corporate VP Organizational Development, ABB*

**Table 2: Large Scale Learning in Diversified Corporations**
*Hosted by Kai Liebert, Head of Learning Campus, Siemens AG*
*Co-Host:  Paul Lewis, Group HR - Head of Leadership, Performance and Talent, UBS AG*

**Table 3:  The Role of Physical Buildings in Times of virtual learning**
*Hosted by Petter Andersson, VP of Learning, Ericsson*

**Table 4:  The Talent School of Uniquest: A Social Networking Platform for UniCredit's Leadership Alumni Communities**
*Hosted by Anna Simioni, Head of Corporate Learning, Unicredit Group*

10:30  – 11:00    Coffee

11:00  – 11:30    Highlights from Round Table Discourses

Brief reports from each group

11:30 – 12:30    ECLF Projects and Initiatives

Plenary session to review and discuss member driven initiatives
- Game Based Leadership Learning – Interim Report
- Professionalization of Corporate Learning Professionals
- New ideas and proposals

12:30 – 13:00    Closing Session

*Summary of insights and learning from the 2009 meeting*
*Outlook ECLF 2009-2010*

13:00 – 14:30    Farewell Lunch

## End of 5th Annual ECLF Conference