

6th Annual ECLF Conference --
The Value Chain of Learning
Program Draft – subject to change

June 28-30, 2010 Paris, France ---

hosted by



☐☐☐☐☐☐☐☐ Monday, June 28, 2010 ☐☐☐☐☐☐☐☐

Pre-Conference Activities

12:30 – 14:30 **ECLF Advisory Board Meeting**

12:00 – 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
EDF provides setting and meeting areas at the Learning Center

Lunch will be available for those who attend one of these meetings.

Meeting program

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

David Jestaz, Head, Université Groupe EDF

Roland Deiser, 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 Business Executive Perspective
EDF Group University and its Role for the Future
Development of the Corporation**

*Marc Boillot, member of the EDF Executive Committee and alumnus of 3 major
EDF University Programs in Dialogue with*

David Jestaz, head of EDF Group University

- 19:15 Bus leaves Learning Center for dinner
- 19:30 Welcome Dinner at the EDF Executive Restaurant at the top of EDF's headquarter in La Defense

☐☐☐☐☐☐☐☐ Tuesday, June 29, 2010 ☐☐☐☐☐☐☐☐

- 08:30 – 09:30 Framing the Issue:
The Value Chain Management Challenge
+ Results from the 2010 ECLF Survey
Roland Deiser, ECLF
This year's survey focuses on the positioning of Corporate Learning within the enlarged stakeholder universe that contributes to creating value for the organization. As always, the results will provide a reference point for our discourse over the next 2 days.
- 09:30 – 10:00 Coffee
- 10:00 – 11:15 Expert Keynote and Conversation:
Embedding L&D in Value Creation Processes (working title)
Rainer Strack, The Boston Consulting Group
Senior Partner and Global Practice Leader HR
Rainer will provide us with his perspective on the emerging role of strategic HR with special emphasis on the role of Learning and Development in the value creation process of companies. He will support his arguments with insights from the global BCG research study "Creating People Advantage—How to address HR challenges worldwide through 2015", which is based on global in-depth interviews with 200 HR directors and an online survey of 4,500 executives from 80 countries.
- 11:15 – 11:45 coffee
- 11:45 – 12:30 Discussion in Plenary
- 12:30 – 12:45 Group Photo
- 12:45 – 14:00 Lunch

- 14:00 – 15:00 **Focus on Member Issues**
- 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
- 15:00 – 15:15 **Coffee**
- 15:15 – 16:30 **CLO Panel**
Business Models for Managing the L&D Value Chain
Anna Simioni (Unicredit) - Petter Andersson (Ericsson) - David Jestaz (EDF) - Siegfried Hoenle (Credit Suisse) - Christine Scheffler (Bertelsmann)
- We all have existing practices that strive to optimize the value creation process of a distinctive corporate learning architecture, working both with internal and external stakeholders. The panel will bring together ECLF members to present and discuss their different specific approaches to the value chain management challenge. This will allow for an enhanced understanding of the various corporate contexts as well as a reflection on experience.
- 16:30 – 17:00 **Coffee**
- 17:00 – 19:00 **ECLF member initiative**
Developing Corporate Learning Leaders
Members of the Steering Group of ECLF's CLL Program
- Over the last few months, a group of ECLF members has further worked on the development of a unique development program for future leaders of the Corporate Learning Profession. They will present the cornerstones of the planned CLL Program (working title).
- Breakout groups in plenary***
Following this presentation, we will tap into the collective intelligence of all participants to get additional inputs and recommendations for how to maximize the value of planned program – not only for its participants, but also for the corporations and the Corporate Learning practice at large.
- 19:00 – 19:30 **Wrap-up of Insights from the Day**
- 19:40 **Bus leaves Learning Center for Restaurant in Paris**
- 20:00 **Surprise Dinner in Paris**
Location to be announced

☐☐☐☐☐☐☐☐ Wednesday, June 30, 2010 ☐☐☐☐☐☐☐☐

- 08:30 – 08:45 Introduction of the 2010 ECLF Round Tables
Round Table Hosts
Brief presentation of round table topics
- 08:45– 10:45 Topical Round Tables - Cases and Issues
Break-out Groups (size 10-15) will deeper investigate selected topics
The proven Round Table Format allows for smaller group sessions that focus on a specific project initiative or challenge within member companies.
- Table 1: Raising the Visible Value of the Learning Function: Design and Implementation of the RWE Development Center (DC)**
Hosted by Nicole Brauckmann, Head of development Center, RWE
- Table 2: Motivation Programs in Roca: A Participative Management Model Applied to Production**
Hosted by Diego Garcia Solano, Head of Roca Corporate University, Roca Group
- Table 3: In-House Consulting as part of an integrated corporate Learning architecture: The Case of EnBW Academy**
Hosted by Dagmar Woyde-Koehler, Head, EnBW Academy
Co-Host: Robert Doerzbach, Head In-house Consulting, EnBW Academy
- Table 4: Driving Strategy through L&D: The Allianz Management Institute (AMI)**
Hosted by Lukas Neckermann, Head, Allianz Management Institute
- 10:45 – 11:15 Coffee
- 11:15 – 12:00 Highlights from Round Table Discourses
Brief reports from each group
- 12:00 – 12:30 ECLF Outlook 2010/2011
Plenary session to discuss status of member driven initiatives and get input for new ideas and proposals
- 12:30 – 13:00 Closing Session
Summary of insights from the 2010 meeting
- 13:00 – 14:30 Farewell Lunch

End of 6th Annual ECLF Conference