



# 7<sup>th</sup> Annual ECLF Conference

## Strategic Change and Organizational Learning

June 29 – July 1, 2011 | Stockholm, Sweden

Hosted by **ERICSSON** 

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## Logistics

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### Venue

#### **Ericsson Headquarters**

Ground Floor Auditorium  
Kistavägen 25 (Ericsson House 27)  
164 83 Kista | Sweden  
[www.ericsson.com](http://www.ericsson.com)

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### Hotel

#### **Memory Hotel Kista**

Borgarfjordsgatan 3  
164 25 Kista / Sweden  
phone +46 8 793 07 00  
fax +46 8 793 08 00  
[hotel@memoryhotel.se](mailto:hotel@memoryhotel.se) (reservations)  
[www.memoryhotel.se](http://www.memoryhotel.se)  
  
(please mention ECLF and block # 195950)



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### Contact

#### Logistics

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To register and for all questions and comments regarding the content of the program please contact [roland.deiser@eclf.org](mailto:roland.deiser@eclf.org)

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# Conference Program

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☐☐☐☐☐☐☐☐☐☐ Wednesday, June 29, 2011 ☐☐☐☐☐☐☐☐☐☐

## Pre-Conference Activities

- 11:00 – 14:00     **ECLF Advisory Board Meeting** (working lunch)  
Location : Ericsson Headquarters
- 11:00 – 14:30     **Check-in at Memory Hotel – Optional Lunch**  
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.  
Venue for the meetings is the Lobby of the Memory Hotel.  
Optional lunch will be available at the hotel (registration required).

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## Meeting program

- 15:00 – 15:15     **Welcome | Introduction | Conference Overview**  
*Petter Andersson, VP and Head of Ericsson Academy*  
*Roland Deiser, Founder and Executive Chairman, ECLF*
- 15:15 – 16:15     **Member Exchange**  
6-8 Round Tables of participants about  
(1) what is new in his/her environment – key issues  
(2) how does the conference topic relate to his/her current context  
(3) what are common denominators among the participants  
Tables report highlights of their conversations and common denominators to plenary
- 16:15 – 16:45     **Coffee Break**
- 16:45 – 17:45     **Top Executive Keynote and Conversation**  
**Ericsson’s Strategic Learning and Organizational Capability Development in a Networked Society**  
*Bina Chaurasia*  
*SVP HR and Organization | Member of the Board of Management*

- 17:45 – 18:45      **Winning Projects of ACLL’s Strategic Learning Challenges**  
 Participants of ECLF’s “Advancing Corporate Learning Leaders” (ACLL) program present two selected Strategic Learning Challenge projects.
- 19:00                **Bus leaves for Harbor Cruise**
- 19:30                **Harbor Cruise Dinner**  
 We are going to have cocktails and dinner on a typical Stockholm Restaurant boat - a great opportunity to get unique views of the city while continuing inspiring conversations and deepen our relationships. In the course of the evening, the participants of the ACLL program will also receive their certificates of attendance.
- 23:00                **Bus returns to Hotel**

☐☐☐☐☐☐☐☐ **Thursday, June 30, 2011** ☐☐☐☐☐☐☐☐

- 08:30 – 09:30      **Framing the Issue:**  
**Results from the 2011 ECLF Survey**  
***Roland Deiser, ECLF***  
 This year’s survey focuses on the role of the L&D function in strategic change processes. As always, the results will provide a reference point for our discourse over the next 2 days.
- 09:30 – 10:00      **Coffee**
- 10:00 – 12:00      **Expert Keynote and Conversation:**  
**Theory and Practice of Leading Strategic Change**  
***Johan Roos***  
 Professor of Strategy and Management  
 Formerly President of Copenhagen Business School (CBS)  
  
 Johan is not only one of the most quoted scholars on the process of strategic management – as former president of CBS he was also leading the efforts in re-inventing the business model and the organizational design of one of Europe’s most innovative academic institutions. He will share with us his conceptual thinking and the trials and tribulations of transforming and organization of “clever” people. We will then apply his insights to selected specific challenges at member companies.
- 12:00 – 13:00      **Focus on Member Issues**  
 Groups of 5 provide highly structured mutual feedback to burning issues that are close to the heart of each participant. 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

13:00 – 14:00	Lunch
14:00 – 15:20	<p>Tour of Ericsson’s Experience Center + Focus on Practice Session at the Experience Center: Ericsson Academy – Business Model and Key Activities</p> <p><b>Petter Andersson</b> VP Learning &amp; Development and Head of Ericsson Academy</p> <p>Ericsson’s Experience Center is a state of the art venue that is designed to foster creativity and enhance both real time and virtual for the company’s internal and external stakeholders.</p>
15:30 – 15:40	Group Photo
15:40 – 16:00	Coffee
16:00 – 16:15	<p>Introduction of the 2011 ECLF Round Tables</p> <p><b>Round Table Hosts</b> <i>Brief presentation of round table topics</i></p>
16:15– 17:45	<p>Topical Round Tables: Cases and Issues from our Member Community</p> <p>4 Break-out Groups (size 10-15) will deeper investigate selected topics that focus on a specific project initiative or challenge within member companies. Those presenting the case/the topic will receive feedback and shared perspectives from all round table participants.</p> <p><b>Table 1   Unifuture: A Top Leadership Program Designed to Drive Strategic Innovation</b> <i>Hosted by Anna Simioni, CEO Unimanagement, and Head, Corporate Learning, Unicredit</i></p> <p><b>Table 2   Building a High Reliabilty and High Performance Organization: Action learning interventions that enhance, quality, innovation, performance, and workplace safety</b> <i>Hosted by Ursula Kiel-Dixon, Head, ThyssenKrupp Academy</i></p> <p><b>Table 3   Reinventing a Corporate University in Light of a Merger</b> <i>Hosted by Jose Angel Fernandez Izard, Corporate University Director, Gas Natural Fenosa</i></p> <p><b>Table 4   Learning 2.0: Dealing with the Toolkit of Emerging Technologies</b> <i>Hosted by Andreas Brumby, Head of Umicor Technical Academy</i></p>
17:45 – 18:30	<p>Highlights from Round Table Discourses</p> <p>Brief reports from each group in the plenary</p>
18:45	Bus leaves Ericsson for Gala Dinner

- 19:15 – 23:00      **Gala Dinner at “Marten Trotzig”**  
[Marten Trotzig](#) is a first class restaurant in the heart of the Old City of Stockholm, with a setting that dates back to the 17<sup>th</sup> century.
- 23:00                **Bus Returns to the Hotel**

☐☐☐☐☐☐☐☐ **Friday, July 1, 2011** ☐☐☐☐☐☐☐☐

- 08:30 – 10:00      **Creating an Organizational Practice of Strategic Dialogue**  
***Tony Golsby-Smith***  
Fellow, Carnegie Mellon University  
Founder and CEO, 2<sup>nd</sup> Road  
  
Tony bridges the worlds of academia and consulting with his work on the “Art of Strategic Conversations”. He will discuss with us his innovative approach to transforming corporate cultures and introduce some proven tools and methodologies that help master strategic change.
- 10:00 – 10:30      **Coffee**
- 10:30 – 11:30      **Individual Member Focus:**  
**Contextualizing the Practice of Strategic Conversation**  
Groups of 3 work on applying insights from the morning session to their respective organizational context, with special emphasis on perspectives for the strategic development of the L&D function.
- 11:30 – 12:30      **ECLF –Perspectives for Future Development**  
Plenary session to discuss the ECLF experience and options for the future development of our initiative
- 12:30 – 13:00      **Closing Session**  
Summary of insights from the 2011 meeting
- 13:00 – 14:30      **Farewell Lunch**

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**End of 7<sup>th</sup> Annual ECLF Conference**