



\_\_\_\_ 18th & 19th MARCH 2015, BARCELONA

# 3rd Leading with Talent seminar

\_\_\_\_ Part of the HRcoreLAB<sup>3</sup>  
3 Streams - 1 Venue

## FOREWORD from the Chairman

Leadership has been identified as the most important overall trend in Global surveys the past few years.

Why? Companies face an urgent need to develop leaders at all levels - from bringing younger leaders online faster to developing leaders globally, to keeping senior leaders relevant and engaged longer.

Unfortunately, business leaders have less confidence in their organisation's readiness to deal with future trends than HR leaders do.

Why? Because 21<sup>st</sup> C. leadership is different. Today's Leadership needs are far broader and deeper than 'simply' developing the big guys. Organisations have new challenges including: developing Gen Y and multiple generations of leaders, leaders with global fluency and flexibility, building the ability to innovate and inspire others to perform and acquire new levels of

understanding of rapidly changing technologies and new disciplines and fields. In a world where knowledge doubles every year, leaders need constant development. Moreover, organisations today expect junior/ middle managers and employees without managerial responsibility to act as leaders.

Building leaders requires more than a portfolio of training programs. Senior executives should create a culture that broadens the opportunity for leaders to develop in new ways. This means putting potential leaders in positions that stretch them beyond their current skill sets continuously coaching and supporting leaders so they can build their capabilities as rapidly as possible.

So, what are you doing to re-innovate, re-energize and re-develop your Talents & Leaders? If you feel you could do more, if you feel you need to do more, join us in March in Barcelona to Learn, Network & Benchmark with your peers.

## CHAIRS



**Gerard Penning**  
Global Executive VP of HR  
Shell  
UK



**Sunita Malhotra**  
Lecturer at Vlerick Business School, UCL and MD,  
People Insights

[Short Video](#)

Previous roles include:

HR Director, Sales & Marketing Europe, Electrolux  
HR Director, Bristol-Myers Squibb  
HR Director BeNeLux, Philip Morris

## SPEAKER PANEL



**Maxim Strashun**  
Head of Talent Devt. EMEA  
Lenovo  
Slovak Republic



**Christine Amure-Butcher**  
VP, Global Leadership Devt.  
American Express  
UK



**Dr Nicola Millard** [Short Video](#)  
Head of Customer Insight &  
Futurology -  
Global Innovation Team  
BT  
UK



**Miha Pogacnik** [Short Video](#)  
Classical Concert Violinist Inspiring  
Leaders, Igniting Change, World-  
Renowned Creativity and Innovation  
Catalyst, Cultural Ambassador of the  
Republic of Slovenia



**Peter Bedford**  
Group Head of  
Talent & Learning  
Anglo American  
UK



**Sandra Hoeylaerts**  
Global Talent and OD Director  
Huntsman  
Belgium



**Ibrahim Jabary**  
CEO  
Gamelearn  
USA



**Izabella Khazagerova** [Short Video](#)  
Associate Principal  
Gallup  
UK



**Dominic Boon**  
People Director  
Virgin  
UK



**Sebastian Reiche**  
Associate Professor of  
Managing People in Organizations  
IESE Business School

## PARTNERS



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# Programme Day 1

WEDNESDAY 18th MARCH 2015



08:45 Registration & Welcome Coffee  
09:45 Opening of the Conference by the Chairs:  
 Gerard Penning, Global Executive VP of HR, Shell and Sunita Malhotra, Lecturer at Vlerick Business School, UCL and MD, People Insights

14:10 **The Dark Side of Global Mobility**  

- Despite growing budget restrictions and elevated relocation costs, global work assignments remain a crucial staffing and TM tool for multinational companies
- What is more, these assignments come in increasingly different disguises and forms
- However, although working globally is attractive and tends to come with long-term career benefits, all that glitters is not gold.
- This session will discuss some of the flip sides of global mobility as experienced by the individual, and offer a set of recommendations for improving the management of global mobility

## TALENT DEVELOPMENT

10:00 **Everyone has Talent**  



- TM is no longer just about the high potential employees
- How Virgin Media creates a culture based on Mastery, Purpose and Empowerment
- Identifying the critical roles rather than the important roles
- Hire for attitude, train for skill
- Using people insight to assess Talent processes for critical roles

**Dominic Boon, People Director, Virgin**

**Sebastian Reiche,**  
Associate Professor of  
**Managing People in Organizations, IESE Business School**  
10 min. Q&A Session with Sebastian

10:30 10 min. Q&A Session with Dominic

14:40 Coffee & Networking 

10:40 **Delivering the strategy: Capability Planning**  


- HR is about relationships, but is also highly technical
- HR is strategic, but judged on delivery
- HR is influenced by global demographic trends
- Capability planning is the most challenging aspect of HR today

**Peter Bedford,**  
Group Head of Talent & Learning, Anglo American

15:30 **How to successfully and completely DE-MOTIVATE your employees as a manager!**  
Everyone is talking about motivating employees. Yet, most of us know that motivation comes from within. Rather, let's talk about how managers can stop DEMOTIVATING their people. Practical categories of de-motivators will help you realize what we do that de-motivates our people and...stop doing it! Then the motivation will come from team members themselves.


11:10 10 min. Q&A Session with Peter

This presentation includes:  


- Categories, examples and stories to help us understand how we de-motivate our team members
- Tools and techniques from most effective and successful managers: what do they do and most importantly – what they try not to do!
- Suggestions for involving and engaging your team: how to discuss with them what motivates and de-motivates them

11:20 **Interactive Roundtable Session**  
During this session, you will have the opportunity to discuss a particular question of interest. Each participant will have the chance to move to the table of most relevance to them:  

- What does Talent Devt. mean to you? Does your organisation see it the same way?
- 3 key actions and behaviors of a person that you've experienced as your best Talent?
- What is a "role model"? In what ways are role models important for Talents?
- Give 3 actions that Talents take to envision the future?


Led by the Chairs 


**Maxim Strashun, Head of Talent Devt. EMEA, Lenovo**  
10 min. Q&A Session with Maxim

12:15 Lunch & Networking 

16:00 **Interactive Roundtable session**  


- 3 new Tools that help you develop Talent? Why?
- What can leaders do to help others in the organization "see" the future?
- What is a vision? What is the relationship of a vision to a mission statement?
- 3 actions a Leader can take to create a climate for change and encourage risk-taking? Be specific.

Led by the Chairs 


13:30 **How the integration of Talent Data in an HRMIS can drive your Talent Process**  


- Defining what you want to achieve
- Effectiveness and Efficiency: harmonize and simplify
- Walk before you start to run!
- KPI's
- Integration with competencies, talent acquisition and L&D

**Sandra Hoeylaerts,**  
Global Talent and OD Director, Huntsman

16:50 Coffee & Networking 

17:30 **From HR to HS**  
*Everybody knows that visionary passion is the mother of business growth. Creation of potent fields of feelings has been the "business of artists" for centuries, but only recently we learned to build bridges between disciplines of art and leadership.*

 Through music and art and with his violin in hand, Miha will show how musical masterpieces can mobilize a creative executive learning environment for HR professionals if treated as an interdisciplinary generative process.

This innovative approach is called "Resonance Platform" on which the "R" of HR, Resources, is lifted to "S" of deep inner Sources, where unique individual talents begin to emerge/ contribute to balanced personal and organisational development.  
**Miha Poganič,**  
Classical Concert Violinist Inspiring Leaders, Igniting Change, World-Renowned Creativity and Innovation Catalyst, Cultural Ambassador of the Republic of Slovenia

18:10 10 min. Q&A Session with Miha

18:20 Wrap-up - End of Day1

19:00-

20:30 Evening Drinks Reception by 



# Programme Day 2

THURSDAY 19th MARCH 2015

08:45 Opening of Day2 by the Chairs:



Gerard Penning, Global Executive VP of HR, Shell and  
Sunita Malhotra, Lecturer at Vlerick Business School, UCL and  
MD, People Insights

13:40

Interactive Roundtable Session

During this session, you will have the opportunity to discuss a particular question of interest. Each participant will have the chance to move to the table of most relevance to them:

- 3 things that can be done to improve in each leadership practice?
- 3 examples of how leader can communicate a vision so that others will share it?
- What are the best operating models for high performing, adaptive, global, mobile leadership teams?
- How is it that leadership is an affair of the heart?

Led by the Chairs



14:20

Trends shaping the Future of Work: Surprising skills for leadership in a Digital Age

With work globalising and virtualising, how do leaders establish common ground for collaboration when people are not physically together? What is the role of the office in a world when employees are untethered? Is our inner caveman preventing us from revolutionising the way we work?

This session investigates the trends that are shaping the future world of work and the importance of leadership in bringing things together. It looks at the technological, cultural and generational challenges for future leaders.

- What does leadership and a perfect party host have in common?
- Why is our inner caveman standing in the way of shifting the way we work?
- What are offices for if you can work anywhere?
- Why is email becoming the black hole for collaboration and why is old fashioned voice becoming 'common ground' for collaboration?

Dr Nicola Millard,  
Head of Customer Insight & Futures - Global Innovation Team, BT

14:50

10 min. Q&A Session with Nicola

15:00

Game-based learning:  
How corporate training is being Reinvented

- History of games as learning tools
- How games instruct
- Why Albert Einstein said "Games are the most elevated form of investigation"
- Examples of effective game-based learning
- Results of game-based learning applied to corporate training
- What the future may bring

Ibrahim Jabary, CEO, Gamelearn

15:30

10 min. Q&A with Ibrahim

15:40

Wrap-up and end of conference

## WORKSHOPS

Day 1

10:40-12:15 How to drive engagement & retention through world-class On-boarding

Stijn de Groef, CEO & co-Founder, Talmundo and  
Wouter van Linden, HR Director, KPMG

17:30-18:15 Game-based learning:  
How corporate training is being Reinvented

Ibrahim Jabary, CEO, Gamelearn

Day2

11:00-12:20 Nigel Murphy, Faculty Devt. Manager,  
Center for Creative Leadership

## LEADERSHIP DEVELOPMENT

09:00 Our Future Leaders Model



Shell operates in a complex, fast-paced and networked world. Managing the global operational footprint, increasing number of Joint Ventures, and rising energy demand presents new types of challenges for leaders.

The new Shell Leadership model provides a focus on the leadership qualities needed for the future. The qualities are defined by four key attributes:

- Authenticity to inspire professionalism and resilience
- Growth to ensure leaders capture opportunities to generate value to the organization
- Collaboration to build strong partnerships
- Performance to deliver extraordinary business outcomes by investing in people so that teams are fit for the future.

Gerard Penning, Global Executive VP of HR, Shell

09:30

10 min. Q&A Session with Gerard

09:40

5 myths of Talent Management



- Myth 1: Talents can be acquired or learnt – what talent is and how it predicts future performance
- Myth 2: A talented person is well-rounded and talented in everything – how to deal with strengths and weaknesses in the most effective way
- Myth 3: Talent is not role or level specific – why it is beneficial for organisations to study talent in more detail than high, medium and low scale
- Myth 4: The best way to develop a talent is to fix a weakness – why strengths-based development works better than the traditional approach
- Myth 5: Success of a talent management system can hardly be quantified – different ways of linking talent solutions to business performance

Izabella Khazagerova,  
Associate Principal, Gallup

10:10

10 min. Q&A Session with Izabella

10:20

Coffee & Networking



HayGroup

11:00

Transforming Leadership Development for Today's Environment



- Adopting a product development design thinking methodology to transform learning
- Focusing on the right mindset to drive the behaviours needed for sustained results
- Integrating mindset into end-to-end TM processes
- Developing learning paths for transitioning, established and high potential leaders

Christine Amure-Butcher,  
VP - Global Leadership Development, American Express

11:30

10 min. Q&A Session with Christine

11:40

Interactive Roundtable Session

- What can leaders do to show others that they are trustworthy?
- Why is it important for leaders to focus on clear standards and provide feedback?
- What does the advice to leaders to "be personally involved" mean?
- What is meant by the statement "leadership is everyone's business"? Can this not be true?

Led by the Chairs



12:20

Lunch & Networking





## ATTEND AND

**Find** new ways of developing global transformational Leadership

**Learn** how to leverage IT to help implement new global tools that support the development of employees globally

**Discover** how to achieve a culture of enhanced performance through Leadership

**Become** more effective when attracting, developing and integrating large numbers of employees into the Organisation

**Align** employee performance with organisation's goals and objectives

## TENE O SEMINAR ENDORSEMENTS

*"It was a joy to see how much Teneo has grown over time in professionalism, depth and scale, something to be proud of!"*  
**EVP-HR, Shell International**

*"The participants walked out with true learning's and high satisfaction. Really what was desired when coming to this kind of event"*  
**Head of Talent Acquisition, World Economic Forum**

*"I really appreciated the WE focus, which was for me one of the key reasons for me to join. Presentations were great, speaker panel too"*  
**Western Europe Talent Supply Leader, Procter & Gamble**

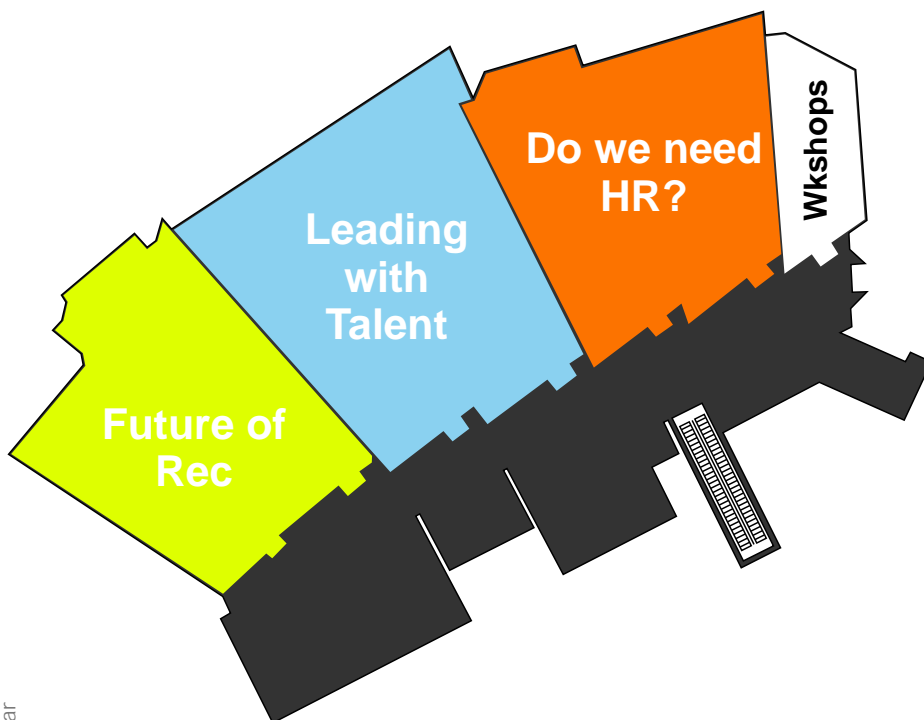
*"Well Organized, relevant topics, good speakers, great location, terrific staff"*  
**Global Talent Manager, DSM**

*"Great opportunity to meet a lot of professionals from all over the world"*  
**Corporate Talent Attraction Manager, Gate Group**

*"Top opinion leaders here, access/insight into completed programs + new intuitive + some thought provoking"*  
**Talent Acquisition & Development Director, Ferrari**

*"The cross-topic setup, the participants, the presentations: relevant, diverse and interesting)"*  
**VP Global TA and Development, Siemens**

## FLOOR PLAN



This seminar will be held at the same time as the 3rd [HRcoreLAB](#), 3 streams (click to view). You will be able to move freely between the streams.

The 3rd HRcoreLAB will feature:

- 3 Seminars
- 47 High-level expert speakers
- 250+ HR professionals
- 37 Case-Studies from leading Organisations
- 9 Interactive round-table sessions
- 5 hands-on Workshops
- 1 Exclusive Cocktail party
- And much more...

## VENUE: 5\* HOTEL FAIRMONT REY JUAN CARLOS I, BARCELONA



The 5\* Fairmont Rey Juan Carlos I Hotel is a unique resort in the heart of Barcelona. Located on the Diagonal - the city's main avenue - this luxury hotel is walking distance from the shopping, cultural and financial centres.

The comfortable and spacious accommodation features the latest facilities and outstanding views over Barcelona. It's 19th century Mediterranean gardens and outdoor pools create a tranquil resort in the city center.

With 432 luxury rooms and professional conference facilities, the Hotel Rey Juan Carlos I is the ideal location for a business or leisure visit to Barcelona. Relax and unwind with our spa and fitness center.

[www.fairmont.com/barcelona/](http://www.fairmont.com/barcelona/)

# Registration Form



## 3rd HRcoreLAB

18th & 19th MARCH 2015, BARCELONA

Fill in this Form to Confirm your Participation

Scan to: [greg.miller@teneoevents.eu](mailto:greg.miller@teneoevents.eu)

Booking Line: 0034/ 93 412 0177

Fax to: 0034/ 93 380 7404

Company: \_\_\_\_\_

Delegate Name: \_\_\_\_\_

Job Title: \_\_\_\_\_

Phone Number: \_\_\_\_\_

E-mail: \_\_\_\_\_

### Credit Card:

Credit Card Payments:  Mastercard  Visa  Am. Express

Card billing address: \_\_\_\_\_

City: \_\_\_\_\_ Post code: \_\_\_\_\_

Credit Card number:

Card holder name: \_\_\_\_\_ Expiry date: \_\_\_\_\_

Card holder signature: \_\_\_\_\_

### Wire Transfer:

Billing address:

VAT number:

#### BASIC COST:

1 950 €  
to attend the  
3 streams



+

#### EXTRAS:

300 €/ each

Design your  
own package

Workshop

Workshop

Workshop

Webcast LAB3\* \*Video of all the Presentations  
[Demo of what you will receive](#)

Webcast LAB2\*\* \*\* [List of Presentations](#)

I'm mostly interested in:

RECRUITMENT

TALENT

DO WE NEED HR?

Basic Cost: 1 950€ + Extras: \_\_\_\_\_

Discount code: \_\_\_\_\_

TOTAL COST: \_\_\_\_\_ Date: \_\_\_\_\_ Signature: \_\_\_\_\_

PLEASE SCAN TO [greg.miller@teneoevents.eu](mailto:greg.miller@teneoevents.eu) or FAX TO 0034/ 93 270 3610

NB: In both cases, please make sure you receive a confirmation from us

**TERMS AND CONDITIONS** I agree to terms and conditions.

1. Fees are inclusive of programme materials, refreshments, lunches and cocktail reception.

2. **Payment Terms:** Following completion and return of the registration form, full payment is required within 5 days from receipt of the invoice.

Please note: Payment must be received prior to the conference date. A receipt will be issued on payment. Due to limited conference space, we advise early registration to avoid disappointment. We reserve the right to refuse admission if payment is not received on time. Unless otherwise stated on the booking form, payment must be made in euros (€).

3. **Cancellation/substitution:** Provided the total fee has been paid, substitutions are allowed. Cancellations must be received in writing by mail or fax two (2) weeks before the conference is to be held in order to obtain a full credit for any future event. Teneo Meetings SL is not responsible for covering airfare, Hotel, or other travel costs incurred by Clients. The conference fee will not be refunded but can be credited to a future conference. Event programme content is subject to change.

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7. **Governing law:** This agreement shall be governed and construed in accordance with the law of Spain and the parties submit to the exclusive jurisdiction of the Spanish law. However Teneo Meetings SL only is entitled to waive this right and submit to the jurisdiction of the courts in which the Clients office or head office is located.

8. **Code of Ethics and Professional Conduct:** The seminar will be conducted in full compliance with competition law and by becoming a participant and/or getting involved in activities of the Teneo Meetings S.L. seminars, individuals agree that they accept our Code of Ethics and Professional Conduct and the Complaints procedure, which applies to all activities and events of Teneo Meetings S.L.

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