

THE BERKELEY CHRO SUMMIT



*In Association with
Josh Bersin*

PEOPLE *as a*

COMPETITIVE ADVANTAGE

October 10-11, 2019

Berkeley

Executive
Education



SCHEDULE

Day 1 – October 10

8:30-9:45 am

Keynote: The Changing Role of HR and the CHRO



Josh Bersin

The keynote presentation kicks off the summit by framing topics for the remainder of the program. Josh will discuss a broad overview of what is happening globally around HR and Talent, major trends that CHROs need to be aware of, and setting the stage for a detailed discussion on People as a Competitive Advantage.

9:45-11:00 am

Culture as a Strategy Execution Tool



Rich Lyons

Having an organizational strategy established is an accomplishment, but is no guarantee of successful implementation. The process of implementing strategic plans—and cultivating a work culture that encourages teams to take action—requires thoughtful planning. Culture is the greatest strategy execution tool, and in this session Rich Lyons will discuss the linkages between strategy, execution, and culture. Ultimately, an HR leader can help drive strategy by creating culture-specific processes to support execution and be prepared to overcome obstacles. We will uncover the elements of how to build a culture of strategy execution, and the role of HR leaders in that process to realize organizational strategic goals.

11:15-12:30 pm

HR 3.0 and the Digital Imperative: New Data Tools and People Analytics



Sameer Srivastava, Computational Culture Lab

This session will provide an overview of the groundbreaking work of the Computational Culture Lab at Berkeley, guided by Professor Sameer Srivastava. In a “blitz” format, Professor Srivastava will summarize some of the recent work being done in the Lab via 2-3 projects, and participants will then have the opportunity to break out into small groups to engage in facilitated discussions around the implications, applications, and implementation challenges within their organizations, followed by another “blitz” round. The Lab itself harnesses computational methods and data science to develop novel ways of unearthing and systematically measuring culture and modeling its evolution. Its work opens new pathways for theorizing about cultural dynamics in social groups and, at the same time, lays the foundation for practical applications that may be of use for policy development and organizational design highly relevant to senior HR leaders.

SCHEDULE

Day 1 – October 10, continued

12:30-1:30 pm

Lunch and Networking

1:30-3:00 pm

The Employee Experience



Emiliana Simon-Thomas, Greater Good Science Center

UC Berkeley's Greater Good Science Center (GGSC) is at the fore of a new scientific movement to illuminate the core linkage between well-being and social connection, service to others, and collective purpose—the science of a meaningful life.

In this virtual tour and interactive presentation, GGSC Science Director Emiliana Simon-Thomas will showcase groundbreaking research into social and emotional well-being and share key strategies for applying science-backed insights to strengthen the skills that boost happiness in our personal lives and at work.

3:15-4:15 pm

What Did we Learn Today?



Josh Bersin and Rich Lyons

As Day 1 of the program comes to a conclusion, Josh Bersin and Rich Lyons will co-lead a whole-group discussion, as well as facilitate small-group breakout discussions focused on surfacing insights, lessons learned, and perspectives on the experience of the day. Senior HR leaders will have been exposed to innovations and new trends across the theme of People as a Competitive Advantage, and this session will provide the scaffolding, framework, and opportunity to reflect on those learnings with a network of colleagues while exploring how best to apply them back in their own organizations.



4:15-5:00 pm

UC Berkeley Campus Walking Tour

Explore the Berkeley campus and discover how Berkeley is developing students who will become future leaders, innovators, and industry disruptors

5:00-7:00 pm

Keynote is 5:30-6:30 pm

Evening Reception and Keynote Presentation: People as a Competitive Advantage



Emily Nishi, Chief People Officer, Lyft

Join Emily Nishi, Chief People Officer at Lyft, for a fireside chat to discuss a range of topics that are highly relevant for today's senior HR leader. The format will give participants the opportunity to hear from, and talk with Emily about topics such as how to optimize and scale an HR function to drive a company's rapid growth. We'll also cover various approaches on how to create an environment where all team members have a fair opportunity to succeed, and the ways HR can impact an organization and the business.

SCHEDULE

Day 2 – October 11

9:00-10:15 am

Closing Keynote: Super Flexibility, Leadership, and Adaptive DNA



Homa Bahrami

This session is based on Homa Bahrami's field research on flexibility and adaptation. The focus is on five adaptive practices that enable successful leaders to drive change and re-invention: Robustness, resilience, agility, hedging and versatility. We will conclude with a few recommendations on how participants can leverage these findings for daily use in their teams and organizations.

10:30-12:00 pm

Experience, Insights, and Takeaways



Josh Bersin and Rich Lyons

This final program session provides an important opportunity for reflection and application of insights, lessons learned, and perspectives on what will be taken back to your organization as "follow-on" methods to support durable change. Co-led by Josh Bersin and Rich Lyons, senior HR leaders will capitalize on another summative opportunity to discuss these topics as a whole group and in small groups. The primary focus will be on how to put the program experience into practice - policies, practices, approaches, and strategies for harnessing People as a Competitive Advantage while optimizing HR's ability to positively impact both the people and the overall success of the organization in new and novel ways - with the motivation and capacity to move from following trends towards setting them.



12:00-1:00 pm

Lunch & Networking

- Program Close -

About UC Berkeley Executive Education

We serve leaders and organizations who aspire to redefine the future of business. Our profound and unique learning experiences, led by renowned UC Berkeley faculty, equip global executives and their organizations with the vision, culture, and capabilities to thrive in an ever-changing world.

UC Berkeley Executive Education leverages the best resources of the world's #1 public university and the surrounding business ecosystem, and embraces the Berkeley Haas mission to develop leaders who Question the Status Quo, exhibit Confidence Without Attitude, are Students Always, and think Beyond Themselves.