THE BERKELEY CHRO SUMMIT

In Association with Josh Bersin

PEOPLE as a COMPETITIVE ADVANTAGE

October 9-11, 2019
<table>
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<tr>
<th>Time</th>
<th>Session</th>
<th>Speaker(s)</th>
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<tr>
<td>6:00-8:00 pm</td>
<td>Welcome Reception and Keynote Presentation</td>
<td>Cathy Benko and Josh Bersin will kick-off the program with keynotes framing the overall program through recent changes in the approaches to creating high performance, what it means to have a 21st-century talent brand, and highlighting the changing role of HR and the CHRO. Josh Bersin, Cathy Benko</td>
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<td>8:30-9:45 am</td>
<td>Keynote: The Changing Role of HR and the CHRO</td>
<td>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. Josh Bersin</td>
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<td>9:45-11:00 am</td>
<td>Culture as a Strategy Execution Tool</td>
<td>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. Rich Lyons</td>
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SCHEDULE

Day 2 – October 10, continued

11:15-12:30 pm  
**HR 3.0 and the Digital Imperative: New Data Tools and People Analytics**

Sameer Srivastava, Computational Culture Lab
In this session, we will take a virtual tour of the Computation Culture Lab at Berkeley guided by Professor Sameer Srivastava. Professor Srivastava will provide an overview of the groundbreaking work of the Lab and highlight some of their recent projects. 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.

12:30-1:30 pm  
**Lunch and Networking**

1:30-3:00 pm  
**The Employee Experience**

Emiliana Simon-Thomas, Greater Good Science Center
The Greater Good Science Center (GGSC) is at the fore of a new scientific movement to explore the roots of happy and compassionate individuals, strong social bonds, and altruistic behavior—the science of a meaningful life. In this virtual tour and presentation about the GGSC, Emiliana Simon-Thomas (Science Director) will showcase groundbreaking scientific research into social and emotional well-being, and discuss how it has been (and will be) applied to their personal and professional lives. For our senior HR leader network in attendance, the frame will be around the impact of GGSC’s work in organizations can impact employee experience through:

- Explore how the GGSC is developing ways to substantively improve the employee experience
- Equipping individuals with science-based knowledge and skills that shape their beliefs and broadly improve social and emotional well-being
- Empower people to become agents of change in their organizations and communities, thus changing institutions from the inside out
Day 2 – October 10, continued

3:15-4:30 pm  Head Coach Welcome and 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

4:30-5:30 pm  What Did we Learn Today?
  Rich Lyons
  Josh Bersin

Day 3 – October 11

9:00-10:15 am  Closing Keynote: Super Flexibility, Leadership, and Adaptive DNA
  Homa Bahrami
Homa Bahrami's field research on flexibility and adaptation. The focus is on five adaptive practices that enable successful leaders to drive change: Robustness, resilience, agility, hedging and versatility. Participants will receive the results of their own “adaptive DNA” survey which describes their instinctive approach to driving change along the five dimensions of flexibility. They have the opportunity to reflect on their adaptive DNA, and devise a strategy for strengthening their adaptive capabilities and optimize adaptability by leveraging the strengths of the people across your organization.
Day 3 – October 11, continued

10:30-12:00 pm  Experience, Insights, and Takeaways

Josh Bersin

12:00-1:00 pm  Lunch & Networking

Rich Lyons

- Program Close -