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E-CLA LEARNING EXPEDITION #3

(aka. 3rd International Conference on Innovation in Corporate Learning)

**MAY 29 - 31, 2017
BERLIN, GERMANY**

ORGANIZATIONAL CHANGE & TRANSFORMATION

“Cultural Change” seems to be on the agenda of almost every organization and there is no single silver bullet to successfully accomplish it. Very often, the “old culture” prevails and all efforts to change it are doomed to fail. CEOs come and go and so do HR professionals and consultants and the game starts all over again.

Building on our successful format we will first listen to a legendary voice in organisational development. Then we will visit several big and small companies which have a proven track record of leadership.

We will then gain insights on success factors and pitfalls around organisational change in small groups. Then it's time to find out how leaders are supported and prepared for their new challenges and so we will hear from OD managers. Heads of Learning or Heads of Talent Management how they have managed and occasionally struggled to build the necessary transformative capabilities in their companies.

Understanding the complexity of Organizational Change, learning new and innovative approaches to equip leaders and HR professionals with the right skills and mindset is key to successfully address change initiatives.

Our Expedition in Berlin will provide you with a unique opportunity to meet some of the renown champions in the field of Organizational and Cultural Change, get access to state of the art research and pragmatic approaches and share insights with your peers from other European Companies.

Join us on this journey to understand this bigger picture of corporate learning and see how you can support your organisation in becoming one of the companies who can actually help an organizational change to become a success story.

Who should attend? Anyone who is responsible for organizational change, transformation, or leadership, learning, development or innovation in his/her organisation, be it as CEO, Head of Learning, Head of Talent Management, as OD Manager or Head of Innovation.

SOME OF OUR SPEAKERS

Edgar H. Schein, Professor emeritus at MIT • Phil Rooke, CEO Spreadshirt • Gianpaolo Barozzi, SVP Cisco • Robert Mosdzien, HRBP Evonik • Robert Cooke, CEO Human Synergistics • Stefaan van Hooydonk, SVP Flipcart • Prof. Dr. Gerhard Fatzer, Trias Institute • Harald Port, CEO PwL Partners • Peter Schein, [OCLL.org](#) • ...

CONFERENCE VENUE

Straumann Academy
'Neues Kranzler Eck'
Kurfuerstendamm 22, 10719 Berlin



MONDAY - MAY 29

19:00 - 22:00
Come Together

TUESDAY - MAY 30

8:30 - 9:30
Welcome
Registration & Opening

9:30 - 11:00
Keynote: What's Culture?
Edgar H. Schein & Peter Schein*

11:00 - 11:30
Measuring Culture
Robert Cooke

11:30 - 12:00
A Discovery Mindset
Preparing for the Field Trips

12:00 - 17:00
Cultural Discovery
Field Trips

18:00 - 19:30
Debriefing & Reflection
Edgar H. Schein & Peter Schein*

20:00 - 22:30
Conference Dinner



WEDNESDAY - MAY 31

8:30 - 9:00
Video Presentations
Share your Learnings

9:00 - 12:00
The View Inside-Out
*Phil Rooke (Spreadshirt), Guy Kempfert (Straumann),
Achim Wolter (Baloise), Gianpaolo Barozzi (Cisco),
Stefaan van Hooydonk* (Flipkart), Robert Mosdzien
(Evonik)*

13:00 - 14:00
Speed Consulting
Move your project to the next level

14:00 - 16:00
The View Outside-In
*John Van Etten (Human Synergistics), Gerhard Fatzer
(Trias), Roman Keilhacker (PvL Partners)*

16:30 - 17:30
The CEO's Perspective
Edgar H. Schein, Phil Rooke (Spreadshirt), Robert
Cooke (Human Synergistics), Harald Port (PvL
Partners)*

17:30
End of Conference

* tagged speakers will be joining via video sessions

REGISTRATION INFORMATION

online <http://expedition2017.e-cla.org>
mobile +49 179 599 3502
mail info@e-cla.org

Registration Fees (excl. VAT):

Early Bird (Until March 26)	€ 1150
Standard Rate (March 26 - May 14)	€ 1350
Late (After May 14)	€ 1550

Registration includes the conference Monday through Wednesday including the Monday come together, plenary sessions, workshops, field trips with public transportation, beverage breaks, lunches, and Tuesday night barbecue. Fees do not include hotel accommodation.

Hotel Accommodations

For discounted reservations, please contact the hotels directly no later than the cut off date and mention the code 'ECLA'.

Lindner Hotel Am Ku'Damm
+49 30 818 25 11 25 (cut off date: April 17)

Other hotels near-by:
[Sofitel Berlin](#)
[Swissôtel Berlin](#)

The European Corporate Learning Association, www.e-cla.org E-CLA is a network for leaders and solution providers in corporate learning. It focusses on the organisation's success by bringing Corporate Learning to the next level through game changing ideas and services.

Contact:

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