



UWEBC NOW!

Episode 2 Transcript

Hello friends, it's Doug Barton, Director of the UW E-Business Consortium. I'm back with your second UWEBC NOW! That's the video series that is your look behind-the-scenes of our virtual annual conference.

Our first episode focused on why you shouldn't miss the virtual event and featured our keynote speakers – what an inspiration we know Nancy Giordano and Lee Kemp will be. Today, we'll look at a new bonus feature of our conference called mini Master Classes. These are included with purchase of your conference pass.

For many of us, the toughest leadership test is now looming: how to bring our businesses and our people back stronger after COVID-19.

Well, we have assembled faculty and experts from your UW-Madison to address four of the most important areas of growth and development. The four cross-cutting domains of analytics, supply chain resilience, innovation and workplace wellbeing.

Returning better and more resilient than we were -- before life and livelihoods were interrupted -- requires something of us all. And mini Master Classes will be a contribution to that.

It's already a cliché that the COVID-19 crisis has accelerated the shift to digital. But the best companies will go further, by enhancing and expanding their use of advanced analytics to combine new sources of data, such as IoT and behavioral information, with their own insights to make better and faster decisions and strengthen their businesses.

For that, we have a Master Class on analytics led by Wisconsin School of Business Professors Dani Bauer and Jordan Tong, and Industrial System Engineering's John Lee.

One of the areas where analytics will be helpful is in building supply chain resilience. Analytics promises to help make sense out of radically changed demand patterns for products and services and fragility in supply chain networks.

Pete Lukszys, Senior Lecturer and Director of Applied Projects, Grainger Center for Supply Chain Management will be on hand to lead off the session and he will be joined by Professor Justin Boutilier, Industrial and Systems Engineering. Justin's research focuses on combining optimization and machine learning. You are going to love this session.

One of the qualities that will set our companies apart is an innovation mindset and practices that favors action over research and testing over analysis. We have three UW leaders ready to cover design thinking and your creative mindset, the role of hands-on prototyping with emerging technologies, and business model innovation for opportunity co-creation and organizational success.

Director, Masters of Science in Design + Innovation, Michelle Kwasny, will be joined by Lennon Rodgers, Director of Grainger Engineering Design Innovation Lab and Adam Bock, a serial entrepreneur and experienced strategy consultant, and an award-winning academic with our Wisconsin School of Business

And while they are all great individually, they are even better together in the mini Master Class on innovation!

And finally, our organizations are human at the core. Our Workplace Wellbeing Master Class will examine both the foundational elements of wellbeing and human flourishing and the organizational potential of leading inclusively.

Stephanie Wagner, Trainer and Program Specialist, of Healthy Minds Innovations -- a non-profit affiliated with the Center for Healthy Minds at UW -- will share the four pillars of a healthy mind, offer skills to bolster resilience and flourishing, and help you gain an understanding of the scientific foundations for wellbeing while Binu Palta Hill, Assistant Dean for Diversity and Inclusion, Wisconsin School of Business will present on inclusive leadership.

There is no one silver bullet to the challenges we face but we are committed to the thorough examination of proven approaches. I hope you will join with us in cultivating the mindset, toolset and skillsets to emerge stronger.

Learn more about all these sessions online.

So, before I let you go, I have two requests.

I request you to register. If you bring 10 or more delegates from your company, there is additional savings. Early signs are most of those companies participating doing so with more delegates than ever.

Finally, our keynotes, speakers and Practice Directors want to hear from you as well. Visit our conference website uwebc.wisc.edu/conference and submit your question for our speakers. We will feature a select few throughout our event.

We'll talk again soon. Until then [#togetherforward](#) [#onwisconsin](#)