

November 2023

We're still riding the wave of excitement from our incredible Annual Conference last month! The energy, the insights, and the connections made were nothing short of extraordinary. For those who joined us, thank you for contributing to the success of this event. Now, as we settle back into our routines, it's time to relive the highlights. In this newsletter, we'll be sharing key takeaways from each conference track, diving deep into the wealth of knowledge and innovation that was showcased. Whether you were there in person or following along virtually, get ready to revisit the magic. Let's continue the journey of discovery and learning together!



Opening Plenary Session

At our opening session, we were joined by keynote speaker David Whyte, who is a poet, author, and lecturer. With eleven books of poetry and four books of prose published, David spoke about his perspectives on creativity in the field of organizational development, where he works with many European, American, and international companies. He shared many pieces of his work that relate to this thought. David discussed through his poetry that in organizational settings, using poetry and thoughtful commentary can illustrate how one can foster qualities of courage and engagement. In this session, participants were asked if they felt alive, if what they were about to do would make them feel alive, and what are some of the conversations they didn't want to have. Participants heard his beautiful and eloquent words of wisdom through his stories and poetry, leaving readers self-reflecting. Check out a clip from one of his pieces below.



Customer Service Track

In our Customer Service track, we were fortunate to have Peter Gregg, Director of Customer Care of the Americas at iRobot, join us. Peter discussed the importance of data in the customer experience. There is so much data in our world, and “making sense of it is tough.” Peter talked about how it is essential to get the data, the touch points, the experiences we create, and the products we have, “so you can human,” iRobot’s tagline. Peter discussed the value of leveraging data-driven insights to drive results and make it easier for customers to engage with organizations. He also noted that it is essential to identify and leverage the correct data while leveraging trends to solve problems and apply solutions that prevent customer friction. Peter also discussed how you could use the data that already exists within your company to solve tomorrow’s customer problems today through real-life examples that he has seen in his time at iRobot.

A composite image showing a presentation slide on the left and a speaker on the right. The slide has a red header with the UWECB 25 YEARS logo. The main content of the slide features a word cloud shaped like a cloud, with the words 'Customer Experience' and 'Help' being the most prominent. Below the word cloud is the text 'So you can Human'. The speaker is Peter Gregg, wearing a dark suit and a white shirt, gesturing with his hands. A play button icon is centered over the slide and speaker area.

UWECB
25
YEARS

So Much Data!

Customer Experience

Help

So you can Human

Human Resources Track

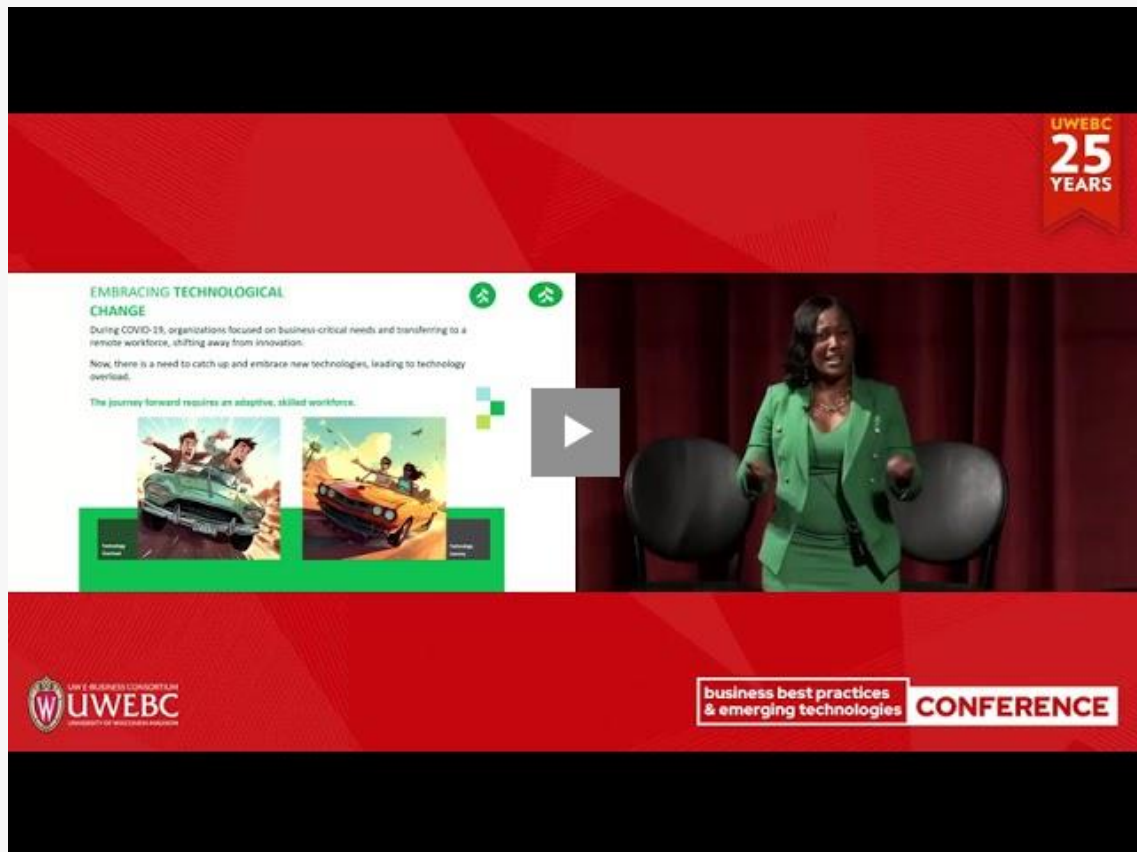
In the Human Resources track, we heard "Rethinking Performance Management to Create a Connected Experience At Work," led by Amy Leschke-Kahle, the Vice President of Performance Acceleration at The Marcus Buckingham Company. In this session, participants explored the imperative need to revamp traditional performance management strategies in response to the rapidly evolving world of work. Leschke-Kahle offered practical insights and data-informed actions to guide the transformation of performance management from a dreaded process to one that is embraced and valued. The session delved into the importance of simplifying performance management and related talent processes, emphasizing the measurement of critical employee performance factors for real-time and reliable insights. Attendees also uncovered the secret sauce to accelerating employee performance, paving the way for a more connected and effective work experience.



Information Technology Track

In our Information Technology track, we were fortunate enough to be joined by Tonjia Coverdale, Chief Strategy Officer for Operations & Technology at UWECB member company Associated Bank. Tonjia discussed what it really

means for us in a post-pandemic era to move our business forward. She talked about how one critical aspect is the people behind the process and the power of putting people at the heart of technology transformation to drive successful digital transformation initiatives. She discussed how companies can overcome the fear cycle when adopting new technologies through a four-step process called EASY: Educate, Acclimate, Separate, and Why. This process aims to make the company's life easier through empathy-based thinking and thinking about the output and how it will affect consumers. Participants were able to learn from Tonjia how to tactically align talent frameworks with their digital transformation goals and hear about the best way to find success in digital transformation through utilizing a company's most valuable asset: the people.



Marketing Track

In the session "How It Started v. How It's Going: 7 Key Takeaways From Large Scale Transformations," Lauren Beckstedt, Chief Marketing Officer at Brunswick Corporation, and Jamie Evans, Division CMO at Mercury Marine, shared valuable insights into driving organizational and digital transformation within a multi-billion dollar global company with a rich 175-year heritage. The session explored the challenges and opportunities presented by modern technology, an abundance of productivity tools, and the evolving landscape of work/life dynamics. Beckstedt provided a candid perspective on embracing change as a marketing leader, while Evans, a change catalyst for Mercury Marine, contributed to the discussion on navigating large-scale transformations. Together, they offered seven key takeaways derived from their experiences in steering substantial changes within Brunswick Corporation.



Supply Chain Track

In the session "Opportunity in Chaos," Steve Malchow, who serves as the Vice President of Operations and Global Sourcing at Trek Bicycle Corporation, reflected on the dynamic landscape faced by companies during the early days of the pandemic. As the global supply chains were put to the test, Trek Bicycle stood out by swiftly recognizing the emerging "Bike Boom" and adapting its operations accordingly. Malchow shared valuable insights into navigating the challenges posed by macroeconomic events and emphasized the importance of leveraging customer data to minimize supply chain disruption. Additionally, he highlighted the role of robust supplier relationships in fostering agility within the supply chain, offering key takeaways for companies looking to enhance their resilience in the face of uncertainty.

UWBC
25
YEARS

1
Leadership must lead in chaos

1. Leaders bring calm – there have been tougher times...
2. Leaders foster optimism— In retrospect, what seemed impossible usually becomes inevitable
3. Leaders have crappy days – Embrace it...
4. Leaders listen before speaking and polluting the room

Last chance to register! Digital Transformation Boot Camp



**Digital
Transformation
Boot Camp for
Technology Leaders**

November 14-16, 2023



Delve into critical topics that drive successful digital transformations in this exciting new Boot Camp. Starting with an exploration of technology management, you will understand how to align technology with business strategy and drive growth within your organization. Join us on November 14-16, 2023, to learn more about digital transformation for technology leaders with Gustav Toppenberg of Janus Insights LLC. [Learn more.](#)

UPCOMING EVENTS

Note: Attending Peer Group or SIG meetings requires UWEBC [membership](#).
All are virtual unless otherwise specified.

November 8: CUSTOMER SERVICE PEER GROUP HYBRID MEETING

>> [In-person and virtual options available!](#) <<

Strategies to Reduce Customer Effort and Increase First Contact

Resolution. Join our peer learning group to explore the value of removing anticipated barriers to your customer's journey, so you can address their concern the first time they contact you, if not before it's a concern at all!

[More information and register »](#)

November 9: CONTACT CENTER WORKFORCE MANAGEMENT SPECIAL INTEREST GROUP MEETING

Connect with fellow practitioners on what is happening in the contact center workforce management space.

[More information and register »](#)

November 10: HUMAN RESOURCES EXECUTIVES GROUP MEETING

Executive Roundtable on Current and Emerging HR Issues. Some of the topics already submitted by executives include navigating the post-pandemic world with hybrid models of work, assessing current workforce skills, predicting future needs, skills-based hiring, and adaptive strategies in uncertain times.

[More information and register »](#)

November 14-16: DIGITAL TRANSFORMATION FOR THE TECHNOLOGY LEADER BOOT CAMP

Are you a technology professional or a business leader seeking to navigate the ever-changing landscape of digital transformation? Join us for our immersive boot camp, "Digital Transformation for the Technology Leader," where you will gain the essential knowledge and skills to excel in the intersection of technology and business. *In-person only.*



[More information and register »](#)

November 21: SALES & OPERATIONS PLANNING SPECIAL INTEREST GROUP MEETING

S&OP: What Does Success Look Like? Discuss key metrics and behaviors of successful a S&OP process.

[More information and register »](#)

December 7: INFORMATION TECHNOLOGY PEER GROUP HYBRID MEETING

>> [In-person and virtual options available!](#) <<

Tech Horizons 2024: Actionable Trends for Tomorrow, Today! Dive into the most actionable tech trends for 2024 with UWEBC. Experience firsthand the fusion of innovation and community insights. Don't miss out!

[More information and register »](#)

December 13: PRODUCT MANAGEMENT SPECIAL INTEREST GROUP MEETING

Addressing Misaligned Stakeholder Expectations: Harmonizing Visions for Product Success! Delve into the complexities of stakeholder expectations

within product management. Explore the root causes of misalignment, understand its impact, and learn practical tactics to harmonize diverse visions, ensuring a cohesive and more successful product journey.

[More information and register »](#)

[View the full meeting calendar.](#) This calendar is updated in real time. Keep an eye out for topics that interest you so you can mark them on your calendar!

Join a LinkedIn Group and stay connected

[UWEBC Customer Service](#)

[UWEBC Information Technology](#)

[UWEBC Marketing](#)

[UWEBC Supply Chain](#)

[UWEBC Human Resources Executives](#)

