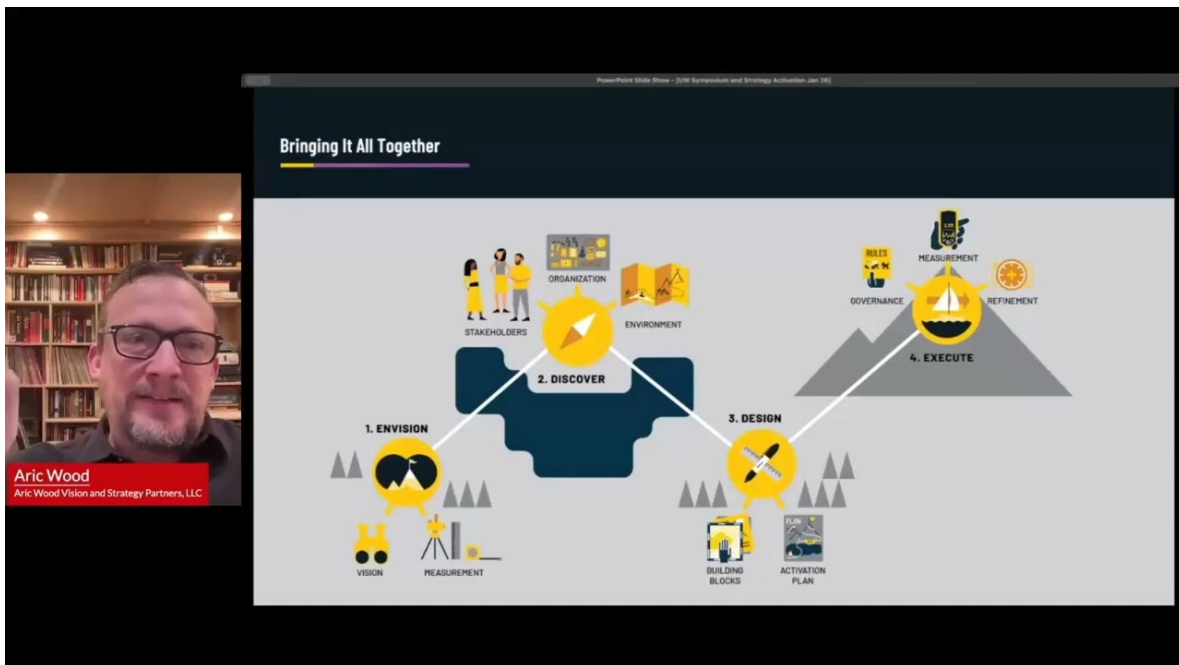


February 2024

Building a Culture of Change Management and Strategy Activation in Your Organization

Change is an inevitable aspect of any organization's journey, and its success often hinges on how well the culture adapts to it. Our new cross-functional interest group focused on **Leadership, Change Management, and Strategy Activation** kicked off on January 26th with an event emphasizing culture's critical role in the success of change initiatives, underlining the importance of employee engagement, transparency, and effective communication. Many thanks to UWEBC Member companies **Fiskars** and **Schneider National** for sharing their compelling stories.



The screenshot shows a presentation slide titled "Bringing It All Together" with a video feed of Aric Wood on the left. The slide content is a process diagram with four main stages: 1. ENVISION (with icons for vision and measurement), 2. DISCOVER (with icons for stakeholders, organization, and environment), 3. DESIGN (with icons for building blocks and activation plan), and 4. EXECUTE (with icons for governance, measurement, and refinement). The stages are connected by a central path, and the entire process is framed by a large blue shape.

This inaugural event highlighted the significance of a strong organizational culture in change management. Employees who feel a high sense of connection to their workplace are more likely to embrace change when they see leaders modeling the desired culture. To sustain any change, it is crucial to measure results continually, ensuring that the organization is moving in the right direction.

[Read the full story](#)

Our next Cross-Functional Interest Group event will be held on **February 13** on the topic: **Agile Tools for Cross-Functional Collaboration: Enhancing Visibility and**

...highlight tools for cross-functional collaboration, enhancing visibility and
Efficiency. Learn more and register!

New UWEBC Website Launched!

Last Monday, we launched our new, redesigned website! This marks a significant milestone in our ongoing commitment to providing you with an exceptional online experience. If you haven't yet visited it to check out the new look and features, we encourage you to take a peek at the sleeker design, improved navigation, a search bar, and sign in to take the welcome tour!



Please note that members who have logged into our previous website will need to [sync their account](#) the first time they log in.

Check out the new website

Register now for the Wisconsin Digital Symposium

The 3rd annual Wisconsin Digital Symposium is your gateway to mastering digital transformation and product-led success in the face of new forces such as democratized generative AI, the rise of digital paranoia, and challenging economic switchbacks.

Register now!

May 2, 2024

go.wisc.edu/digital-symposium

WISCONSIN

DIGITAL SYMPOSIUM

 UW EBC
UNIVERSITY OF WISCONSIN-MADISON

Join us for an enlightening journey with keynote speakers **David Rogers** and **Martina Lauchengco**, who will guide you through the intricacies of reshaping your business for digital success and unprecedented effectiveness. Whether you want to overhaul your organizational strategy or unlock the potential of more tech-enabled products, services, or experiences, this symposium offers the knowledge and tools necessary to lead your company into a prosperous digital future.

This half-day program – hosted by the UW EBC on **May 2, 2024** – will be limited to 200 attendees onsite at Union South, with the rest participating virtually, so act now to claim your seat!

[Learn more and register](#)

Featured Member Spotlight: John Zaganczyk from WEC Energy Group



This month, we are delighted to feature John Zaganczyk, Senior Vice President of Customer Service at WEC Energy Group. John has a deep-rooted connection with the UWEBC, being actively involved with it for almost 25 years. He has been in a leadership role with UWEBC for nearly a decade, acting as the executive sponsor of the membership for his company as well as being an active member of the advisory board. John is proud of his involvement over the years, including the time spent as an ongoing participant in the customer service track.

[Read the full story](#)

Upcoming Events

Note: Attending the events listed below requires UWEBC membership. All are virtual unless otherwise specified.

February 8: Contact Center Quality Monitoring

Contact Center Quality Monitoring Special Interest Group

Connect with fellow practitioners on what is happening in the contact center Quality Monitoring space.

[More information and register »](#)

February 13: Agile Tools for Cross-Functional Collaboration: Enhancing Visibility and Efficiency

Agile Methodology Interest Group

Dive into the world of Agile methodologies in this interactive peer learning session, where collaboration meets efficiency. Together, we'll explore how Agile practices, supported by the right tools, can transform team dynamics and enhance project success.

[More information and register »](#)

February 15: Customer-Centric Marketing: Strategies for Boosting Engagement, Loyalty, and Retention (Hybrid Event)

Marketing Peer Group

Prepare to be inspired as we explore the transformative world of customer experience. UWEBC is pleased to feature Dan Gingiss, customer experience expert and former Fortune 500 marketing executive, as our outside speaker. Dan will help us understand why remarkable experience is your biggest competitive advantage.

[More information and register »](#)



February 20: Managing Supplier Lead-Times

Procurement Peer Group

Discuss successes and challenges of understanding and monitoring supplier lead-times with other UWEBC members.

[More information and register »](#)

February 22: The Voice of Customer Program in a Post-survey Age: How to Listen When No One is Talking (Hybrid Event)

Customer Service Peer Group

Join us as we unravel the secrets of customer satisfaction in a post-survey age, discovering innovative approaches to hear the voice of your customers.

[More information and register »](#)



February 23: Exploring Synthetic Data in Predictive Analytics

Predictive Analytics Special Interest Group

Join us for a unique two-hour peer learning session focusing on the innovative use of synthetic data in predictive analytics, including its vital role in testing and model validation.

[More information and register »](#)

February 29: Harmonizing Agile and DevOps: Accelerating Software Delivery in Tech Teams

Agile IT Special Interest Group

Explore the convergence of Agile and DevOps, designed to empower tech teams with strategies for streamlined software development and deployment. Discover practical insights on enhancing collaboration, automating workflows, and implementing continuous feedback for improved efficiency and quality in your projects.

[More information and register »](#)

March 5: Strategies to Improve End-to-End Freight Visibility

Logistics & Distribution Peer Group

Discuss strategies to improve end-to-end freight visibility with fellow UWEBC members.

[More information and register »](#)

March 8: Fostering a Resilient Organizational Culture in Hybrid Work Environments

HR Executives Group

Learn to cultivate a resilient culture with Dr. Andreas Hoffbauer and your peers.

[More information and register »](#)

March 12: How UWEBC Members are Integrating and Garnering Value of Generative AI Today (Hybrid Event)

Data & Analytics Interest Group

Your gateway to understanding and using Generative AI to augment personal and enterprise process productivity.

[More information and register »](#)



March 14: Generative AI in Text Channels: Co-Pilots, Chatbots and more!

Future of Contact Centers Special Interest Group

How will you harness the power of the written word and your agents through Generative AI tools?

[More information and register »](#)

March 20: Continuous Threat Exposure Management

Information Technology Peer Group

Dive into the world of proactive cybersecurity with our virtual event on Continuous Threat Exposure Management (CTEM). Unlock strategies to detect and neutralize cyber threats, fortifying your digital defense like never before.

[More information and register »](#)

March 21: Building User-Centric Products: Strategies for Deep User Engagement and Satisfaction

Product Management Special Interest Group

Designed exclusively for product management leaders, this event promises a dynamic blend of expert insights, real-world applications, and interactive peer-to-peer learning.

[More information and register »](#)

Looking for our **Boot Camps**? [Find information about upcoming Boot Camps here.](#)

[View the full event 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! Note: Adding something to your calendar does not register you for the event; you will still need to register as well.

Join a LinkedIn Group and stay connected

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UWIBC

University of Wisconsin–Madison

432 N. Lake Street | Madison, WI 53706

info@uwebc.wisc.edu