



UWEBBC Newsletter

Features and upcoming events

December 2025

Speaker Reveal for the Wisconsin Customer Experience Symposium: Join us live on LinkedIn on December 12

Get ready! The Wisconsin Customer Experience Symposium returns on **March 10, 2026** from 8:30am–1:30pm CST, and we're thrilled to welcome participants both **on campus and online** for this energizing half-day program.

This year's gathering will bring together forward-thinking professionals to explore new perspectives, innovative strategies, and the evolving future of customer experience.

Join Us Live on LinkedIn! 

DECEMBER 12

**SPEAKER REVEAL
FOR THE 2026 CX
SYMPOSIUM!**



UWEBBC



We'll reveal our dynamic speaker lineup [on December 12 during a LinkedIn Live event](#), so be sure to tune in! And don't forget, our best rates are only available now through December 11, so this is the perfect time to learn more and save your spot.

[Learn more and register now](#)

Introducing a New Model for UWEBC: Focus Areas That Reflect Today's Business Priorities and Realities

As we look ahead to 2026, UWEBC is evolving the way we organize and deliver value to better reflect the realities our members face. While our long-standing practice areas have built strong communities, today's business challenges increasingly cross traditional boundaries, where workforce issues meet technology decisions, customer experience depends on data and operations, and supply chain resilience hinges on collaboration across the enterprise.

Research and member insights point to a dual shift: deeper specialization within functions and a growing need to integrate those specialties to compete in a digital-first world. To support this reality, UWEBC is transitioning from practice areas to four broader, more holistic Focus Areas: **Customer Experience & Marketing; Supply Chain & Manufacturing; Technology, Data & AI; and People.**

[Read the full story](#)

Catch Ethan Mollick's Keynote Before It Expires Plus Full Access for Digital Pass Holders



Above: Annual Conference Attendees show their excitement over Ethan Mollick's book.
Photo credit: Focal Flame

Don't miss your last chance to watch Ethan Mollick's high-energy keynote from this year's Annual Conference. **Access expires at the end of the year.** Ethan, a Wharton professor and one of the most influential voices in AI today, delivers practical, eye-opening insights that pair perfectly with the free resources he shares on his Substack, [One Useful Thing](#). If you're looking to deepen your understanding of AI and innovation, his session is a must-watch.

All other Annual Conference content remains available on-demand for Digital Pass and ticket holders. You can access everything through the virtual conference portal, and if you need help locating your login link, just email events@uwebc.wisc.edu. Haven't registered yet? You can still **purchase a Digital Pass** to explore every session. Act fast before Ethan's expires!

[Learn more and purchase your Digital Pass](#)

Dynamic Talent Management: Harnessing Skills Data for Workforce Agility and Growth

How are skills different from competencies?



Competencies/Behaviors	Skills/Qualifications
Actions that influence job performance. Examples: "Building relationships", "Planning & organizing", "Influencing others", or "Driving for results"	Knowledge needed to perform job tasks. Examples: "Python coding", "English fluency", "Commercial Driving License" or "Post merger integration experience"
People are effective or ineffective at competencies	People know or don't know skills
Most competencies are somewhat subjective; people struggle to assess their own competency effectiveness	Most skills can be measured objectively through tests; people can often accurately assess their own skill proficiency
Fewer than 100 competencies can describe the behaviors that influence performance across all jobs in large companies	1000s of skills are needed to describe the expertise required to perform all the jobs in large companies
Job relevant competencies do not change much over time	Job relevant skills can change rapidly due to technology
Most competencies are somewhat subjective; people struggle to assess their own competency effectiveness	Most skills can be measured objectively through tests; people can often accurately assess their own skill proficiency
Competency potential is heavily influenced by psych traits.	Skill potential is heavily influenced by existing skills.

Click on the image above to play the video.

On November 14, the UWEBC HR community examined how skills-based talent strategies can accelerate workforce transformation amid rapid technological and demographic change. Referencing the **2025 Future of Jobs Report**, and featuring the incredible **Dr. Steven Hunt**, the session identified skill gaps as the leading barrier to business transformation, highlighting a shift away from traditional job-centric models toward more adaptive, skills-driven approaches. Member input reinforced this trend, demonstrating strong interest in areas such as skills validation, matching, and development, alongside lower readiness in data governance and skills valuation.

Read the full story and see the full session recording

Partner Offering Spotlight

UW–Madison has a wide breadth of professional development courses offered each year, diving into a variety of topics. Here is one upcoming event in particular that we thought may interest you.

Consensus Building through Effective Communication and Collaboration **January 6–16, 2026**

When leaders strive to work collaboratively with their teams, reaching a consensus and agreement can be challenging and rewarding. Through a blend of interactive exercises, insightful discussions, and practical simulations, you'll gain a deep understanding of consensus building, its strengths and when to leverage it for optimal results. Explore common decision-making approaches and how to determine the best one for each situation. Refine your listening skills to truly understand others' perspectives while improving how you communicate your own.

UWEBC members receive a 20% discount.

[Learn more and register](#)

Upcoming UWEBC Events

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

December 10: AI and the Law: From Document Discovery to Digital Accountability

AI Special Interest Group

AI is transforming the legal world and offering powerful lessons for everyone using intelligent systems. Join us as we explore how law's approach to automation, authorship, and accountability can inform responsible AI practices across every field.

[More information and register »](#)

December 12: Live Speaker Reveal: Wisconsin Customer Experience Symposium

Join us live on LinkedIn on December 12 as we reveal the incredible lineup of speakers for the 2026 Wisconsin Customer Experience Symposium, happening March 10, 2026, at the Memorial Union in Madison, WI and online.

[More information »](#)

December 17: Sustainability: ESG Priorities for a Robust Supply Chain

Supply Chain Peer Group

Join fellow supply chain practitioners to discuss their Environment, Social and Governance goals for 2026.

[More information and register »](#)

January 20: Intelligent Collaboration and Digital Workflows

Technology Peer Group

Explore how organizations are leveraging intelligent collaboration tools and streamlined digital workflows to enhance productivity, connectivity, and business performance.

[More information and register »](#)

January 22: Supply Chain Analytics: Optimization and Network Design

Supply Chain Peer Group

Learn from industry experts and fellow UWEBC members how to apply advanced analytics to key supply chain optimization challenges.

[More information and register »](#)

January 27: The Rise of Generative Search: Preparing for a Post-SEO Era

Marketing Peer Group

Understand what generative search means for your brand, and the concrete steps you can take in the next 90 days to adapt.

[More information and register »](#)

January 30: Roundtable on Current and Emerging HR Issues (New Year Edition)

Human Resources Executives Group

Let's gather and set our agenda for the year ahead; We will save time to share and discuss pressing issues and hot topics with fellow HR leaders too

[More information and register »](#)

The transition noted above to Focus Areas is going to come alongside some changes to our website and supporting technologies. While we would love to present you with the entire 2026 catalog right away, we will need to start a little slower this year, but aim to have the calendar in its entirety available to you by Spring. Continue checking our [events calendar](#) for updates.

[View the full event calendar](#)

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