

# Driving Organizational Change

## October 26 – November 5, 2020

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*Info Session*

*September 29, 2020*

# Your Kellogg Team

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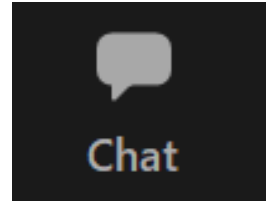


**Jill Fenstermaker**  
Program Manager



**Gretchen Baker**  
Associate Director of Advising

# Chat Prompt



**In five words or less, why do so many organizational change efforts fail to achieve their stated goals?**

# Program Faculty

## Driving Organizational Change

### Steve King



As Chief Human Resources Officer (CHRO), Chief Learning Officer (CLO), Global Talent Management Leader and most recently leader of University based executive education, Steve King has a record of designing and executing learning strategies that enhance performance and profitability. A skilled leader in many business settings, Steve has a knack for building simple and practical solutions to achieve significant business results. He has proven success in financial, professional services, health care industries, and higher education.

Steve serves on the Board of Advisors for Morehouse College in Atlanta, on the Board of Advisors for OE Learning Inc. in Detroit, Michigan, and the board of the Goodman Community Center in Madison. Steve has also served on a number of non-profit boards including the board of the Chicago Sinfonietta and eleven years as school board member with Public School District #25's Board of Education in West Chicago, IL.

Steve earned his MA Economics from the University of Wisconsin and his BA Economics from the University of Iowa. As a life-long learner, he is actively involved in his community and in advancing human and organizational knowledge.

# Program Overview

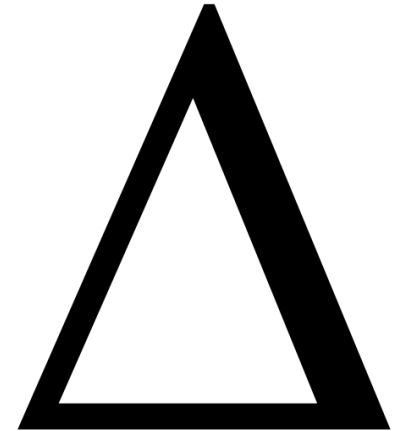
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# Our Differentiators

A program focused on the key success factors of organizational change [rather than change methodology].

World class academic faculty and change practitioners.

The opportunity to advance your own change project with advice for the faculty and practitioners.



**DRIVING ORGANIZATIONAL CHANGE:****OCTOBER 26 – NOVEMBER 5, 2020**

Achieving business goals through purposeful change management

Academic Director: Steve King

Program Manager: Jill Fenstermaker

Week 1				
Time (US Central)	Monday October 26	Tuesday October 27	Wednesday October 28	Thursday October 29
8:30 am	<i>Intro to day</i>			
8:45 am – 10:15 am	<b>Program Introduction and Change Project Methodology</b>  King	<b>The Business Landscape and Business Strategy as a Guiding Force for Change Agendas</b>  Smith	<b>The Psychosocial Dynamics of Change</b>  Pearce	<b>Advocacy and Influence in Change Management</b>  Nordgren
Break				
10:30 am – 12:00 pm	<b>Managing Change Systemically</b>  King	<b>Defining the Current, Delta, and Desired States</b> <i>*Lehman Brothers (A)</i> Smith	<b>The Psychosocial Dynamics of Change</b>  Pearce	<b>Advocacy and Influence in Change Management</b>  Nordgren
12:00 pm – 12:15 pm	<i>Application and Reflection</i>			
Week 2				
	Monday November 2	Tuesday November 3	Wednesday November 4	Thursday November 5
8:30 am	<i>Intro to day</i>			
8:45 am – 10:15 am	<b>The Role Culture Plays in Change Management</b>  King	<b>Choosing Metrics to Motivate Change</b>  Smith	<b>Managing Change Communications</b> <i>*How to Beat the Transformation Odds</i> Carroll	<b>The Practitioner's Forum</b>  Zimmerman, Chan
Break				
10:30 am – 12:00 pm	<b>HarTech Case Study – Anticipating Pain Points</b>  King	<b>Data Analysis Workshop</b>  Smith	<b>Managing Change Communications (Cont'd)</b>  Carroll	<b>Sustaining Change for the Long Run</b>  King
12:00 pm – 12:15 pm	<i>Application and Reflection</i>			<b>Program Close</b>

# Program Faculty



Stephen  
King



Edward "Ned"  
Smith



Nicholas  
Pearce



Loran  
Nordgren



Shana  
Carroll



# Guest Practitioners



**Jill Zimmerman**  
Partner, Global Chief Talent  
& Inclusion Officer  
Mercer



**Jeff Chan**  
President  
Chan Management Consulting

# Participant Profile

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# Who is this program for?

This program is ideal for:

- Senior-level executive leaders who want to create value through reframing and driving organizational change
- Cross-functional executive teams who are tasked with reframing and driving organizational change
- Groups or teams charged with delivering a change initiative

# The Learning Experience

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## Two Simple Frameworks

# Org Change and Personal Transitions

## *Change*

COMES FROM 'OUTSIDE'  
situational  
external forces / decision



## *Transition*

HAPPENS INSIDE  
psychological  
an individual's reaction to change



# Players on the Change Stage



# Poll Prompt

Think of a change you are currently involved with in your organization.

Which of these roles is your primary role in this change?



# Resources & Opportunities to Connect



Network with your peers during small group lunches and events



Dig deeper during faculty office hours



Explore resources on a robust course site



Q & A

# For more information:

- Go to [kell.gg/kxorgchange](https://kell.gg/kxorgchange)
- Contact your program Advisor – Gretchen Baker  
– [gretchen-baker@kellogg.northwestern.edu](mailto:gretchen-baker@kellogg.northwestern.edu)

**THANK YOU**