

crf

CORPORATE RESEARCH FORUM

MADRID

INTERNATIONAL  
CONFERENCE

AGILITY

2.0

BUILDING  
ADAPTABLE  
ORGANISATIONS



# AGILITY 2.0

## BUILDING ADAPTABLE ORGANISATIONS

Monday 9 – Wednesday 11 October 2023  
**Madrid, Spain and Online**

Over recent years, we have seen **Agility** develop from a technical concept in the software development industry to a vital ingredient for all organisations looking to survive and thrive in a fast-changing world.

Companies' strategies must be flexible to respond to market changes and teams must be able to form and reform quickly to address priorities. Most importantly, individuals must continually update their skills to remain relevant in a dynamic workplace.

Our expert faculty will discuss how to:

- Shape the strategic discussion at executive level
- Design flexible structures and resourcing models
- Create leaders who can help their teams succeed in fast-changing environments
- Support individuals to build skills relevant to the future business environment

We look forward to welcoming you to Madrid for this impactful, business-critical conference.

In addition to the main sessions, we will be hosting a welcome reception and dinner, an evening reception at the British Ambassador's Residence, and other opportunities to spend time in the Spanish capital networking with 250 fellow senior HR leaders.



### ATTENDANCE OPTIONS

#### CRF MEMBERS

Please register using the QR code below or emailing: [events@crforum.co.uk](mailto:events@crforum.co.uk)

#### NON-CRF-MEMBERS

Limited tickets are available at a cost of £1,500 +VAT per person for the in-person event or £150 +VAT for online. If you would like to book multiple places, please email [events@crforum.co.uk](mailto:events@crforum.co.uk) for discounted group rates.

#### ALL ATTENDEES

Please note that accommodation is not included, but preferential rates are available through CRF.



**REGISTER HERE**  
via the CRF website:  
[www.crforum.co.uk](http://www.crforum.co.uk)

# AGENDA

**MONDAY  
9 OCTOBER**

## IN-PERSON CONFERENCE: **Agility 2.0: Building Adaptable Organisations**

**CONFERENCE MASTERCLASSES.** Choose two from:



**CEST Times**

**16.30**

**Welcome Reception and Dinner**

**19.00**

**TUESDAY  
10 OCTOBER**

## **THE AGILE ORGANISATION: ANTICIPATING CHANGE**

**09.00**

Gillian Pillans, Research Director, CRF

### **AGILE STRATEGISING**

**CONFERENCE CHAIR:** Prof. Stéphane Girod, Strategy and Organizational Innovation, IMD Business School and Dr. Ansgar Thiessen, Global Head of Operational Excellence, Swiss Re Corporate Solutions

### **AGILITY 2.0 NEEDS WORKFORCE 2.0: TEN DRIVERS OF SUCCESS**

Kai Anderson, Head of International Transformation Services, Mercer and  
Kate Bravery, Global Advisory Solutions and Insights Leader, Mercer

### **ORGANISING FOR AGILITY**

Prof. Stéphane Girod, IMD Business School and Janine Vos, Chief HR Officer, Rabobank

### **HOW TO MAKE AN ELEPHANT RUN – BUPA'S TRANSFORMATION PROGRAMME**

Iñaki Peralta, CEO Europe and Latin America, Sanitas and  
Nigel Sullivan, Chief Sustainability and People Officer, Bupa

### **LEADING THROUGH THE FOG**

Prof. Scott Anthony, Business Administration, Tuck Business School

### **END OF DAY ONE**

**16.15**

**Evening Reception at British Ambassador's Residence**

**18.30**



**WEDNESDAY  
11 OCTOBER**

## **INTRODUCTION TO CRF'S 2024 PROGRAMME**

**09.15**

Melissa Bull, Commercial Director, CRF and Gillian Pillans, Research Director, CRF

### **DAY ONE REVIEW AND PREPARING FOR DAY TWO**

Prof. Stéphane Girod, Strategy and Organizational Innovation, IMD Business School

### **FROM ADVERSITY TO AGILITY**

Prof. Conson Locke, Management, London School of Economics (LSE)

### **AGILITY IN ACTION: A CIA TOOLKIT**

Rupal Patel, Startup Advisor and Former CIA Operative

### **RECAP AND ACTION PLANNING**

Richard Hargreaves, Managing Director, CRF

### **CONFERENCE CLOSE AND LUNCH**

**13.15**



**MONDAY  
9 OCTOBER**

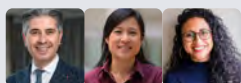
## **ONLINE CONFERENCE: **Agility 2.0: Building Adaptable Organisations****

**15.30**

Prof. Stéphane Girod, Strategy and Organizational Innovation, IMD Business School,  
Prof. Conson Locke, Management, London School of Economics (LSE) and  
Rupal Patel, Startup Advisor and Former CIA Operative

### **ONLINE CONFERENCE CLOSE**

**17.30**





WITH SPECIAL THANKS TO CRF PARTNERS

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