

Changing the Subject: Transform the Role of HR in Change Management

April 9, 2014 | 14:00 - 16:20 hrs CET

Webinar

About this conference:

Change in any shape or form is an organic part of the world of business. Every change in a company's structure has major implications for its workforce. Therefore one of the essential skills for any HR practitioner to master is the successful and efficient management of change. Change in an organisation is often difficult to accept; bringing stress, fear and uncertainty among the employees.

This webinar will feature best practices and case studies on various change scenarios in which HR has been involved, and the way HR experts handled issues like: clearly communicating matters related to change to employees, identification of organizational cultural differences, attributes of the new joint culture, dealing with reorganization, bad results and motivation.

KEY TAKE-AWAYS

- ▶ **Learning** about the most frequent HR problems and solutions in various change scenarios
- ▶ **Benchmarking** best practices in retaining staff after a demotivating period of reorganization
- ▶ **Discussing** ways of dealing with culture change

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Global Head of Employee Engagement and Internal Communications

Jerry de Groot, Datametrics B.V., Netherlands

Program Manager & Change Management Consultant

OUR EXCLUSIVE SPEAKER PANEL

Wim Boiten, AB Enzymes, Germany

Global Director Human Resources

Erich Unkrig, Areva, Germany

Head of People Development/Deputy VP HR

Ferry de Jong, PIM, Netherlands

Senior Change and HR Manager

Olaf Lange, Team Steffenhagen Consulting Germany, Managing Partner

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WEDNESDAY | April 9, 2014

SPEAKER BIOGRAPHIES

13:55 Online login

14:00 Welcome Note from Kakushin Group

14:05 Dynamic of corporate development. HR as a driver or the victim of change?

- Corporate development – challenges beyond hard facts
- HR's role within the value chain
- HR manager's roles and priorities

Erich Unkrig, Areva, Germany

Head of People Development/Deputy VP HR

14:45 Culture Change, New Style

- What are the dilemmas in executing a change programme
- What can HR add to deliver a successful change programme

Ferry de Jong, PIM, Netherlands

Senior Change and HR Manager

15:15 HR and Managing Change – 5 Concrete Cases

Based upon own work experience in several companies and countries, Wim Boiten presents 5 concrete cases of HR involvement in change management. Some worked, some clearly did not. What are the options and the limitations of HR supporting a change process?

Wim Boiten, AB Enzymes, Germany

Global Director Human Resources

15:45 How to overcome Silo-Thinking and departmental egoisms

- Value Chain Competence and management needs collaboration between all parties involved
- HR can be promoter of this cooperation / collaboration
- What we realize are difficulties HR faces: Silo-Thinking, Departmental egoisms, ...
- Silo-Thinking is yet a "cultural product", it is crafted by specific psychological factors
- Knowing these psychological factors enables HR much better to create an impact on business and on profitability

Olaf Lange, Team Steffenhagen Consulting

Germany, Managing Partner

I would like to thank everyone who has helped with the research and organization of this event; especially the speakers, for their support and commitment.

Alexander Karvai, alexander.karvai@kakushingroup.com

Erich Unkrig, Areva, Germany

Head of People Development/Deputy VP HR

Since 2009 Erich is Head of People Development and Deputy VP Human Resources of AREVA GmbH –the leading firm in nuclear energy and off-shore energy plant engineering and construction. His professional career represents a great practical experience of leadership, HR management and consulting in challenging environments and change scenarios in diverse branches.

Wim Boiten, AB Enzymes, Germany

Global Director Human Resources

Wim Boiten (1968) studied history in Groningen and Budapest. Between 1997 and 2011, he worked as an international HR Manager in several scientific and professional publishing companies in Hungary, the Netherlands and Germany. In 2011 he joined AB Enzymes in Darmstadt as Global HR Director. AB Enzymes is a subsidiary of Associated British Foods PLC (UK) and is a leading company in the enzymes business worldwide. In his work, Wim focuses on change management and managing and working with remote teams, co-operation and team building, with use of coaching and mediation skills. As an HR Professional he has been working with social media for a number of years.

Ferry de Jong, PIM, Netherlands

Senior Change and HR Manager

Create a better world for organizations, teams and individuals by simply be yourself, authentic and add your qualities in the system or cooperation you are dealing with. That is what drives me! For more than 15 years I implemented business projects in the field of culture and change management in a progressive way. Honest, proactive, to the point and achieving the best results for an organization, team, client and contributors. Connecting people to business strategy and business strategy to people. My style is: confronting, progressive, result driven with a clear focus on a better result. I studied Business Communications, Business Science and currently Psychology. Till 2008 I was employed at several international organizations as Capgemini, Avery Dennison and TNT in general and operational management positions as well as international human resources. Since 2008 I am running my own business as independent contractor, executing culture change programs with a great emotional impact (redundancies). Next to that I am a lecturer at several universities within the Netherlands.

Olaf Lange, Team Steffenhagen Consulting, Germany

Managing Partner

Olaf Lange is a certified psychologist and has more than 20 years consulting experience in change management, sales development, pricing, and strategy. His experience in various industries, countries and regions, has given him a broad understanding of companies and how they work - from small to medium-sized up to corporation groups organizations. Besides his consulting experience, he has a broad expertise in training: e.g. negotiation trainings, communication trainings, leadership trainings, customer orientation training. In addition, he is a MBTI® certified trainer and lecturer at Business School Berlin Potsdam (BSP).

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STEP 1

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STEP 2

After registration, you will be presented with a screen prompting you to enter the webinar in your outlook Calendar. You will also receive an identical e-mail copy of this page.

Do not lose this e-mail as it contains the link needed to login and the necessary system requirements:

SYSTEM REQUIREMENTS

Please check to see that you meet the minimum system requirements and that you have the equipment you need before downloading the latest version of GoToWebinar.

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Additional software

Windows 2003 Server, Windows XP, Windows Vista, Windows 7
Internet Explorer® 7.0 or newer, Mozilla® Firefox® 4.0 or newer, Google Chrome™ 5.0 or newer
JavaScript™, Java™ 1.6 or higher recommended



Mac

Operating System
Browser
Additional software

Mac OS® X 10.5 (Leopard®), Mac OS® X 10.6 (Snow Leopard®), Mac OS® X 10.7 (Lion®)
Safari™ 3.0 or newer, Mozilla® Firefox® 4.0 or newer, Google Chrome™ 5.0 or newer
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Additional software

iPad® 1 or newer, iPhone® 3GS or newer, iPod® Touch (3rd generation) or newer
iOS 4.2 or newer
WiFi recommended for VoIP
Free GoToMeeting App from the App Store



Android

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Android 2.2 or higher
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What equipment do I need to use GoToWebinar?

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- Windows or Mac computer
- Microphone and speakers (built-in or USB headset)
- Internet connection (broadband is best)
- Webcam to use GoToMeeting with HDFaces

Most computers have built-in microphones and speakers, but you will get much better audio quality if you use a headset or handset. You can also make calls on your landline or mobile device.