
Agenda

8 a.m.	Breakfast
8:30 a.m.	Welcome and Introductions Shani Armon , Chief Operating Officer, Insured Retirement Institute
8:45 a.m.	Leading Change: The Strategic Transformation of The New York Botanical Gardens In this case-study session, facilitators will explore best practices in the bottom-up, top-down co-creation of a new vision, mission and purpose for a storied institution, including the leadership communication principles and routines that enabled its success. Steve Soltis , Executive-in-Residence, Darden School of Business, University of Virginia June West , Marjorie R. Sands Associate Professor of Business Administration, Darden School of Business, University of Virginia
9:30 a.m.	Break
9:45 a.m.	The Eight Stages of Leading Change Drawing on Harvard Business School Professor John Kotter's framework, this session will examine the distinct stages of leading change and strategic renewal across an entire organization. Steve Soltis , Executive-in-Residence, Darden School of Business, University of Virginia June West , Marjorie R. Sands Associate Professor of Business Administration, Darden School of Business, University of Virginia
10:15 a.m.	Cross-Functional and Small Team Discussions Participants will break into small groups to discuss learnings from The New York Botanical Gardens and Kotter/HBR readings that may be relevant for their organizations and internal and external stakeholders.
10:45 a.m.	Group Report Outs

11:15 a.m.	<p>Branding a New CEO — The James Quincey Era Begins at Coca-Cola This session will focus on the communication strategy behind on-boarding and branding a new CEO at The Coca-Cola Company during an important inflection point in the company’s strategic evolution.</p> <p>Steve Soltis, Executive-in-Residence, Darden School of Business, University of Virginia</p> <p>June West, Marjorie R. Sands Associate Professor of Business Administration, Darden School of Business, University of Virginia</p>
Noon – 12:15 p.m.	Transition
12:15 – 1:15 p.m.	<p>Working Lunch: Leading Change While Refreshing Iconic Brands This virtual session with Ken Muench will examine both the leadership elements required to lead massive change, as well as the underlying forces that prompt YUM! to keep their iconic Taco Bell, Pizza Hut and KFC brands fresh and relevant for today’s consumers.</p> <p>Ken Muench, Chief Marketing Officer, YUM! Brands</p>
1:15 p.m.	<p>Interactive Thought Leadership Exercise Moderators will begin with a debrief of key learnings, followed by small peer teams creating “A Strategy on a Page” to enhance their personal brands and leadership presence.</p> <p>Steve Soltis, Executive-in-Residence, Darden School of Business, University of Virginia</p> <p>June West, Marjorie R. Sands Associate Professor of Business Administration, Darden School of Business, University of Virginia</p>
1:45 p.m.	<p>Leaning into Social Media to Build and Support Your Personal Brand This virtual session with Doug Busk will examine best practices in developing executive thought leadership through LinkedIn and other social media channels. Busk will discuss both the strategy and mechanics behind memorable, resonant and shareable thought leadership posts.</p> <p>Doug Busk, Principal, Arvo Advisory, Former Obama Digital Strategist</p>
2:30 p.m.	Final Thoughts
2:45 p.m.	Adjourn