LEADERSHIP IN THE AGE OF PERSONALIZATION®

GLLG®

2020 Virtual Summit
October 28, 29 & 30

Fairfield
UNIVERSITY
College of Arts and Sciences

POWERED BY LIGHTSPEED VT

THE COLLAPSE OF STANDARDIZATION

Before COVID-19, organizations were already in crisis...

This **pandemic** has given us a front row seat to the real tensions that exist between the age of standardization and today's age of personalization. We're witnessing the end of an ideology that believed that transparency, authenticity and vulnerability were weaknesses while secrecy, playing the part and pretending to know the answers were strengths.

The **#BlackLivesMatter** movement has awakened people the world over whose individuality has been taken away from them. With yet another flawed outdated system that was created by old-school, efficiency-based, standardized thinking leaders – Mr. Floyd's murder reveals not only the dangers and injustices of outdated systems, but also the failed leadership and lack of human dignity in society.

Crisis has a way of revealing, course-correcting and recalibrating what leadership really means.

We've been witnessing how fragile our systems are in real time. Standards are too tight. We are breaking rather than bending.

Organizations that survive are the ones who can navigate chaos with resilience. But efficiency does not guarantee resilience. Resilience requires adaptability, and adaptability requires us to embrace agility, experimentation and empathy.

The luxury of time is over...

The recent crisis has made one thing clear: the age of personalization is in full force. At the moment, we're in a world of chaos, but it didn't start in 2020. It just accelerated the inevitable: the fall of outdated standards and leadership.

Standardization has finally lost because personalization has revealed its limitations. But we can't just ditch standards – they are important. Standardization creates efficiency, and that was a fine goal in a world where things were predictable. Tomorrow will not bring more efficiency, but rather more chaos.

Start honoring today's age of personalization

We can't expect people to change their mindset, attitude and behavior if the outdated systems and policies remain the same:

When we turn diversity into inclusion, we stop being tribal and start seeing each other as human.

☐ Inclusion is not about only acknowledging and respecting differences. Inclusion happens when we stop judging people for how they look, think and act and start taking the time to see and know who people are as humans. Inclusion is a system for making sure the organization is welcoming at every level to every individual.

When we shift focus from brand identity to individual identities, we invigorate our shared missions by elevating individual contribution.

☐ There's nothing less dignified than putting the interests of a brand or an institution over the interests of the individuals whose blood, sweat and tears make that institution great. What is most meaningful to people is to know they have a chance to contribute their unique skills and strengths – no matter the mission.

When we loosen our grip on results and activate methods for leading in a way that honors our Age of Personalization, we become healthy.

☐ When you let people break free from the standards of the past and attack challenges in their own way, you open up new possibilities. You give people their dignity back. You restore and honor their identities.

The Virtual Summit Experience

GLLG's **Leadership in the Age of Personalization®** Summits focus on guiding leaders and their organizations to shift their thinking from one of standardization to personalization, and the urgent need to acknowledge this shift by leading in a way that honors individuality.

Hosted by **Fairfield University** and Powered by **LightSpeedVT**™, this virtual summit will provide a unique learning experience that will combine thought provoking discussions with artistic storytelling by the QuickCenter for the Arts at Fairfield University – all that in a seamless, safe and interactive online environment to all attendees and speakers.

Our discussion will be centered on the intersection between the Healthcare Industry, Corporate America and Higher Education that must seek more interconnectedness and interdependence than ever before.

Register Now: www.ageofpersonalization.com

An Engaging and Reliable Virtual Space

The LightSpeed VT System is mobile friendly and responsive for attendees so that they can access it from any desktop, tablet, or mobile device. All registrants will receive an introductory training course to GLLG's Leadership in The Age of Personalization.

REGISTER NOW

Day 1- Healthcare
October 28, 2020

As we shift from an age of standardization to personalization, keeping people healthy will depend on how well healthcare systems lead and serve patients, consumers and employees as individuals. Two massive shifts are happening in healthcare simultaneously: a shift to value — making us more accountable for individual health outcomes, and a shift in demographics — a shift in the very populations of individuals whose health we're accountable for.

Together, we will examine the COVID-19 pandemic in the midst of those shifts and how healthcare strategies must elevate from encounter-based thinking to systems thinking if transformational change is to be achieved with urgency.

1. Telehealth, Digital Transformation and New Virtual Realities

Digital transformation is happening, ready or not. COVID-19 has placed various remote care technologies at the forefront of care delivery. The rapid adoption of telehealth by patients and new reimbursement models are driving physician support that just a year ago were met with tremendous resistance. This session will address lessons learned from healthcare providers who are adopting personalized care in today's digital world, and how large employers are adopting digital therapeutics to help their employees become more self-directed with their adherence and prevention.

2. Healthcare Leadership of the Future

Healthcare can no longer operate in a silo because it's now a vertical — it's interconnected with every industry and with every community institution. Leaders must adopt circular vision as the ecosystem for care delivery expands beyond the boundaries of healthcare to more integrated partnerships with large employers, academic institutions and a variety of community partners. In this session, we will unpack the new mindset, skills and strategies necessary for navigating these seismic changes. We'll explore the performance metrics and methods required for leaders who need to engage increasingly diverse populations of people to pursue clinical and non-clinical careers, and to become advocates for their own health and for the health of their families and communities.

3. Unpacking the New Dimensions of Personalized Care

The long and wide-ranging list of COVID-19 symptoms is a first-hand demonstration of how individualized our health is and how personalized healthcare must become. No two patients experience the disease in the same way. Caregivers face the ultimate paradox of needing to follow rigid standards of care to maintain highest levels of health and safety, while personalizing their approach to the patient in front of them. Embracing the humanity of a person-centered approach is not easy, but it's the most critical challenge we will tackle as personalization is at the core of how we must change the ways we think about patient experience. This session will examine lessons learned from COVID-19 and the rapid evolution of personalized care at a time when patients want to be seen, known and treated as individuals.

4. Healthcare's Transformation Has Reached Its Tipping Point

Healthcare leaders are experiencing massive disruption and financial losses due to the pandemic. Lost revenue, interrupted and unpredictable cash flow, pay cuts, unprecedented levels of stress for clinical and non-clinical employees alike – these are just a few of the many challenges facing healthcare organizations. Every level of operations has been affected. We need massive transformation, renewal and reinvention across the board – for everything from patient experience, workforce safety and productivity, consumerism, supply chain stabilization, talent management, financial strategies and board composition that must be reimagined quickly. In this session, we'll discuss what transformation looks like and what resources are needed to make it happen.

5. Inclusion as a Growth Strategy

Inclusion is not just about who gets hired and who doesn't. It's about how associates are allowed to grow or not, within their organization. Inclusion is about how people are allowed to collaborate or not, across the boundaries of departments and functions in an organization. It's about how people are allowed to experiment or not, within their own jobs. Inclusion also relates to the marketplace and how we engage with patients, supply chain partners and the communities we serve. Inclusion is about how people are allowed to contribute to the health of our communities on a large scale. It's about a mindset of constructively interrupting our auto-pilot thoughts about who belongs where, doing what. This session will challenge the current cost center approach to inclusion and why it must become a growth strategy. We will examine the strategic implications of the Cultural Demographic Shift that has reached its tipping point on the heels of the #BlackLivesMatter movement.

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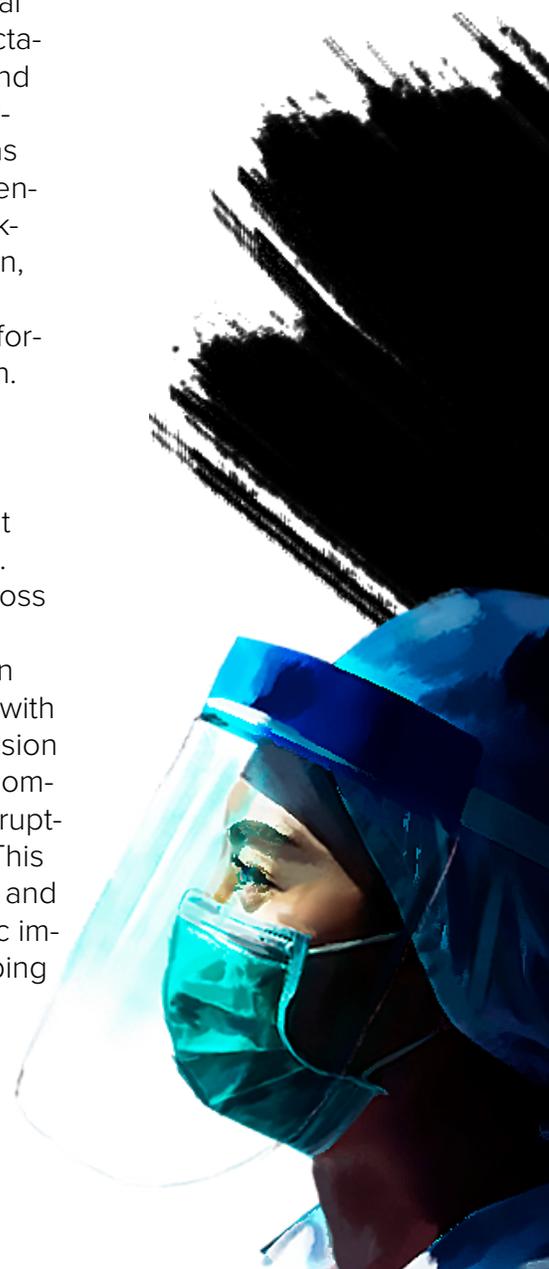
Day 2 - Corporate America
October 29, 2020

We're a society with more mass variance among people than ever before, yet corporate strategies were not designed to serve mass variance. In fact, corporations of the past thrived on standardizing those variations — making them invisible for the sake of efficiency. Today, that no longer works. People are reclaiming their individuality and rejecting the standards of the past. Most organizations are not designed for inclusion, empathy or individuality — they are designed to squelch individuality. As a consequence, we are now experiencing the tensions that exist between old outdated standards and today's new age of personalization where people want to be heard, seen and respected as individuals. This session will examine the role leadership has in pursuing inclusion as a growth strategy, and in creating future legacies if organizations are to remain relevant.

1. What's Driving Today's Transformation: Technology or People?

Which of the two is more important in today's age of personalization? Where should the strategic focus be during these uncertain times? Personalization almost automatically means technology. That's because many of the ways to achieve personalization involves tech innovations. So, who should be driving this transformation — someone who knows technology? Or someone who knows the customer? This session will showcase two case studies from two entirely different industries to show how organizations can use both technology and people to address crisis and achieve transformation.

2. Leadership After the Coronavirus Pandemic and Social Unrest

We've been inundated with statements from leaders and brands declaring that Black Lives Matter. Do you believe they mean it? There's reason to be skeptical that these statements will lead to real change. We've heard promises before. And either they didn't actually mean it, or they didn't realize how complicated it is to change an entrenched system. Each organization, each department, each function, each team: these are systems designed to produce the exact results they're getting. In this session, we will discuss how to examine what it is about your current system that has been making it exclusive for so long, and what you can do to achieve genuine inclusion.

3. Reinventing Talent Management

The pandemic has thrown organizations into panic when it comes to talent management – from furloughing, to reallocations to moving people to work from their homes. Further, the injustices expressed through the #BlackLivesMatter movement have added another layer of complexity for leaders trying to assess and address systems that traditionally have supported exclusion rather than inclusion. There's an urgent need to reexamine the old, outdated mechanics and metrics of talent management. We need to evolve the way we manage and evaluate an individual's growth and development. This session will dive deep into the way organizations must shift their approach from one that values efficiency to one that elevates individual capacity. This will demand an immediate overhaul of an organization's talent competency models, evaluation of skills forecasting, the role of people analytics, and new methods by which talent is recruited, developed, and retained based on the specific needs of the business.

4. Reimagining Corporate Strategy Where Predictability is Unknown

Without strategy, change is merely substitution not evolution. But how do you create a strategy for your organization's future, when the future is so unpredictable? The strategies that successfully helped you get where you are – they are no longer relevant for a future in which entire industries are shifting from being verticals to horizontals. In this session, we'll discuss what that means for your organization's future, how these new horizontals will help us move from the extremes to the center, and how to determine strategy when consumer and consumption behaviors are now defined by your consumers.

5. The Overhaul and Restoration of Corporate America

It's hard to let go of the old, comfortable, and usual ways of doing things, isn't it? During today's crises, corporations are still trying to standardize everyone – their people, their customers, their partners – and those standards usually result in extremes. After a day exploring how standardization traps hold us back, we'll dedicate a session to identifying our steps toward overhaul and restoration. We'll investigate how and why we've been holding onto standardization, and learn to let go of the extremes that fail leadership in the age of personalization. We will explore the renewal and reinvention of Corporate America and the five necessary shifts to drive more organic and sustainable growth in today's more personalized world.

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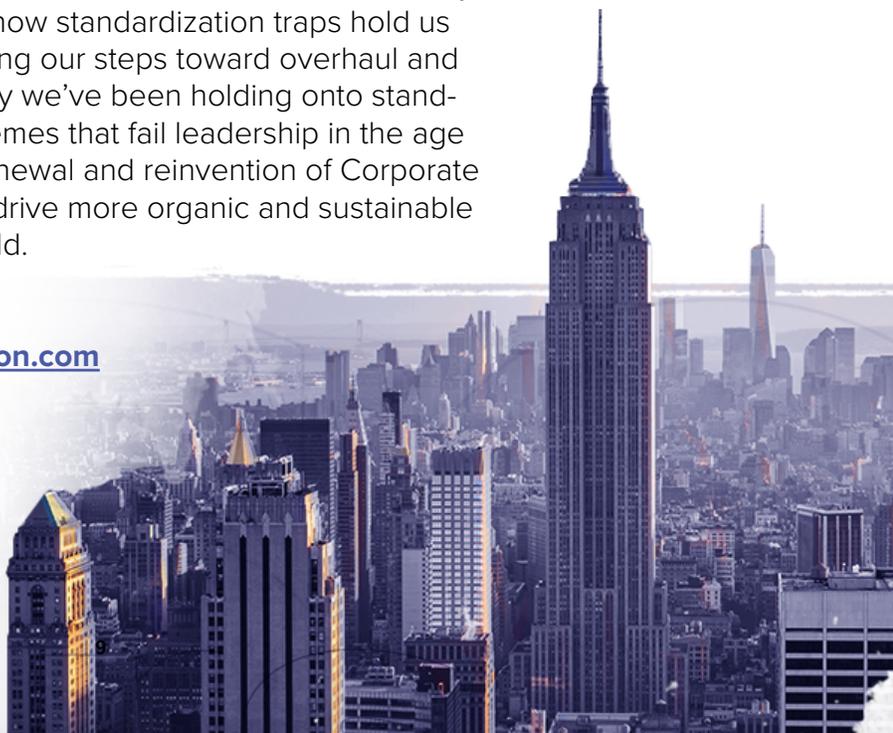
Day 3 - Higher Education
October 30, 2020

Has COVID-19 changed higher education forever? Institutions were already facing many challenges: an anticipated enrollment crash, students questioning the value of taking on crushing debt while degrees no longer guarantee thriving careers, tensions between administration and faculty, the burden of overwhelming regulatory compliance, to name just a few. And that was before COVID-19 and social justice urgencies revealed our collective arrival into the Age of Personalization. In this opening session we explore what the Age of Personalization means for colleges, universities and the future of higher education.

1. How Must Colleges and Universities Reinvent Themselves?

We're in the process of reinvention whether we like it or not. Post-COVID will not look like pre-COVID. What should you be using as a guide for the decisions you'll be making over the next year? In this session we'll explore opportunities and metrics for defining and igniting your institution's reinvention. Are student measures like GPAs and course evaluations still relevant? What about ratings based on job placement rates or alumni giving? Do accreditation processes and university rankings inspire transformation or hold you back from taking chances?

2. Leadership in Higher-Education

During a time of multiple crises that are threatening both fiscal and cultural survival of academic institutions – what kinds of leadership skills are needed most? How can administrators support faculty who have to teach in new ways and students who have to learn in new ways? In this session we'll talk with leaders who are developing their abilities to be more agile, more experimental and more empathetic during this time of uncertainty. We'll explore the shifts necessary for leading in a way that honors today's more personalized world.

3. Enriching the Student Experience and Their Readiness for the Future

The in-person, on-campus experience has always been central to the vitality of college life. A university becomes part of a student's identity in unique ways, and much of that happens as a result of the life they live while attending classes and living on campus. In this session we will discuss student engagement opportunities that foster interconnectivity, personalized inquiry, and resilience as a way to prepare soon-to-be graduates for the ambiguous challenges and opportunities of the future. We'll also look beyond the pandemic to explore what the student journey will look like in the age of personalization.

4. Forging of Corporate & Community Partnerships to Close Workforce Knowledge & Skill Gaps

Nearly two-thirds of employers say they struggle to hire the talent they need. There are several reasons: technology changes so fast it's hard to keep up, the most experienced and skilled workers are retiring, there's a shortage of qualified candidates in the pipeline. For colleges and universities, this is both a wake-up call and an opportunity. With such shortages, employers are less strict about college degree requirements and are motivated, potential partners for universities for co-designing courses and experiential learning programs that prepare students for highly valued roles. In this session, we will explore the value of partnerships with employers and community organizations to help prepare students for thriving careers, with expertise and skills that are in demand.

5. Higher Education's New Virtual Reality

What happens when our tried and true methods shift abruptly and involuntarily? Administrators and faculty have debated the merits of online learning for years, and now COVID-19 has forced the issue: every institution is online, at least partly and at least temporarily. How will we know if this recent mass migration online is working? Will the classroom ever go back to the way it was? What does this mean for the future of higher education? In this session we'll think through some of the foundational challenges of the new ubiquity of the virtual classroom: whether or not to re-evaluate tuition, making online learning as rich as the classroom experience, bridging systemic gaps in digital skills and access to technology, and instructional inclusivity support to connect students and instructors across learning styles and personal backgrounds.

Register Now: www.ageofpersonalization.com

Agenda

Eastern Time (ET)	Wednesday, October 28th	Thursday, October 29th	Friday, October 30th
11:00 am	**Healthcare in the Age of Personalization**	**Corporate America in the Age of Personalization**	**Higher Education in the Age of Personalization**
11:35 am ↓ 12:15 pm	**Telehealth, Digital Transformation and New Virtual Realities:** Self-directed adherence, and prevention in today's digital world	**What's Driving Today's Transformation, Technology vs People:** Business evolution in today's more personalized world	**How Must Colleges and Universities Reinvent Themselves:** Rethinking the success factors and determinants of academia success
break	Quick Center for the Arts Artistic Experience		
12:25 pm ↓ 1:05 pm	**Healthcare Leadership of the Future:** Mindset shifts, skills and strategies to navigate seismic change	**Leadership After the Coronavirus Pandemic and Social Unrest:** The shift from ruling by standardization to embracing human dignity at scale	**Leadership in Higher-Education:** A new approach to serve a more informed student who wants options
break	Quick Center for the Arts Artistic Experience		
1:15 pm ↓ 1:45 pm	**Unpacking the New Dimensions of Personalized Care:** Embracing the humanity of a person-centered approach	**Reinventing Talent Management:** The mechanics & performance metrics overhaul of today's more virtual and inclusive requirements	**Enriching the Student Experience and Their Readiness for the Future:** Exploring new methods to personalize the student journey
break	Quick Center for the Arts Artistic Experience		
1:55 pm ↓ 2:45 pm	**Healthcare's Transformation Has Reached Its Tipping Point:** Traditional standards can no longer scale and meet transformational needs	**Reimagining Corporate Strategy Where Predictability is Unknown:** Exploring new options for organic growth and strategic partnerships	**Forging of Corporate and Community Partnerships to Close Workforce Knowledge and Skill Gaps:** Co-design courses and programs that prepare students for highly valued roles
break	Quick Center for the Arts Artistic Experience		
2:55 pm ↓ 4:00 pm	**Inclusion as a Growth Strategy:** Operationalizing a personalization mindset across the organization	**The Overhaul and Restoration of Corporate America:** Today's new realities require non-traditional perspectives	**Higher Education's New Virtual Reality:** Adapting the online environment to stimulate individual evolution

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– Be a Sponsor

When you sponsor a LAOP Summit you are aligning your brand with the Movement. Associate your organization with influential C-suites and other executives across industries. As a prospective sponsor, our goal is to help your organization amplify its thought leadership not only at the event, but also through a variety of activities – before, during and after the summit.

Features/Benefits:

■ **Branding:** Logo placement on all event promotional materials (website, invitations, event signage, videos and social media).

■ **Editorial:** Exclusive post-summit articles that feature your organization's thought leadership in support of the summit objectives. These articles will be published on the summit website and will be distributed to all attendees/registrants.

■ **White Paper:** Featured brand logo placement on summit white paper that will be distributed to all summit participants (click here to see 2019 example).

■ **Speaking Opportunities:** Engage audiences and share stories on where your organization and its leaders are in the LAOP journey.

■ **LAOP Consortium:** Become a consortium advocate and participate in pre-summit online roundtables and strengthen your professional network and develop partnerships through participation in consortium meetings.

■ **Research Study:** Participate in the Fairfield University/GLLG 2020-21 research study focused on next generation readiness to excel in the corporate workplace.

■ **Showcase Career Opportunities:** Share your organization's points of view on how to lead in the age of personalization with Fairfield University students that aligns with your talent needs.

■ **LAOP Online Training:** Receive one-year access to the complete suite of LAOP online, interactive training modules for up to 100 early in career employees.

For sponsorship details, please contact Sandy at sandy@glennllopisgroup.com

About Us

GLLG is a nationally recognized workforce development and business strategy consulting firm that develops high-performance leaders, teams and cultures focused on inclusion and the power of individuality.

As markets began to shift faster and faster, it was evident that the traditional approaches to leadership and business growth simply did not work as effectively as they once did. One seismic shift became clear: it was becoming less about the business defining the individual and much more about the individual defining the business.

Based on the need for a new way for business, both from a human capital and business strategy perspective, GLLG first began consulting with corporations in 2007 and today is responsible for the Leadership in the Age of Personalization

Meet Glenn Llopis

Glenn Llopis (pronounced 'yo-pēs) helps people see and activate their full capacity – for themselves, and for the people they lead. His work has inspired a grassroots movement among executives shedding the limitations of standardization to thrive in our age of personalization.

Glenn is a Cuban-American entrepreneur, bestselling author, speaker, and senior advisor to Fortune 500 companies. He is also a contributing writer to Forbes, Harvard Business Review, and Entrepreneur Magazine. Today Glenn is the President of GLLG, a nationally recognized consulting firm that builds high-performance leaders, teams and cultures focusing on inclusion and the power of individuality to achieve growth. Through intensive coaching, scalable on-demand training, incisive proprietary assessments, and customized strategies for enterprise-wide deployment – GLLG helps leaders build systems that put ideas into action.

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