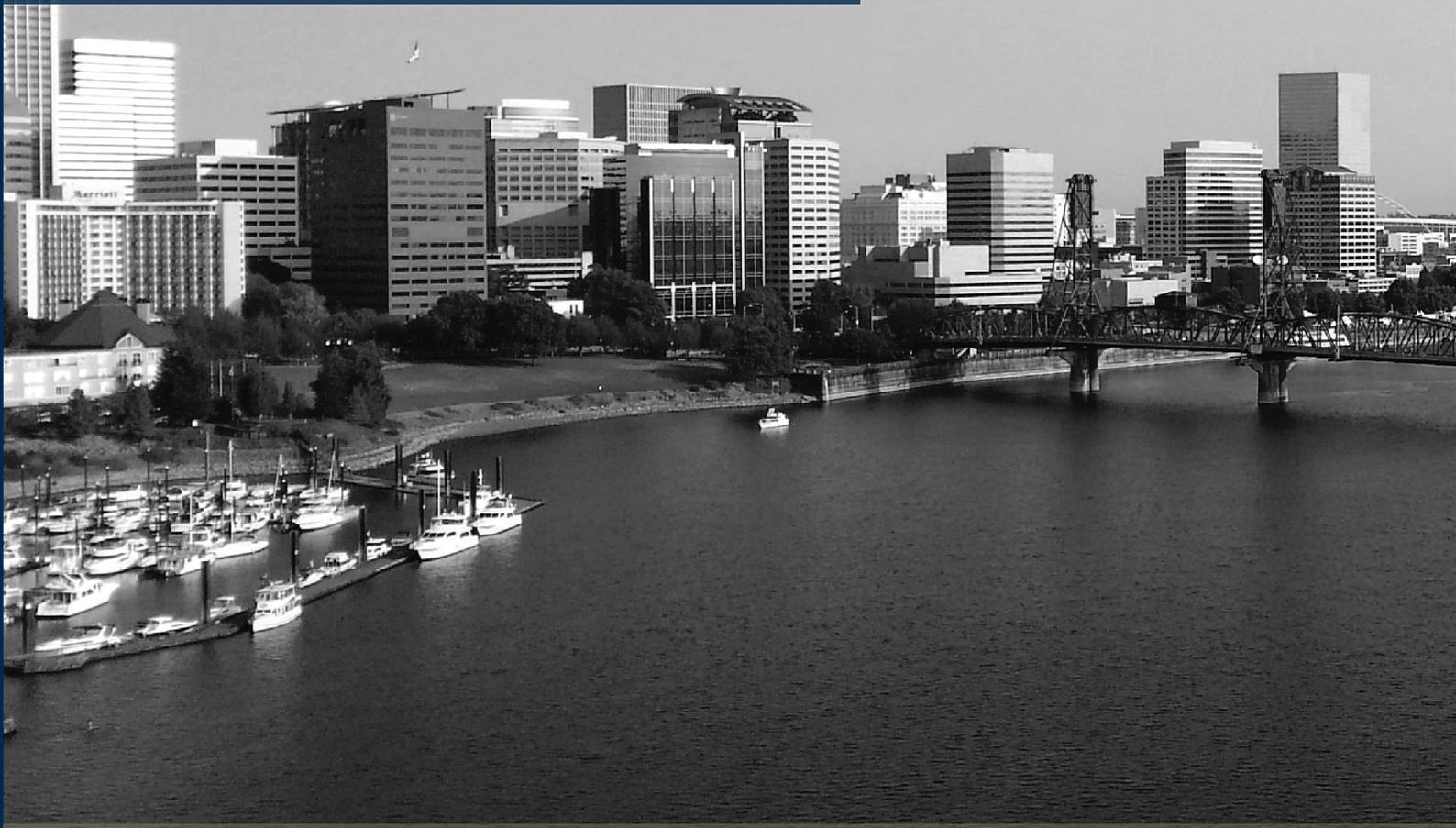


PDX EXECUTIVE FORUMS

LEADERSHIP ACADEMY

October 13 - 14, 2020

Accelerating professional development of high-potential employees who will be the leaders of tomorrow



HOSTED BY



Portland State
UNIVERSITY®

PARTNER

slalom

THE CURRICULUM

DAY 1

> 8:45AM : VIRTUAL CHECK-IN & COHORT INTRODUCTION

> 9:00AM : WELCOME COMMENTS



JOHN WHITTED

Corporate Partnerships Manager
Portland State University Center for Executive & Professional Education

> 9:15AM : SESSION 1



LEADING SUSTAINABLE CULTURE CHANGE

The only constant is change. Are we driving that change in an intentional way, or are we reactionary and pinballing from one challenge to another? In this session we take a whole systems view of organizational culture and the leverage points for leading sustainable change. Rather than aiming for an end-state, the focus is on creating the conditions for a culture of continuous improvement. This session aims to empower participants to better understand their own leadership tendencies and how they can positively affect cultural change in their workplaces.

David E. Hall, PhD
Organizational
Psychologist
Portland State University
Seed Pattern LLC

As an educator and consultant, David appreciates the opportunity to work with people towards creating better ways to live and work together. With a keen eye towards organizational culture and the factors that support and undermine collaboration, David brings expertise to the human dimensions of organizational life. He employs a whole systems approach to his work, uniting theory and practice to engage and empower people to affect change. David earned a PhD in Systems Science: Psychology and an MS in Industrial/Organizational Psychology, and is humbled daily by all he still has to learn. David is a facilitator and organizational consultant with Seed Pattern, LLC. He serves at Portland State University as an Adjunct Professor in the Systems Science Program and Psychology Department, and as a Senior Capstone Instructor for University Studies.

> 11:30AM - 12:30PM : BREAK

> 12:30PM : SESSION 2



Allison Dopp



Jess Marks

INCLUSION IN ACTION

Inclusion is made up of small actions that are taken every day. What can we do as individuals, team members, and leaders to create an inclusive work environment today and in the future? Our goal in this session will be to understand concrete actions you can take in your daily work to create a more inclusive environment, including how to:

- Show respect for diverse social identities
- Build inclusion into team norms
- Lead intentionally

Allison Dopp is an Organizational Effectiveness Consultant and Inclusion, Diversity and Equity leader at Slalom. She has worked with dozens of commercial, public sector and non-profit clients to drive change and create

high performing teams where diverse voices are heard and people can be their authentic selves.

Jess Marks is an Organizational Effectiveness Consultant at Slalom. Previously, Jess worked in the field of forced displacement and refugee resettlement, where she led an international tech-based NGO that helped displaced migrants rebuild their lives. Jess has trained rural + urban communities around the globe how to build welcoming communities, companies, and schools. Jess is passionate about building strong organizational cultures with exceptional leaders and diverse teams.

> 2:00PM : BREAK

> 2:15PM : SESSION 3



Keith Wymbs
Former Chief
Marketing Officer
Elemental AWS

STAFFING FOR GROWTH: TIPS FOR OPTIMAL HIRING DECISIONS

Keith has 25 years of business leadership experience in the high tech industry, and recently served as Chief Marketing Officer for AWS Elemental (which was acquired by Amazon in 2015). Since 2010 to his departure in 2019, Keith led the company's marketing efforts, ranging from product marketing to outbound communications and impact marketing which helps raise funding for non-profits focused on diversity and inclusion in Portland and around the world. Prior to joining Elemental, Keith led the marketing team of telco video pioneer Tut Systems which was acquired by Motorola in 2007. Earlier in his career, Keith managed a variety of growth businesses for AT&T and was a strategy consultant for PricewaterhouseCoopers. Keith earned a B.S. in engineering from Cornell University and an MBA from New York University.

> 3:15PM : SESSION 4



Joelle Maher

THINKING BEYOND YOUR ROLE TO BECOME A BETTER LEADER

Joelle Maher is a current advisor, investor and board member to several technology start ups. Joelle is the former Global EVP & President for Levi Strauss, COO for Gymboree, President & Chief Customer Office Sears, and CEO of Hanna Andersson.

Joelle has 20+ years of progressive executive leadership delivering financial performance, turnarounds, revenue, EBITDA, and customer growth in intensely competitive, rapidly changing public and PE-owned top companies from \$150MM to \$1B. Joelle was an early driver of omnichannel and ecommerce with success in transforming retail businesses into omnichannel, customer-centric global consumer brands.

> 4:15PM : DAY 1 DEBRIEF AND ADJOURN

DAY 2

> 9:00AM : SESSION 1



Stephanie Bastin-Wells
Head of Employee
Experience
Vacasa

LEADING THROUGH UNPRECEDENTED CHANGE

As head of employee experience at Vacasa, Stephanie Bastin-Wells brings a robust international track record in talent management, strategic HR Planning, leadership development, talent acquisition, and employee retention to her role. At Vacasa, Bastin-Wells leads Vacasa's global HR programming including recruiting, leadership development, training, payroll, benefits, and internal communications. She is a PSU alumna and holds current SPHR and SHRM-SCP certifications.

> 10:15AM : BREAK

> 10:30AM : SESSION 2



Jess Schuett

EXPERIENCE LED STRATEGY

Products that are developed utilizing customer insights prove to increase user adoption, decrease risk in investment and drive revenue. Identifying gaps, pain points, and opportunities to improve your customers' experience can be daunting, but a creative problem-solving tool like journey mapping can help. Learn when and how to use journey mapping in your process to align your team on what is important to the user.

**Please note this will be an interactive session that will use Miro. Please sign up for a Miro account prior to the webinar as a link to join the Miro board will be sent during the webinar.

Jess Schuett is a Service Designer at Slalom. She has over a decade of experience leading innovation strategy, design, and rapid prototyping for healthcare, retail, financial services, and public sector clients. She is passionate about utilizing design thinking to improve experiences, increase adoption of services and products, and help clients better understand their employees and customers.

> 12:00PM - 1:00PM : BREAK

> 1:00PM : SESSION 3



Sheila Murty
Executive Vice
President,
People and Culture
Tillamook County
Creamery
Association

WHAT IT MEANS TO LEAD WITH GRACE

Managerial books can sometimes fail us in times of crisis when people are searching for meaning or overwhelmed with life. Crisis reveals the true character of an organization and its leaders. While trying to regain footing, responding to the crisis and scrambling to figure out how to preserve or protect the business, we have a tremendous opportunity to demonstrate our values and lead with grace.

But what does that mean exactly? And how do we show grace for our co-workers from afar?

Grace is the act of creating an opening where you can see a life that is different than yours, and where you have empathy and compassion - an opening where people reveal more of themselves to you and feel safe to do so. We all need grace, and we need more of it now than ever.

Leading with grace is a benefit to our organizations. When people feel psychologically safe, valued and cared for both at work and in their lives, they will bring their best selves forward and give you their discretionary effort. But make no mistake, grace is an inside job - it's our role as leaders to model it, invest in it and commit to it.

Sheila Murty joined the Tillamook County Creamery Association in 2018 as executive vice president of people and culture, where she is leading a clear culture vision for an inclusive and enriching culture, strategies to achieve Tillamook's vision for a culture grounded in values, and all aspects of building a responsive and strategic HR function.

> 2:15PM - 2:30PM : BREAK

> 2:30PM : SESSION 4

THE CASE FOR DIVERSITY, EQUITY & INCLUSION WORK HAS BEEN BUILT...NOW WHAT?



Tia Coachman
Founder
Afirma Consultancy



Sarah Outlaw
Director of Human Resources
Weiden + Kennedy

> 3:30PM : CLOSING COMMENTS & ADJOURN