



Radisson Blu Aqua Hotel
221 N Columbus Dr,
Chicago, IL 60601

FRED LeadershipForum

Pre-Conference Sessions

Session A	Session B
<p>"Putting L&D at the Center of Digital Transformation" <i>Niall McKinney</i> <i>President of AVADO</i></p>	<p>"Advancing Women in the Executive Leadership Succession Pipeline" <i>TBD</i> <i>Korn Ferry</i></p>
<p>Monday, October 1 1:30 PM – 3:00 PM Baltic/Bering Room Radisson Blu Aqua Hotel</p>	<p>Monday, October 1 3:30 PM – 5:00 PM Baltic/Bering Room Radisson Blu Aqua Hotel</p>

Session A: "Putting L&D at the Center of Digital Transformation" Niall McKinney

This session focuses on the challenges faced by L&D leaders and will be based on brand-new proprietary research. After sharing exclusive data and insights, the session will include group discussion on key L&D innovations such as AI, social learning, and L&D automation.

There has never been a more important time for L&D to be at the center of a company's strategy. With rapidly changing customer needs and business models, both management and functional skills need to be consistently developed. But in many organizations, L&D teams are not perceived to be part of the solution for rapid change by the CEO and shareholders.

AVADO is carrying out a major global survey to identify why L&D is not more central to change, and what successful L&D leaders have done to change this.

We will be identifying key innovation drivers in L&D such as AI and automation. This session will give FRED members an exclusive look at our data, followed by an interactive session to share their own experiences and build takeaways based on cases and best practice.

FRED Member Takeaways:

- Info to help ensure their teams are an essential part of innovation and change initiatives in their organizations.
- More understanding of automation
- Training in agile ways of working
- Upskilling in social and digital technology
- How to include artificial intelligence into your working



After graduating from the University of Oxford, Niall started his career in brand management at Procter & Gamble. In 2000, he left to help create one of the first community websites for teenagers to chat, share

photos and message each other. It turned out that the year 2000 was too early for social media!

Instead he joined IPC Media, a division of Time Inc., where he became Marketing Director at the age of 24 and launched Europe's top selling men's magazine.

After Time Inc., he was appointed CMO of Travelocity Europe, with a seat on the European board. While overseeing a marketing team of 140, he recognized the learning curve involved in integrating digital within traditional marketing channels. In 2007 he formed The Knowledge Engineers to help organizations bridge the digital capability gap.

With offices in London, New York, Singapore and Sao Paulo, and a faculty of over 100 marketing experts globally, TKE helped leading marketing-driven organizations to integrate digital into their business.

TKE provided training for clients like Tencent, Google, Time Inc., News Corp, MTV, Mars and Disney. The company trained over 10,000 people every year in digital skills across marketing, advertising sales, strategy, and content creation. In 2016, Niall sold The Knowledge Engineers to AVADO Learning, a rapidly growing Ed-Tech business with revenues over \$100 million. He is now its President and is based in New York.

Session B: “Advancing Women in the Executive Leadership Succession Pipeline”

TBD

This session focuses on the opportunities and barriers organizations face when working to address gender imbalance in their senior leadership ranks. New research from a Korn Ferry collaboration with The Rockefeller Foundation (*Women CEOs Speak*) will be discussed, and the session will include a facilitated conversation on ways the insights can be applied by individuals and institutions, working together to drive progress.

Great leadership changes everything. And with a dearth of great leadership talent, as well substantial research connecting gender diversity at the top with heightened financial performance, innovation, productivity, and employee engagement, companies cannot afford to fail to tap into their most undervalued resource: female leaders. Yet women remain underrepresented in leadership roles on a global scale, and a look at the talent pipelines indicates the trend is shifting at a snail’s pace. Boards, investors, customers, and employees are becoming increasingly aware of the criticality of getting this right, and demanding companies address the gender gap with high-impact solutions now.

Korn Ferry, as part of a partnership with The Rockefeller Foundation’s “100 x 25” campaign—a multi-faceted effort uniting organizations to help achieve the goal of advancing 100 women to CEO at Fortune 500 companies by 2025—conducted a study on CEO succession, to see what we could learn from the journeys of the women that have successfully reached the top echelons of leadership in U.S. corporations. The study involved 57 female CEOs, and through analysis of their structured interviews and KF4D profiles, quantified common success factors: experiences, competencies, traits and drivers that enabled their progression to CEO. Understanding these remarkably consistent key indicators of women’s potential and, in turn, redefining needed individual and organizational impact factors, can help change the game for both organizations and the women who will lead them.

FRED Member Takeaways:

- Insights from the *Women CEOs Speak* research
- Stories that bring the study to life and enhance understanding
- Examples of how the learnings can and are being applied – by individuals and institutions

Presenter photo and bio forthcoming