



PROGRAM

Day 1/March 31, 2022

9:00 a.m. – 9:05 a.m. | Conference Welcome

9:05 a.m. – 10:15 a.m. | Keynote

**Leading in an era of sustainability, digitalization and near-constant change
Presented by Rebeka Kowalski, Manpower**

In this timely keynote, Manpower’s Rebekah Kowalski sheds light on how sustainability is not only doing well by doing good, but also expanding the ability to adapt and thrive in changing environments of known and unknown risks—a transformation that requires resilient, steadfast leadership. Attendees will come away from this session with a renewed understanding of:

- Near- and long-term implications of ESG (environmental, social and governance) factors
- Strategies to assess, manage and mitigate organizational risks
- Methods for effective stakeholder engagement
- Keys to strengthening leadership roles to increase resilience and agility

10:20 a.m.– 11:20 a.m. | General Session

**Intentional Leadership: Establishing your Role in a DEI Culture
Presented by ASQ’s Diversity, Equity and Inclusion Task Force**

Do you know how bias truly influences—and informs—your leadership style? This session offers insight into how to leverage DEI components to create an enterprise-wide culture that values individuality and authenticity. From identifying bias to embracing

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allyship to engaging stakeholders, attendees will have an opportunity to assess the impact of celebrating diversity within organizations and ourselves. The presentation will address:

- The foundations of diversity, equity, inclusion
- Recognizing and responding to bias and oppression
- Ensuring organizational readiness for DEI Initiatives
- Becoming an ally in DEI programs on individual and institutional levels

11:30 a.m. – 12:15 p.m. | DEI Networking Exchange

Enter a virtual networking space dedicated to sparking meaningful discussions on professional and personal development strategies, cultivating an authentic communication style, sparking essential conversations around DE&I, and practicing compassionate leadership.

12:20 p.m. – 12:50 p.m. | Midday break

1:00 p.m. – 2:00 p.m. | General Session

Ensuring Organizational Impact through Social Responsibility Presented by ASQ's Social Responsibility Technical Committee

It's more common than ever for an organization to formalize their corporate, social, and environmental responsibility practices, utilizing tools such as Baldrige, Six Sigma and the ISO 26000 standard to assess its commitment to sustainability and overall performance. Without leadership, however, these initiatives simply cannot succeed. This presentation, led by members of ASQ's Social Responsibility Technical Committee, examines the connection between social responsibility and quality, and explores standards, tools and resources that can be used to embed social responsibility principles within quality leadership practices. Attendees will discover:

- Why quality professionals must care about social responsibility
- Relevant SR standards and tools
- Keys to leadership and stakeholder engagement in the ISO 26000 standard
- Changes in corporate response/concern levels to electronic waste and other hazardous materials

2:00 p.m. – 2:45 p.m. | Social Responsibility Networking Exchange

Share your perspectives on your organization's social responsibility experiences. Has ISO 26000 been a part of your SR program? How do you define social/corporate

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responsibility? Share your successes, misses and mixed results with your peers and identify new opportunities to strengthen the connection between social responsibility and personal leadership.

2:50 p.m. – 3:50 p.m. | General Session

Making it Personal: Holistic Leadership

Presented by ASQ's Human Development & Leadership Division

Traditional leadership typically keys in on individual behavior, examining one's capabilities within the workplace. And while that approach addresses desired actions, it overlooks character traits essential to leadership, and misses to opportunity make human potential an organizational and personal priority. Enter holistic leadership: A fully faceted method of leadership that transcends actions and examines the leader as a person. This discussion emphasizes the role of human development in holistic leadership, an essential element at the heart of quality improvement. Topics include:

- Identifying leadership styles to drive a culture of quality
- Effectively delegating, motivating, and empowering
- Proactive coaching and encouragement methods
- Distinguishing leadership from management

4:00 p.m. – 4:45 p.m. | Human Development & Leadership Networking Exchange

Step into a virtual conversation centered around holistic leadership and how quality professionals can cultivate

4:45 p.m. | Conference summary and conclusion

Day 2/April 1, 2022

9:00 a.m. – 10:00 a.m. | Welcome and Opening Keynote

Intentional Leadership

Presented by Harry Hertz, Baldrige

Join Baldrige Director Emeritus Harry Hertz for a personal introspective into what it means to leave with inclusivity and resilience. Harry puts it best: I have always considered myself an inclusive leader. However, recent and needed heightened awareness of diversity, equity, and inclusion has led me to consider whether I truly am. Contributing to my ability to be inclusive was my ability to be agile and respond to changing cultural norms. However, over the last year I have learned that agile is not

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enough, one must be more than agile. Resiliency is required. How do you create a culture of equity and inclusion in your area of influence? And are you and your organization resilient? We will explore these topics during my presentation. Join us for this unique presentation!

10:10 a.m. – 10:40 a.m. | General Session

Understanding culture in your leadership development process

Presented by Jeff Veyera

Have you ever had a surefire process improvement idea at your workplace only to have it mysteriously fail late into implementation? Have you communicated—and overcommunicated—again and again a necessary change in the way your company does business, only to find the antiquated process still in place weeks, even months later? Have you ever felt you were the only person at your company who understood what the problems were and how they could be solved? And have you even questioned your own sanity when confronted with the inability of others to see it the same way? If so, you are not alone... And even better news? You are not the problem! The issue is your company's culture. This presentation crystallized the cultural alignment necessary for company and career success, with insights into:

- How to diagnose your company's culture
- How to close the gap between the culture you desire, and the everyday performance of your teammates
- Why culture fit should be the number one factor in evaluating talent and companies

10:45 a.m. – 11:15 a.m. | General Session

Facilitation: What it is, how you can achieve it, when to use it

Presented by Tracy Owens

There are many occasions when a project leader presides over a meeting or project that falls short of the desired outcomes. Facing a room full of people expecting you to guide them to results can be a source of tremendous pressure, even when you feel fully prepared as a leader. This book offers a deeper understanding of how workgroups are best managed, how a team can be guided, and how project management tools should be deployed to achieve a team's objectives. Based upon his book F-Notes: Facilitation for Quality, that he co-authored with Therese Steiner, Tracy offers several updates to traditional quality tools to better suit non-manufacturing environments, including:

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- Keys to promote quality, innovation, and effective workshop management
- Essential facilitation tools to add to one's leadership toolbox
- Sustaining success throughout a project, workshop or meeting

11:20 a.m. – 11:50 a.m. | General Session

Creating a Compelling Case for Change Management Presented by Wanda Sturm and Karen Maskell

Change management encompasses the process, tools and techniques needed to manage the people side of change to achieve the required business outcome. Change management incorporates the organizational tools that can be utilized to help individuals make successful personal transitions resulting in the adoption and realization of change. Change management is NOT communication alone; leadership is needed to successfully plan, deploy and maintain a transition. This presentation offers an in-depth review of how to effectively assess and address change within an organization and includes a change plan workbook that can be applied to any organizational CM initiative. You'll learn:

- How to create a compelling case for change
- Key communication and engagement strategies
- Tips to build a champion network
- Assessing your organization's—and your own—ability to change

11:50 a.m. – Noon | Summary and conclusion

The conference concludes with a brief recap and key takeaways you can apply to your personal and professional growth now and in the future.