

Nordic Workplace Evolution Summit 2018

Workplace strategy & Digital transformation
– Best Practices of Scandinavia

SCANDIC COPENHAGEN
4TH OF DECEMBER 2018



MODERATOR:



Karin Ståhl
Partner & Co-Founder
GoToWork

KEY-NOTE SPEAKERS:



Jeffrey Scott Saunders
Director
Copenhagen Institute for
Future Studies



Nana Bule
COO & CMO
Microsoft Denmark

SPEAKERS:



Anders Boustedt
IT-Strategist
Varbergs kommun



Per-Arne Nilsen
Head of Robotics
Process Automation
Telia Norway



Marianne Csirmaz Stenerud
Culture Director
Eidsiva Broadband



Christoffer Hovde
Global People Movement Lead
Telia Company



Pia L. Stider
Senior Consultant
(former HR-Strategist
Försäkringskassan)
UClarify



Staffan André
Head of Real Estate
SEB

LEARNING POINTS:

Activity Based Workplace strategy
– challenges, pitfalls and success factors

Building an **agile company culture**

Digital over Physical: Leadership, Strategy &
Communication of tomorrow

Collaboration and technology that unite your
organisation

Flexible workplace strategies based on the
individual needs

Robotics and Automation that increase
productivity, engagement and job satisfaction

TUESDAY 4TH OF DECEMBER

08:30 **Registration and coffee**

09:00 **The Moderator opens the conference**



Karin Ståhl
Partner & Co-Founder
GoToWork

Karin has extensive experience in workplace strategy projects. She is passionate about creating and develop effective workplaces for many different types of organizations in the public and private sectors.

EXPERT PRESENTATION – DENMARK

09:05 **An International outlook – Workplace strategies and trends**

- The most influential international workplace trends and how they effect the way we work and operate
- Examples of Organisational Workplace strategies – their strength and weaknesses
- How are employees involved and engaged in various workplace strategies?
- How Is the wellbeing of employees affected by a new more flexible way of working?



Jeffrey Scott Saunders
Director
Copenhagen Institute for Future Studies (CIFS)

CIFS is a non-profit organisation which is through comprehensive research creating awareness of the future and highlighting its importance to the present. Jeffrey has extensive experience in working with strategic Workplace projects. In his speech, he will give the delegates an insight into present and future workplace strategies and trends.

CASE STUDY – SWEDEN

10:00 **How Varberg´s kommun have planned and implemented a digital transformation strategy**

- Why we changed and transformed the way we work and how we planned it
- How we have planned the digital transformation journey
- How we engage and involve members of staff in the change process and have everyone on board
- How we empower employees and give them autonomy to think creatively and solve problems
- Challenges, pitfalls and success factors



Anders Boustedt
IT Strategist
Varberg Municipality

Anders has been project managing the digital transformation projects across the municipality. During his speech he will be sharing the challenges and success factors they have experienced in the digital transformation process and how they engage and empower employees.

10:45 **Morning coffee and networking**

CASE STUDY – NORWAY

11:25 **How you can create an innovative company culture and increase productivity, quality and job satisfaction**

- How to successfully plan and implement an innovative company culture
- Getting everyone on board – Involving and engaging your employees a key success in the transformation process



Christoffer Hovde
Global People Movement Lead
Telia Company

Christoffer has extensive experience in creating innovative organizations where employees are actively involved and engaged in the growth of the organization. During his part of the speech he will share information on how Telia has created an innovative company culture.

How to effectively introduce and use Robotics and Process Automation (RPA) in an office environment

- How to effectively plan the introduction of RPA into the organization
- How RPA can increase not only Productivity but also Job Satisfaction, Quality, Agility, Employee Engagement and Wellbeing
- Challenges, pitfalls and success factors



Per-Arne Nilsen
Head of Robotics
Telia Norway

Per-Arne has extensive experience in introducing RPA into an office environment. During his part of the speech he will share information on how Telia has introduced Robotics Process Automation and how it can affect productivity and job satisfaction.

12:10 **Lunch, matchmaking and networking**

CASE STUDY – DENMARK

13:10 **Digital Transformation in the workplace**

- How do Nordic private- and public-sector organizations address Digital Transformation?
- How do we empower employees to drive the transformation?
- How will digitalization and organizational transformation change How, Where and When we work now and in the future?
- Emerging Digital Workplace Technologies – will they enable you to achieve your goals?



Nana Bule
COO & CMO
Microsoft Denmark

Nana will be presenting the latest research findings from the "Digital Transformation Report, which is a benchmark study of Nordic organizations – commissioned by Microsoft. Furthermore, Nana will also give examples of how public- and private sector organizations can use digital technology to engage and empower employees in order to drive innovation and transformation.

CASE STUDY – NORWAY

14:05 How Eidsiva broadband has planned and implemented an Activity Based Workplace strategy

- The reasons behind why we decided to change the way we work
- Our ABW journey – overcoming the resistance to change old working patterns and methods
- How we have changed the company culture to become more agile, innovative and productive and open to continuous change
- How we have continuously measured the effects of the introduction of an ABW strategy
- So you think you work activity based? So you are done building – what now?
- How and why we plan to use ABW as a key part in the way we work in the future



Marianne Csirmaz Steinsrud
Culture Director
Eidsiva bredbånd A/S

Marianne has worked as the Culture Director at Eidsiva since 2014 and has been actively involved in the ABW journey that the company has gone through. During her speech she will be sharing the challenges, pitfall and success factors they have experienced during their journey. Eidsiva broadband is a Norwegian broadband supplier which started their ABW journey in 2013.

14:50 Afternoon coffee and networking

CASE STUDY – SWEDEN & THE BALTICS

15:30 How you adjust the workplace strategy according to the specific needs of individual departments, units or offices – the SEB approach to workplace strategies

- How SEB have adopted a flexible approach regarding which workplace strategy to use depending upon the need and demand of each individual department and office
- How you can create smart workplaces which are contributing to increased productivity and job satisfaction
- How the physical office space can be used as a strategic tool in the business
- Challenges, pitfalls and success factors when implementing new ways of working



Staffan André
Head of Real Estate
SEB

Staffan has extensive experience in Facility Management and has been involved in various workplace projects across the Baltic and Nordic region. During his speech he will be sharing how SEB has chosen not to pick an overall workplace strategy across the board, rather how they have implemented strategies which are based upon the various needs of different departments and offices.

CASE STUDY – SWEDEN

16:15 Challenges and opportunities when introducing an Activity Based Workplace (ABW) strategy

- How to collaborate across IT, HR and other departments when planning and introducing a new ABW approach into a large organization
- How can you involve and engage employees in the ABW transformation?
- Which challenges, and pit falls may arise when you launch ABW and how have we handled them?
- If we look back, would we have done anything differently when introducing ABW? – tips and advice



Pia L. Stider
Senior Consultant (former HR Strategist at
Försäkringskassan)
UClarity AB

Pia has been actively involved in the introduction of ABW at Försäkringskassan (FK), one of the first ABW introductions into a Public-sector organization in Sweden. During her speech, she will share FKs experience from conception to introduction of ABW. You will be given examples of success but also the challenges and pitfalls FK came across during their ABW journey.

17:00 The moderator summarizes the conference

17:05 The conference ends

After work snacks & drinks – Mingle and network with colleagues and service providers



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Conference venue

Scandic Copenhagen, Vester Søgade 6, Copenhagen. Phone: +45 (0)33 14 35 35

Accommodation/Hotel

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EXAMPLES OF OTHER UPCOMING EVENTS

BENELUX WORKPLACE EVOLUTION SUMMIT 2018

– Digital & Organizational Transformation

October, Amsterdam, The Netherlands

DACH WORKPLACE EVOLUTION SUMMIT 2018

– Digital & Organizational Transformation

December, Berlin, Germany

NORDIC WORKPLACE EVOLUTION SUMMIT 2018

– Digital & Organizational Transformation

4-5 December, Copenhagen, Denmark

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