

## Theory, Practice, Inspiration, and Insights

April 30<sup>th</sup> — May 2<sup>nd</sup>, 2013  
Denver, CO

On Monday, April 29<sup>th</sup>  
we also offer:

### Pre-Conference Workshop:

#### Designing for Agility: A 7-Step Process™

Kathy Molloy &  
Dr. Craig McGee

A 1-day version of  
ODF's 3-day workshop  
(\$495)

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### Change Clinic: Why Management is Dispensable

Niels Pflaeging  
MetaManagement Group  
& BetaCodex Network

will lead a very thought  
provoking session  
(\$495)

The challenges inherent in today's **V**olatile, **U**ncertain, **C**omplex, and **A**mbiguous (**VUCA**) world require agile, resilient ways of organizing and interacting; organizations & networks able to attend simultaneously to the conflicting needs of managing for growth & performance, while managing for adaptation.

The 2013 ODF conference will examine current trends in designing more resilient, sustainable organizations & the implications for:

- Organization structure
- Organization design principles and tools
- Organization design capabilities
- Work processes
- Leadership & management processes
- Culture

### Registration Fee - \$1895

\$495 Student Registration Fee

Visit our registration page to see other opportunities to save!

- ◆ **Andrew Zolli** - An acclaimed leader in the fields of global foresight, social innovation and resilience. He serves as Curator and Executive Director of PopTech, a global innovation network
- ◆ **Amy Kates** - Managing Partner of Kates Kesler & co-author of *Leading Organization Design: How to Make the Organization Design Decisions to Drive the Results You Want*.
- ◆ **Dr. Richard McDermott** - A leading author and consultant on designing knowledge organizations. He is one of the founding thinkers on communities of practice and co-author of *Cultivating Communities*.
- ◆ **Dr. Sue Mohrman** - Sr. Research Scientist & Co-Faculty Director of the Certificate Program in Organization Design at the Center for Effective Organizations, and of CEO's research programs on Sustainable Effectiveness. Her research is in the areas of organization design and effectiveness, and is author/editor of 25 books.

... having recently attended another national conference, I will tell you that my experience with ODF has been stellar in the past and I look forward to participating this year as well.

For more details and to register, please visit  
**www.OrganizationDesignForum.org**  
or contact our administrator at  
info@organizationdesignforum.org or 602.510.9105

## Theory, Practice, Inspiration, and Insights

**April 30<sup>th</sup> — May 2<sup>nd</sup>, 2013**  
**Denver, CO**

**Where:**  
Warwick Denver Hotel  
800.525.2888



### **Our Mission:**

ODF builds & advances the community, practice, and leadership of the field of Organization Design and its strategic role in the connectivity to other disciplines.

### **Our Vision:**

To be the int'l community that connects, convenes & creates innovative and leading edge thinking where theory and practice come together to advance organizations thru design.

### **We offer opportunities for:**

- sharing, & testing new concepts/ideas and showcasing innovative work
- engaging with leading internal and external practitioners
- pursuing and testing effective and innovative theories, practices, and learning experiences
- access to org design tools, techniques, and learning resources
- networking

### **T.E.D. Talks by ODF's Advisory Board members:**

- ♦ **Dick Axelrod:** Innovator of The Conference Model®, a methodology for developing strategy & implementing change, & author of *Terms of Engagement: Changing the Way We Change Organizations*
- ♦ **Jay Galbraith:** an internationally recognized expert on global organization design, creator of the Star Model™, & author of numerous books on organization design, including his latest, *Designing Matrix Organizations that Actually Work*
- ♦ **Stu Winby:** Founder & Executive Managing Partner of Sapience Organization Consulting, a strategic innovation firm & former head of OD for HP, with expertise in strategy innovation, management of innovation, & organizational strategy and design

### **Practitioner T.E.D. Talks (organization design case studies) at:**

- ♦ **METLIFE:** Tom Jasinski, VP, Head of Global Organization Design and Change
- ♦ **MICROSOFT I.T.:** Andrew Osten, Director, Microsoft Corporation & Christina Maiers, Slalom Consulting

### **Concurrent sessions where colleagues will showcase their work include:**

- ♦ *Designing Virtual Teams Across the R&D Innovation Continuum* | Betty Barrett, Douglas Austrom, Betsy Merck, Bert Painter, Pam Posey and Ram Tenkasi
- ♦ *Engaged Strategy: Re-conceptualizing How Strategy is Formulated in a VUCA Challenged Organization* | Julie Williamson
- ♦ *Keeping on Track: A Strategy for 21st Century Health Care* | Stefano Bini & Lysha Albright
- ♦ *Organizational Patterns of Highly Productive Teams: Lessons from the Minefield of Software Development* | Neil B. Harrison
- ♦ *Three Structures of an Organization: Why functions, divisions, org charts, matrix and line organization are unnecessary evils. How to design for complexity. How to re-define leadership and change for this century* | Niels Pflaeging
- ♦ *What Agile Software Development Means for Organization Design* | Diana Larsen & Evan Leonard

For more details and to register, please visit  
**[www.OrganizationDesignForum.org](http://www.OrganizationDesignForum.org)**  
or contact our administrator at  
[info@organizationdesignforum.org](mailto:info@organizationdesignforum.org) or 602.510.9105