

# DESIGNING FOR PURPOSE. ORGANIZING BY DESIGN.



CALIFORNIA 2015

Join us for a multi-disciplinary conversation and learning experience on creative ways to address today's organization design challenges, such as boundary-crossing partnerships, global teams, multi-level customer networks, flexible workforce arrangements, generational shifts, big data, and rapid advances in technology.

During **'Designing for Purpose. Organizing by Design'** business leaders, practitioners, and researchers will explore the intersection of cutting-edge design thinking and innovations in organization design and development. We will explore what it means to use purposeful design and engagement to increase the fit of strategy, structure, people, and processes.

**WHEN:** April 21 – 23, 2015

**WHERE:** Silicon Valley in northern California  
The Domain Hotel  
1085 East El Camino Real  
Sunnyvale, CA 94087  
408.247.0800  
Rate of \$189/nt

**FEES:** Registration \$1895  
Early registration discounted to \$1095,  
available until 12/31/14  
Student Registration \$495

**WHO WE ARE:** For the past 25 years . . . **Organization Design Forum** is an association of practitioners intent on sharing knowledge, creating community and promoting excellence in practice to help organizations around the world be effective, successful and inspiring places to work.

## KEYNOTES:

**Stu Winby** – Founder and CEO of Spring, a socio-technical and experience design firm and also Managing Partner of Innovation Point, a strategic innovation firm.

**Owen Rogers** – Partner and senior design leader with IDEO working to develop high-impact brand and business strategies.

**Neil Grimmer** – An innovative business leader, is co-founder and CEO of Plum, PBC, a leading organic kids' nutrition company.

**Amy Kates & Greg Kessler** – Managing Partners of KatesKessler Organization Consulting, an organization design and talent strategy firm.

**CONCURRENT** sessions will be run emphasizing our theme with a focus on academics, practice, or future trends.

## PRE-CONFERENCE OFFERINGS WILL BE HELD ON APRIL 20TH INCLUDING:

*Designing for Agility™: A 7-Step Process*  
(condensed 1-day offering)

*Holacracy® Taster Workshop: Self-Organizing, Scalable and Refreshingly Focused on Unleashing Genius*

## FOR MORE INFORMATION:

[www.organizationdesignforum.org](http://www.organizationdesignforum.org)

Contact the ODF Administrator at  
[info@organizationdesignforum.org](mailto:info@organizationdesignforum.org)  
or call (602) 510-9105