



Designing Adaptable Organisations for Tomorrow's Challenges

THURSDAY 22 MARCH | AMSTERDAM | EUROPEAN MASTERCLASS

The rise of the digital economy has resulted in a fundamental shift in business models across industries, leading to many organisations having to reinvent themselves. For many industries, delivering solutions enabled by digital technology is not just a strategic option, but a requirement of survival.

This forthcoming CRF masterclass will explore how we need to design our organisations to remain competitive in the face of fast-changing business models and disruptive emerging competitors.

Using case studies to illustrate the decisions that organisations have taken in response to today's challenges, the session will take delegates through an interactive session which explores the latest thinking in organisation design.

WHY ATTEND?

Book your place at this European masterclass and benefit from:

- the opportunity to explore the latest thinking in organisation design
- access to top speakers and experts in the field to help you incorporate a flexible structure within the business, ready to respond to any new business challenges
- practical case studies from organisations who have implemented successful organisational design frameworks
- a day of formal and informal peer-to-peer networking, where you can build valuable connections and explore how other companies are handling disruption within their organisations and sectors.

The masterclass offers a great opportunity to reflect on current organisational practices and explore new ideas based on academic research and practical insights from other HR leaders.

REGISTRATION

CRF International members qualify for two places as part of their annual membership (excluding travel and accommodation). To register for this event please contact Kelsey Roberts on +44 (0) 20 3457 2640 or at kelsey@crforum.co.uk.

DATE

Thursday 22nd March
09.00 – 16.00

VENUE

Hotel Okura Amsterdam
Ferdinand Bolstraat 333
1072 LH Amsterdam
The Netherlands

"CRF seems to get it consistently right about what the key topics are, that we as HR professionals are wrestling with. In my opinion, their research papers are highly relevant and valuable and the conferences attract people at the highest level in HR. Their European arm is also proving to be a useful networking forum for like-minded individuals."

JENNIFER MONON, SENIOR HR DIRECTOR, ING

THE SPEAKERS



Amy Kates consults widely and contributes to programmes at Denmark's Executive School of Business, Ashridge Executive Education and Cornell University, and is a

Resource Partner at the Marshall School of Business, USC. She has written widely with Greg Kesler and others, including Jay Galbraith and Diane Downey. She is a past editor of *People and Strategy*.



Greg Kesler has led global company redesign projects in a variety of sectors and consults widely with CEOs and leadership teams on global organisational design

and activation. He has contributed to numerous books and journals and, with Amy Kates, co-authored *Building Organisation Design: Five Ways to Activate a Global Operation Model*.

ABOUT CRF

Corporate Research Forum's (CRF) purpose is to increase the effectiveness of the HR function in order to drive sustained organisational performance, through developing the capability of HR professionals.

With a network of over 200 leading organisations, including 40% of the FTSE 100, CRF continues to grow as the respected focal point and knowledge source for improving corporate and individual performance.

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