



## HR LEADERS' FORUM: BUILDING PURPOSEFUL ORGANISATIONS – AGENDA

TIME	SESSION	SPEAKER
09:00	Registration	
09:30	Welcome and table introduction	Richard Hargreaves
09:50	Framing of the day and CRF model	John Whelan
10:10	New Mindsets for Leading HR	Fredrik Schuller
11:10	Morning coffee break	
11:30	Case Study 1: Ericsson	Selina Millstam
11:50	Aligning Your Employee Experience with Your Brand	Amy Sawbridge
13:00	Lunch	
14:00	The Power of Purpose in the Changing World of Work	Alyson Meister
15:30	Key takeaways and event wrap up	John Whelan & Sally Brand
15:45	End of Day	

**Alyson Meister** Professor of Leadership and Organizational Behavior, IMD Business School  
Having lived and worked in North and South America, Europe, Asia, and Australia, Professor Meister specializes in leading diversity and change, managing evolving and boundaryless career trajectories, and supporting organizations to cultivate globally-minded, adaptive, and resilient leaders. She has spent the large part of her career in executive education and leadership development and has engaged with clients across a broad range of industries from mining to not-for-profit.

**Amy Sawbridge** Employer Brand Consultant

After ten years as part of the Virgin Group, Amy now works freelance with companies helping to define what their brand stands for as an employer, and embed that through their employee experience. Passionate about creating consistent and authentic experiences, bridging the gap that often exists between the People function and Brand and Marketing, Amy has worked in a range of sectors: aviation, fashion, healthcare, telecoms, banking and non-profit.

**Fredrik Schuller** Executive Vice President, Head of BTS West and South US

Fredrik began his career at BTS in 2004 and has innovated many of BTS' core services, developed and led some of BTS' largest customer relationships and led one of its largest units: The Western and Southern US region. Fredrik is now a member of the European leadership team with special focus on the Nordics region, global Oil and Gas vertical, and BTS digital services. Fredrik has worked with leaders and executives at many of Silicon Valley's fastest-growing tech companies and the world's largest Oil and Gas Majors.

**John Whelan MBE** Director, Corporate Research Forum

Formerly HR Director of BAE Systems in the UK, the FTSE 100 defence, security, and aerospace company, John's experience and strengths lie in business and HR Transformation, Organisation Development and Employee Relations. John led programmes to develop the capability of the HR function, creating a strong Business Partnering approach, backed up with deep expertise. He also led Leadership Development for BAE, putting in place a suite of innovative experiential learning programmes for senior leadership. Prior to joining BAE, he held a variety of HR roles in Technology businesses in Telecommunications, semi-conductor, and Space, including Matra Marconi Space where he was HR Director for the UK and, latterly, Group HRD.