

LEADERSHIP IN THE AGE OF PERSONALIZATION®

Summit
October 9, 2019
Huntington Beach, California



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**As a society, we are more diverse than ever.
We are more informed than ever.
We are aware of and proud of our individuality.**

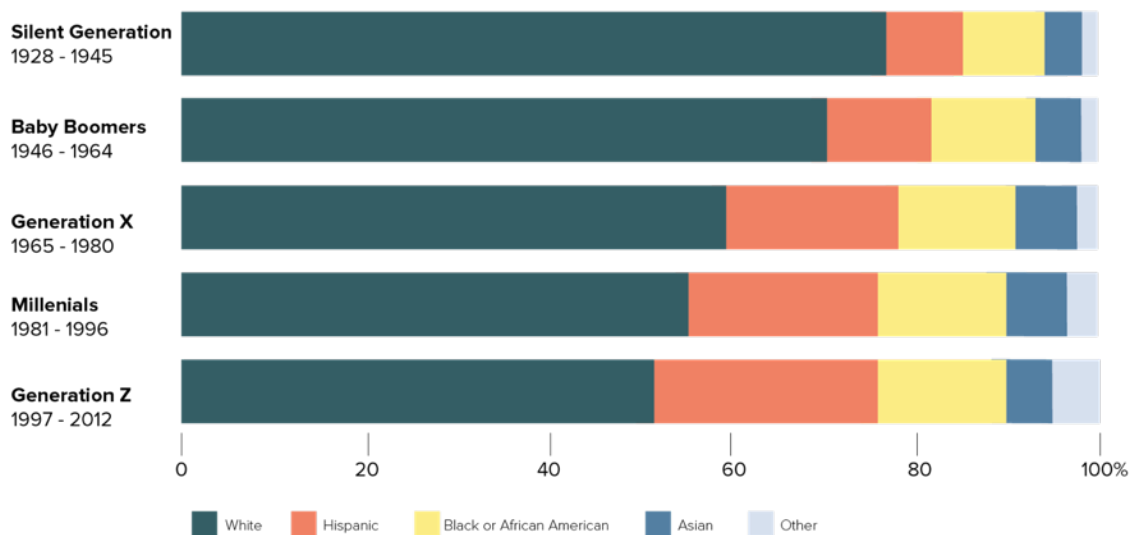
One person might be a millennial. But she is also an introvert, a morning person, a trained economist, a city-dweller, a high-potential employee.

She might specialize in seeing the big picture and anticipating roadblocks, while someone else with the same credentials and title specializes in meticulously plotting the day-to-day path to a project's success.

Every single one of your employees and customers is a unique mix of strengths, expertise and preferences.



As a workforce we are more diverse than ever, and as individuals we want to influence our workplace and the marketplace in our own way:



Source: Estimated Living Population, as of July 2018. Census Bureau.
Adapted from: "Gen Z is coming to your Office. Get Ready to Adapt" – Wall Street Journal

We need to operate faster, smarter and more strategically.

Today's new realities in the workplace and marketplace require us to better understand and appreciate non-traditional methods and perspectives as personalization forces us to reinvent the ways we think, work and lead.

We are moving from an age of standardization to an age of personalization:

In standardization, the business defines the individual. We're told what to do inside the box we're given. Progress toward the company mission is what matters and is measured. We protect our functions and work within our silos.

In our new age of personalization, the individual defines the business. Our individual capacities should be elevated and activated, so we can influence the business. Progress toward individual impact and legacy should be what matters and is measured. We must value and seek interdependence across the enterprise.

Adapt, or lose relevance as a place to work or a place to buy from.

Corporate strategies were not designed to handle mass variance in people. We still need standardization, but the age of personalization is forcing us to rethink what those standards are so we can better lead our employees and serve our customers. Without this mindset, we can't reclaim sustainable, organic growth.

Welcome to the Age of Personalization

The Summit Experience

Share insights and learn from others in this cross-industry, executive level, invitation-only summit.

During this intensive 1-day summit, senior leaders from industries spanning healthcare, automotive, finance, consumer packaged goods, retail and more, will explore how personalization impacts the future of their business and what it means for how they lead innovation, strategy and people.

Connect with leaders from other industries and create systems for making sure the organization is welcoming at every level to every individual. Collectively, we will discuss how to:

- Build an organizational culture where employees can most authentically contribute and lead to inspire thousands of employees to grow and evolve together.
- Achieve your mandate to produce more, sell more, gain more market share, and keep investors happy.
- Meet individualized healthcare needs of people – as health systems, providers or even as large employers.
- Shape and market products and services to strengthen humanity and the communities around us.
- Eliminate the silos in your organization and develop a healthy, high-performance and inclusive workplace where leaders and teams collaborate and respect one another.

Topics for Discussion

1. Welcome to the Age of Personalization

Organizations are experiencing tension because we're stuck between an age of standardization and our new age of personalization. But individuals are no longer inclined to hide their diversity or feel pressured to fit into the standardized version of mainstream. We want to influence our workplace and the marketplace in our own way. How do we lead in this age of personalization?

2. Diversity Puts Us in Boxes, Inclusion Lets Us Be Human

In our global enterprises, employees and customers span multiple countries, languages, generations, cultures and socioeconomic backgrounds. How do we turn our varied workforces into inclusive environments that maximize individual capacity?

3. How Wall Street Feels About Personalization

A lifetime of standardization has minimized our freedom and made us frustrated and exhausted. Where do we go from here? How can we reclaim time and free ourselves from those unnecessary limits?

4. What Does the Age of Personalization Really Mean?

Researchers can now go beyond our chronological age to give us insight into our biological age – the age at which our body is functioning. What can we know about ourselves as a result? And what should we do with that insight?

5. From Brand Identity to Individual Identities

Building relationships with has never been more challenging, with so much competition for their attention. People want to identify with a brand whose products and services give their business or life meaning and significance. But how do you build that kind of relationship with millions of people around the world?

6. From Mission to Contribution

Every organization has a mission/vision/value statement and employees will buy into it on the surface because there is no freedom not to. Employees may join the organization because they share the mission, or they might just need a job. But why should that matter, if what they really want is to contribute?

7. From Results to Methods: A Healthcare Perspective on Personalization

The healthcare industry is evolving from a volume-based, fee-for-service model to a value-based model that rewards them for providing a better, personalized experience for patients, employees and communities – while managing costs efficiently. What can we learn from their experiences so far?

8. All Employers Are in the Business of Health

Large employers have tremendous ability to impact the health of individuals, communities and society as a whole – physical health financial health; and societal health. These factors can have just as much impact on a person's health as genetics. What can leaders in non-healthcare industries learn from healthcare about how to consider the whole person when setting organizational priorities in terms of physical health, financial health and mental health?

Are you...?

- *Ready* to evolve from standardization to personalization – and lead your organization into the future?
- *Curious* to connect with leaders from other industries who are learning to create systems for making sure the organization is welcoming at every level to every individual?
- *Eager* to prepare your organization to be ready for Gen Z?
A generation more diverse, personalized and informed than ever, just beginning to enter the workforce, and already with buying power exceeding \$500 billion.
- *Uncertain* about the current role of Diversity and Inclusion and where it should belong in your organization?
- *Frustrated* about traditional standards becoming liabilities to progress and growth?
- *Willing* to simplify processes, systems and strategies for growth?

Through authentic, vulnerable and transparent conversations, hidden truths will be disclosed and a path towards new beginnings will be unveiled.

We're all on this journey together.

Join Us!





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Paséa Hotel & Spa | Huntington Beach, CA





About Glenn Llopis

Glenn Llopis (pronounced 'yo-pes) is the Chairman of the Glenn Llopis Group (GLLG), a nationally recognized workforce development and business strategy consulting firm. A bestselling author of the books *The Innovation Mentality* and *Earning Serendipity*, Glenn has more than 25 years' experience as an executive and entrepreneur. He is a senior advisor and speaker to Fortune 500 companies and organizations in retail, consumer packaged goods, healthcare and beyond. In 2019, he will be introducing his forthcoming book, *Leadership in the Age of Personalization*.

Glenn is a contributing writer to Forbes, Harvard Business Review, Entrepreneur Magazine and Huffington Post. He was recognized as a top 20 influential writer at Forbes and a top 100 leadership speaker and business thinker by Inc. Magazine. His writings, speaking engagements, and consulting assignments focus on operationalizing and leading growth in the age of personalization.

Learn more at www.glennllopis.com

Contact Us

For more information regarding Summit sponsorship, please contact Sandy Sickler, Director of Client Relations at sandy@glennllopisgroup.com or at 949-842-6204.

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*Building high performance leaders, teams and cultures
focusing on inclusion and the power of individuality.*