



Barcelona I International  
Corporate Universities Forum  
September 27-28, 2010

# Program

## Barcelona September 27-28, 2010



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## Corporate Universities: Today and Tomorrow

The "I International Corporate Universities Forum" (ICUF) is the essential **meeting point in Barcelona** for top-level strategy and executive education **managers from companies from around the world**.

ICUF is a two days conference, led by experts in the field, designed for **discussing the strategic role of Corporate Universities and their recent and future evolution**.

ICUF is addressed to **senior managers of multinational corporations** who are in charge of the **strategy and management of executive education**. Attendees will share and analyze current models and trends, and reflect upon ways by which corporate universities can boost the strategic changes that help to create value in their organizations.

ICUF's participative approach ensures **networking** among attendees and peer-to-peer **knowledge and experience exchange**. The assistants to ICUF will obtain useful **information and conclusions** which will be **clear, practical and easy to implement** within their organizations.



**Location first day**

**Casa Llotja de Mar**, corporate headquarters of the **Official Chamber of Commerce, Industry and Shipping of Barcelona**, is a neo-classic national historic and artistic monument. From its origins, it has been the **center of commerce of Barcelona** and by extension, of Catalonia.



**Location second day**

The Telefonica **corporate university campus** located near Barcelona. With **capacity for more than 150 people** has an extension of 18.000m2 and **26 meeting rooms** with different capacities and with the latest technology for management education.

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Monday September 27th 2010	
Leading change and the role of Corporate Universities	
09:00	Registration and welcome coffee
09:30	Opening session
Leading change	
10:00	<p><b>Leadership in turbulent times</b>  <b>Brian Bacon</b> from the “Oxford Leadership Academy” will explain the main tools and techniques business leaders need for focusing on the right things. Listening to Brian will help people deal with the complex transformational challenges their organizations are facing.</p>
11:00	Coffee break
11:30	<p><b>Leading change: How companies must initiate transformation efforts</b>  <b>Participants:</b> Executive Committee &amp; Board members from MNC's            - Mr. Antonio Gallart, Chief Corporate Officer. Gas Natural Fenosa            - Ms. Sylvie Dangelser, HR Learning for development Corporate Director. L'Oréal            - Mr. Gregorio Villalabeitia, Board member of <i>Telefónica</i> and president of the Board of <i>Universitas Telefónica</i>  <b>Moderator:</b> Prof. Alfons Sauquet, Dean of ESADE Business School</p>
13:00	Lunch sponsored by 
14:15	Barcelona, the city for Corporate Universities
The models and roles of Corporate Universities	
15:00	<p><b>How Companies must prepare now for the 2020 Workplace</b>  <b>Jeanne Meister</b> from “The Future Workplace” will share how forward-thinking companies are creating competitive advantage by re-imagining their learning &amp; development practices and reinventing their corporate universities.  <b>Facilitator:</b> Prof. Mike Rosenberg, IESE Business School</p>
16:15	Coffee break
16:45	<p><b>Corporate University models</b> (collaborative universities, innovative partnerships) and their <b>role in leading change.</b>  <b>Participants:</b>            - Mr. David Jestaz, Corporate University Director. EDF            - Mr. Jose Angel Fernandez Izard, Corporate University Director. Gas Natural Fenosa            - Mr. Julio Rodríguez, Executive VP Power Business and EMEAS Division for Schneider Electric            - Mr. Jan Ginneberge, Executive Advisor Learning and Development            - Mr. Gordon Shenton, Quality accreditation for Corporate Universities CLIP. EFMD  <b>Moderation:</b> Mr. David Parcerisas, President EADA</p>
18:00	Break
18:15	<p><b>How extraordinary leaders double profits:</b> decoding leadership trends to discover patterns            Keynote presentation by <b>Robert Sherwin</b>, from “Zenger &amp; Folkman”  <b>Facilitator:</b> Mr. Pablo Riera, Grupo P&amp;A, also presenting the results of “<i>Extraordinary Leaders Research 2008-2010</i>”</p>
19:15	Transportation to dinner
20:00	Dinner sponsored by 

Tuesday September 28th 2010					
Corporate Universities: challenges and future trends					
08:30	Transportation to Universitat Telefónica Campus				
09:30	Welcome to Universitat Telefónica by Juan Rovira, Head of Universitat Telefónica				
Challenges and future trends					
10:00 	<p><b>Update on Corporate University trends</b>  <b>Alfons Cornella</b> from “Infonomia” will describe the upward trends on Corporate Universities and will help people identify some of challenges they will encounter.</p>				
10:30	Coffee break				
11:00	<p style="text-align: center;"><b>Breakout sessions</b> in small groups featuring interactive lectures, workshops and discussion forums that will define <b>future challenges</b> and how to deal with them</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="text-align: center; padding: 10px;">  </td> <td style="text-align: center; padding: 10px;">  </td> </tr> <tr> <td style="text-align: center; padding: 10px;"> <p><b>Innovative ways to create impact learning</b></p> <p>How to develop high impact learning experiences that will have high impact on both the managers’ development and business results.</p> <p><b>Participants:</b></p> <ul style="list-style-type: none"> <li>- Mrs. Marijke Dekker, Vicepresident Cap Gemini</li> <li>- Mrs. Rossitsa Tsoleva, Leadership College Program Director, Group Danone</li> <li>- Mr. Luis Hermosilla, Head of Learning Solutions, Nokia-Siemens Networks</li> </ul> <p><b>Moderation:</b> Prof. Luis Vives, ESADE Business School</p> </td> <td style="text-align: center; padding: 10px;"> <p><b>Coaching in the 21<sup>st</sup> Century: From Manager to Coach</b></p> <p>How to overcome the main challenges experienced by managers when trying to become real coaches of their collaborators.</p> <p><b>Participants:</b></p> <ul style="list-style-type: none"> <li>- Mr. Pedro Heras, Director of HR, Repsol Portugal</li> <li>- Mr. Sergi Garcia, VP of HR, Sony Europe</li> </ul> <p><b>Moderation:</b> Prof. Pablo Cardona, IESE Business School</p> </td> </tr> </table>			<p><b>Innovative ways to create impact learning</b></p> <p>How to develop high impact learning experiences that will have high impact on both the managers’ development and business results.</p> <p><b>Participants:</b></p> <ul style="list-style-type: none"> <li>- Mrs. Marijke Dekker, Vicepresident Cap Gemini</li> <li>- Mrs. Rossitsa Tsoleva, Leadership College Program Director, Group Danone</li> <li>- Mr. Luis Hermosilla, Head of Learning Solutions, Nokia-Siemens Networks</li> </ul> <p><b>Moderation:</b> Prof. Luis Vives, ESADE Business School</p>	<p><b>Coaching in the 21<sup>st</sup> Century: From Manager to Coach</b></p> <p>How to overcome the main challenges experienced by managers when trying to become real coaches of their collaborators.</p> <p><b>Participants:</b></p> <ul style="list-style-type: none"> <li>- Mr. Pedro Heras, Director of HR, Repsol Portugal</li> <li>- Mr. Sergi Garcia, VP of HR, Sony Europe</li> </ul> <p><b>Moderation:</b> Prof. Pablo Cardona, IESE Business School</p>
					
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13:30	Lunch sponsored by 				
14:30	Selection of <b>top 10 ideas</b> from breakout sessions				
15:00	<div style="display: flex; justify-content: space-between; align-items: center; margin-bottom: 5px;">      </div> <p><b>On-line knowledge management processes and the new role of managers</b>  <b>Genis Roca</b> from “Roca Salvatella” will explain how to transform the class group (classroom) to the work team and shift from “training” objectives to business objectives.</p> <p><b>Participant:</b></p> <ul style="list-style-type: none"> <li>- Mr. Francesc Ventura, Training Director, la Caixa</li> </ul>				
Conclusions					
16:00	Closing session				
16:15	Transportation to Barcelona city or to Barcelona airport				

KEYNOTE SPEAKERS



**Brian Bacon** is the CEO and Chairman of the Oxford Leadership Academy with offices in UK, Sweden, Hong Kong, USA and Australia and operations in 16 countries. As a leading global business strategist he has been involved in more than 30 successful corporate turnarounds and is the creator of one of the world's most successful leadership development programs with over 100,000 alumni from 90 countries. Brian is a pioneer and thought leader on role of business in society; he is a former President of the World Business Academy in Washington; a visiting scholar at the International Institute of Labour Studies in Geneva and a member of the EU international think tank on Social-Cohesion.



**Jeanne C Meister** is an internationally recognized workplace-learning consultant dedicated to delivering competitive advantage, innovation and improved business results for organizations. Jeanne was recently voted by her peers as one of the 20 top influential training professionals in the United States. Jeanne's name is synonymous with the establishment and institutionalization of global corporate universities. Jeanne is the author of three books entitled, Corporate Quality Universities, Corporate Universities and 2020 Workplace. Jeanne has worked as a consultant with over 200 organizations on launching, managing and reinventing a corporate university.



**Bob Sherwin** is the Chief Operating Officer of Zenger Folkman. He is one of the firm's senior leadership speakers, workshop facilitators, and executive coaches, working with clients and partners in the United States, Europe, the Middle East, and Africa. Mr. Sherwin has worked as an executive, leader, coach, and mentor in many companies, all of which are globally recognized organizations dedicated to performance improvement in the areas of management, sales, and customer service. Earlier in his career, he worked as a design engineer at Ford Motor Company, a systems consultant at Deloitte, Haskins & Sells, and as the Vice President and Controller of Oral-B Laboratories.



**Alfons Cornella** is founder and president of Infonomia, the Spanish language innovators' network of reference (more than 22,000 people registered and a million page views per month). He has published 17 books in the fields of science, technology and innovation, and 1,000 articles on how technologies can transform the company. He is a consultant for large national companies. Through his conferences and seminars he personally delivers his ideas and experiences on "how the best innovate" to about 15,000 people annually. Author of Future Present: 101 ideas – Strength to understand the decades ahead, and The Alchemy of Innovation, co-authored with Antonio Flores; and the recently published Visionomics, a text-visual reflection on the new dynamics of organizations.



**Genís Roca** is managing partner at RocaSalvatella, a consulting firm that applies the logic of network to the development and business strategy of major companies in the country. He was manager of Internet activity of the Universitat Oberta de Catalunya. Member of several boards of directors, a regular contributor to various media and recognized speaker, co-authored the first book published in Spain on the Web 2.0. Graduate in Archaeology and MBA, collaborates with various universities and business schools.