



# 2020 AIMC Virtual Conference Agenda

Unlock Your Consulting Potential

Monday, December 7<sup>th</sup> – Wednesday, December 9<sup>th</sup>

10:00 am to 3:00 pm Eastern Time



## Thank You to Our 2020 Conference Sponsors!

	
	
	

**2020 AIMC Virtual Conference Agenda**  
**Monday, December 7<sup>th</sup> -- Theme: The Big Picture; Internal Consulting Value**

10:00 – 10:15	Welcome & Overview	S. Meier, Allstate
10:15 – 11:00	<p>Keynote: Serving Leadership &amp; Cultures of High Performance</p> <ul style="list-style-type: none"> <li>▪ Dr. Ken Jennings, author of the best selling book, <i>The Serving Leader</i>, will provide an overview of the serving leader approach for internal consultants to help maximize their effectiveness in working with their fellow team members, client organizations and senior executives. This interactive session will include: key actions of a serving leader; breaking through barriers; and building influential teams. Ken will also provide a preview of our follow-on workshop involving “Moving from Drama to Empowerment.”</li> </ul>	Dr. K. Jennings
11-11:20 am	BREAK	
11:20 to 12:10	<p>Internal Consulting Operating Models (Marketing, Branding and Sustainability Focus)</p> <ul style="list-style-type: none"> <li>▪ In today’s business environment it’s more important than ever for internal consulting groups to demonstrate relevance and results. Relationships and reputation need constant attention to maintain and grow business. This session will focus on ways to build branding and marketing into the internal consulting operating model to keep your image fresh and your value front and center. The speakers will feature several examples of strategies, tools and templates, and will also draw upon best practices from participants to enable attendees to enhance their own branding, marketing and sustainability action plans.</li> </ul>	M. Hoover, Mayo Clinic B. Hicks, Marriott
12:10 – 1:00 pm	LUNCH	
1:00-1:45 pm	<p>Consulting Value Delivery &amp; Performance Measurement/Management</p> <ul style="list-style-type: none"> <li>▪ Please join Steve Meier, Managing Director of Allstate’s Management Consulting Services, and Industrial Engineering teams and Rich LaVecchia, Vice President of Corporate Planning &amp; Strategic Services at BlueCross BlueShield of SC, as they discuss the concept of “Value” related to Internal Consulting. Topics will include approaches for aligning your scarce consulting resources to the highest value work, measuring ROI, and articulating the “overall” value of your consulting practice to senior executives and sponsors.</li> </ul>	S. Meier, Allstate R. LaVecchia, BlueCross BlueShield, SC
1:45 to 2:05 pm	BREAK	
2:05 – 2:50 pm	<p>How to Go from Strategy to Execution</p> <ul style="list-style-type: none"> <li>▪ Internal consulting teams can play a major role in helping organizations get from strategy to execution, but only if they are trusted and aligned to deliver maximum value. In this session, you’ll gain insights into how some of the best IC teams demonstrate value by accelerating major initiatives in partnership with the business and outside consultants, how new tools and methodologies are changing the way IC teams work, and how to position your team as a critical partner to business leaders driving key initiatives.</li> </ul>	E. Kennedy, Dell G. Gupta, Pfizer R. Biederman, Catalant
2:50 – 3:00 pm	<ul style="list-style-type: none"> <li>▪ Feedback Session</li> </ul>	C. Damico, J&J

2020 AIMC Virtual Conference Agenda  
 Tuesday, December 8<sup>th</sup> – Theme: How to Deliver Value

10:00 – 10:15 am	State of the AIMC	J. Kamath, <i>Mayo Clinic</i>
10:15 – 11:00 am	<p>Applying Agile to Strategic Projects</p> <ul style="list-style-type: none"> <li>Agile project management methodology can be applied to prioritized, high-visibility and high-impact strategic projects to enhance decision making, speed to market, and organizational engagement. Participants will learn about approaches to internal consulting projects using agile methods and how to blend agile with other project management methods</li> </ul>	G. Garfield, IBM D. Mott, E-Farm Credit B. Crane, Medtronic A. Henry, Dell
11:00 – 11:20 am	BREAK	
11:20 – 12:10 pm	<p>Blending Project Management with Internal Consulting Skills</p> <ul style="list-style-type: none"> <li>Internal consulting groups are increasingly offering or working with project, program, or portfolio managers to enhance the overall effectiveness of increasingly complex engagements. The value internal consultants and project managers bring to engagements and how they collaborate to achieve desired outcomes will be discussed.</li> </ul>	A.D. Anshus, Mayo Clinic John Bonasera, Boehringer-Ingelheim
12:10 – 1:00 pm	Lunch	
1:00-1:45 pm	<p>Effectively Managing Methodological Diversity</p> <ul style="list-style-type: none"> <li>Delivering value as a consultant requires business acumen and utilizing multiple methodologies (lean, six-sigma, project management, change management, etc.). Learn and discuss practical approaches to delivering results effectively without confusing stakeholder groups. Internal and external consultants will share lessons learned and cases studies. The content will include a case study about integrating three global consulting units, a perspective on the common intersection of disparate methodologies and playbooks which help internal consultants use the right approach at the right time.</li> </ul>	D. Mott, E-Farm Credit Sven Fastre, BASF T. Bush Neal, Kojent
1:45 – 2:05 pm	Break	
2:05 – 2:50 pm	<p>Awards Presentations</p> <ul style="list-style-type: none"> <li>A panel of our 2020 AIMC Internal Consulting Excellence Award winners will provide insight into best practices for leading IC Groups in the areas of consulting processes, business impact, project performance excellence and supplier partnering.</li> </ul>	D. Mott, E-Farm Credit, B. Trotter, AIMC A. Sciascia, Liberty Mutual E. Kennedy, Dell Technologies S. Meier, Allstate B. Hicks, Marriott J. Kamath, Mayo Clinic M. Behncke, DHL
2:50 – 3:00 pm	Feedback Session	C. Damico

**2020 AIMC Virtual Conference Agenda**  
**Wednesday, December 9<sup>th</sup>, Theme: Growth & Enablement**

10:00 – 10:35 am	<p>Summary and Path Forward</p> <ul style="list-style-type: none"> <li>• A summary of key areas of focus for the AIMC and how we plan to enhance the profession of internal consulting going forward.</li> </ul>	D. Mott, E-Farm Credit
10:35 – 11:00 am	<p>Academic Partnership</p> <ul style="list-style-type: none"> <li>• An overview of current and planned initiatives by the AIMC to partner with students and faculty to build awareness of opportunities in internal consulting.</li> </ul>	A. Darger, Anthem
11:00 – 11:20 am	Break	
11:20 – 12:10	<p>The Promise and Considerations of a Digital World</p> <ul style="list-style-type: none"> <li>• Organizations across the world are moving rapidly and purposefully to leverage the promise of digital technology. Navigating the current unprecedented times has led us to even a greater dependence on transformative automation. However, there is a need to better understand and balance the opportunities that digital technology offer us with the human, social and economic implications of this shift. The role, expertise and contributions of business consulting teams is more important than ever.</li> </ul> <p>This session will enable a deeper appreciation of different technologies like robotic process automation, machine learning and artificial intelligence that organizations are embracing to build a digital workforce and thrive in a dynamic global environment. The presenters will use applied examples from various industries to share experiences and lessons learned related to strategy, design and large-scale execution, including key success factors as well as social, ethical and community considerations.</p>	J. Kamath, Mayo Clinic
11:10 – 1:00	Lunch	
1:00 – 1:45 pm	<p>Differentiating Consulting Competencies to Meet Future Needs</p> <ul style="list-style-type: none"> <li>• Internal consultancies must continually develop and employ the critical competencies required to enable their organization's success. As business needs rapidly evolve, learn how consultancies can anticipate and develop the skills and knowledge necessary to effectively collaborate with the business and advance their organization's strategic priorities.</li> </ul>	J. Grimm, Mayo Clinic M. Homan, Liberty Mutual
1:45 – 2:05	Break	
2:05 – 2:50 pm	<p>Networking</p> <ul style="list-style-type: none"> <li>• A networking session to discuss building effective internal consulting teams as well as client teams. In this highly interactive session, we will discuss key issues and share learnings/best practices that are consistent IC challenges, including: improving team effectiveness; setting and aligning expectations; and partnering with external consultants.</li> </ul>	C. Damico, J&J A. Howe, Trusted Advisor
2:50 – 3:00 pm	Feedback Session	C. Damico, J&J

## Skill Building Workshops – 2 Hours Each (Dates in Mid-January to be Announced)

### Workshop 1 Agile Meets Design Thinking

Matt Donovan, GP Strategies

- As internal management consultants, a question often asked is how do you work out which frameworks, organizational models and activities will get you from the products and services of today for those of tomorrow? Scrum, sprints or retrospectives (part of the Agile methodology) or empathy, ideate, prototype (part of the Design Thinking methodology) – what is the right approach to use? Unbeknownst to many, Design Thinking and Agile complement each other and can blend for a creative, empathetic and implementable approach to solving the problems of our customers. This session will provide you with a comprehensive background, methodologies, and facilitation techniques pulling from the best of Agile and Design Thinking approaches.

### Workshop 2 Internal Consulting Leadership Workshop

John Porcari (3<sup>rd</sup> River Partners) and Andre Darger (Anthem)

#### Segment 1: Shifting from Unhealthy Drama to Empowered Ways of Working

- Internal Consultants are agents of change. The challenge of change is that it breaks the “organizing structures” (processes, relationships, systems, routines, etc.) of how people make sense of their work each day. When organizing structures are broken, it is common for unhealthy “Drama” to bubble-up and put results at risk. In this provocative and practical working session, we will explore the unhealthy Drama roles of “Victims”, “Persecutors” and “Rescuers”, and then learn and practice how to coach self and others into the Empowered roles of “Co-creators”, “Challengers” and “Coaches” to drive high levels of ownership and success in implementing what matters most to the organization.

#### Segment 2: IC Leadership Competencies

- This segment provides a framework for developing internal consulting competencies at a leadership level, along with supporting methodologies. It will also provide an overview of our new IC Leadership Certification Program to be introduced in the Spring of 2021,



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