The Robert H. Smith School of Business at the University of Maryland, College Park is ranked number 11 in the U.S. and number 44 in the world for the quality of its EMBA (Financial Times, 2013). Talk to us about your business management development needs and check out our strengths in strategy, systems thinking, creativity, innovation, entrepreneurship, collaboration, transformational IT, cyber security and business analytics. Ask us how we use executive coaching and action learning within blended learning experiences. Learn more at www.rhsmith.umd.edu and www.rhsmith.umd.edu/execed/

Towers Watson is a leading global professional services company that helps organizations improve performance through effective people, risk and financial management. With more than 14,000 associates around the world, we offer consulting, technology and solutions in the areas of benefits, talent management, rewards, and risk and capital management.

Discovery Communications is the world’s #1 pay-TV programmer reaching nearly 3 billion cumulative subscribers in more than 220 countries and territories. For 30 years Discovery has been dedicated to satisfying curiosity and entertaining viewers with high-quality content through its global television brands, led by Discovery Channel, TLC, Animal Planet, Investigation Discovery, Science and Turbo/Velocity, as well as U.S. joint venture network OWN: Oprah Winfrey Network. For more information, please visit www.discoverycommunications.com.
08:00 AM - 08:30 AM
Registration and Breakfast

08:30 AM - 09:00 AM
Welcome and Introductions
Liz Barron Senior Director, Executive Programs, Robert H. Smith School of Business
Helen M. Friedman Director, Towers Watson

09:00 AM - 10:15 AM
Creating Your Own Strategic Direction
Strategic frameworks are not just applicable to organizations, they are also important in enabling each of us to chart our own strategic direction. Dr. Agarwal will provide tools and frameworks that enable you to think like a CEO, by starting with a SWOT analysis of yourself, and creating a TWOS strategy matrix to unleash your true potential.

Dr. Rajshree Agarwal, Rudolph Lamone Chair and Professor in Entrepreneurship and Strategy, Robert H. Smith School of Business

10:30 AM - 12:30 PM
Networking Lunch

10:30 AM - 10:45 AM
The road to Big Data: “I need a map!”
Everyone is talking about Big Data these days and odds are that you’re already collecting employee data in a number of ways. Often, the challenge is in how much data to collect and how much are really needed to inform business decisions without being overwhelming. In fact, sometimes ‘little data’ are enough for now.

Regardless of what types of data you have, the big question is always: What is the business question or issue that I’m trying to resolve? And that’s where this workshop can help. We’re going to challenge you to think differently about data, taking a strategic point of view and focus on what’s really needed to answer key questions.

Helen M. Friedman Director, Towers Watson

12:30 PM - 01:30 PM
Clowning Around with Cross-Cultural Communication
Give someone a fish they will eat for the day, teach someone to fish; they may die of starvation unless you speak their language!

Learn about Lisa’s experience working around the world in different capacities—including on tour with the Cirque du Soleil. Working with and at times managing large teams of multi-national professionals can be challenging; from the literal to the figurative, body language and even dress can all contribute to confusion, alienation, mistrust and misunderstanding. Take part in a discussion that will build your world awareness –and your chance of successful in cross-cultural engagement.

Lisa Payne, Associate Company Manager, Cirque du Soleil Big Top Touring Show

1:45 PM - 3:00 PM
Engaging a Global Workforce
Discovery Communications has over 7000 employees in 35 countries across the globe. Find out how Discovery’s Global Employee Survey is leveraged to understand the perceptions of its diverse, distributed teams and how this information is used to further shape the culture, develop its people and deliver sustainable high performance.

Wendy Lawson Vice-President, Global Learning and Development, Discovery Communications

3:00 PM - 3:15 PM
Closing Remarks
Liz Barron Senior Director, Executive Programs, Robert H. Smith School of Business
Wendy Lawson Vice-President, Global Learning and Development, Discovery Communications
Lisa Payne is an Associate Company Manager for a Cirque du Soleil Big Top Touring Show, currently on tour in Europe. In her eight years with the company she has worked in various positions on different shows, supporting areas of operation. While touring in North America, Europe and Asia, she has continued to work on her Master’s degree in Educational Leadership and Management with Bishops’ University in Quebec, Canada. Prior to running away with the circus, Lisa taught at various levels in Quebec public schools as well becoming involved in school administration. Lisa also spent a year developing second language instruction curriculum in South Korea and a year developing distance education programs in Japan. Effective cross-cultural communication has been and continues to be not only a source of interest for Lisa but a topic she constantly reviews with her various teams.

Liz Barron is Senior Director of Custom Programs in the Office of Executive Education at the Smith School of Business at the University of Maryland, College Park. Liz is accredited by the International Coach Federation and holds a Leadership Coaching Certificate from Georgetown University. She is certified to administer the Center for Creative Leadership suite of 360 assessments and the Hogan Assessments. Liz was formerly Director of Education at the National Association of Corporate Directors (NACD) providing governance education to public, private, and non-profit boards. She was previously Director of Leadership Programs and Communications at the Brookings Center for Executive Education, part of the Brookings Institution.

Dr. Rajshree Agarwal, the Rudolph Lamone Chair and Professor in Entrepreneurship and Strategy at the Smith School, leads the Ed Snider Center for Enterprise and Markets. Her research interests focus on the implications of entrepreneurship and innovation for individual and enterprise evolution. Dr. Agarwal is passionate about enabling individuals to excel in their chosen careers by providing them the business skills and savvy that allow them to embrace innovation, and diffuse their knowledge to advance their organization’s mission.

Wendy Lawson currently holds the position of Vice-President of Global Learning and Development for Discovery Communications. In this capacity she is responsible for the ongoing build of global learning systems, processes and practices as enablers to organizational change and value creation. Prior to this Wendy held positions of increasing responsibility at Freddie Mac and Lockheed Martin leading teams to include; Human Capital Strategy and Development, Human Resources Business Partnerships, Organization Effectiveness and Executive Development.

Predominant areas of address throughout her career have focused on organization, team and individual learning and development, strategic human capital planning, succession planning, executive development and coaching, organizational surveying and performance management. Wendy has been able to leverage the application of these processes through significant M&A, cultural change and reorganization efforts.
Helen M. Friedman is a Director in New York, NY, and global practice leader for workforce analytics and planning. She has over 28 years of experience in leading and supporting client efforts across a broad array of analytics, including workforce planning and optimization, dashboards and reporting, site selection and labor market analysis, and total rewards strategy.

Helen also is one of Towers Watson’s key thought leaders supporting the development of our strategic offerings and technology for global workforce dashboards, analytics and planning. In addition, she has implemented sophisticated statistical modeling techniques that are being applied to uncover drivers of key organizational outcomes, answering questions such as: who is successful at our organization, what drives our turnover, and what workforce factors accelerate revenue growth?