

# Purpose Driven Organizations: Building Your Action Plan

November 5, 2015 • University Club at UC Berkeley



**Thursday, November 5, 2015**

8:00 am - 5:00 pm

University Club at UC Berkeley  
California Memorial Stadium  
2227 Piedmont Ave  
Berkeley, California 94720

## Keynote Speaker:

### Dr. Homa Bahrami



Dr. Homa Bahrami is an international educator, advisor, and author, specializing

in organizational flexibility and team effectiveness. She is a Senior Lecturer at the Haas School of Business, University of California, Berkeley, where she has been on the faculty since 1986. Her latest book, *Super-Flexibility for Knowledge Enterprises*, focuses on practical approaches for organizing and leading knowledge workers in dynamic settings. Homa works with executive teams on complex re-organizations, team transitions, and team effectiveness, and with HR & OD professionals on executive development and learning interventions. She has worked with and trained many new managers in the life science and technology industries.

**Identify and fully tap into the Power of a Purpose Driven Organization to "Up Your Game," gain unique competitive advantage, and understand what has shifted in the work place.**

### Attendees of this conference will:

- Hear a recap of the programs so far this year from the same experts who originally presented them, and have the opportunity to synthesize and integrate the knowledge acquired.
- Review the latest research and real-life experiences from leading executives who have led purpose driven organizations during times of accelerated change. Gain new insights into best practices and interventions that build an organization where Purpose is an expression of Values.
- Understand the impact of an overarching purpose that provides direction during dynamic, fast changing times in a global economy and provides a way to support cross cultural understanding.
- Learn how HR can take the lead in building a purpose-driven organization by engaging the leadership and orchestrating a process for aligning stakeholders by instituting a purpose driven culture.
- Identify specific approaches for bringing Purpose into your organization and create dynamic, tangible action plans for implementing purpose statements for yourself, your teams, and your organization.
- Begin the move from Purpose to Impact by sharing your experiences in small groups, connecting with colleagues in a highly experiential and impactful way, and committing to implementation with peer group support.
- In addition to hearing from our panel of CEOs about how they are creating purpose-driven cultures in times of rapid change, participants also will have an opportunity to listen to and exchange ideas with some of our prior keynote speakers from 2015 on how to most effectively implement the best practices they have recommended in earlier sessions.

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Annual Corp. Sponsors	\$120	\$180

Conference  
Hotel:  
**The Durant**



Find details online here:

[www.hrstrategyforum.org/2015hotelinfo](http://www.hrstrategyforum.org/2015hotelinfo)

### CEO Panelists Include:



**Tom Fallon**  
CEO  
*Infinera*



**Deidre Paknad**  
Co-founder & CEO  
*Workboard Inc*



**Kim Popovits**  
Chairman,  
President, & CEO,  
*Genomic Health*



**Rich Lyons**  
Dean,  
*Haas School of Business, UC Berkeley*

### Invited Returning Keynotes:



**Arthur Woods**  
Founder & COO  
*Imperative*



**Nick Craig**  
President  
*Authentic Leadership Institute*



**Mike Bergelson**  
CEO  
*Everwise*



**Stan Slap**  
Author &  
Founder &  
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