



# NAVIGATING UNCERTAINTY

**2022 LEADERSHIP SUMMIT**  
October 14<sup>th</sup>

*Powered by:*

**GLL<sup>®</sup>**

**LEADERSHIP  
IN THE AGE OF  
PERSONALIZATION<sup>®</sup>**





# UNCERTAINTY

Every person is staring into the unknown. We all face it:

- Across the globe: War. Recession. Covid.
- In our workplaces: Talent shortages. Hybrid working and learning. Unclear expectations.
- In our communities: Clashes around our pursuits of racial, social, health and climate justice.

You might be dealing with this uncertainty as a leader of an organization or a team.

You might be dealing with this uncertainty as an individual trying to do your best work.

You might be dealing with this uncertainty as a family member, a friend, and a member of your community.

You have to make decisions about the future without knowing what the future holds. That's always been the case, but it feels especially precarious today because it's all happening faster than ever.

Uncertainty makes us nervous, and when we're nervous we tend to grasp for control. Our organizations seek control and take actions that sometimes make things worse. We end up with new rules, new standards, and new policies that are supposed to give us a sense of progress or control, but instead create new pressures, new insecurities, and new resentments.

You can't manage uncertainty with measures of control.

But we CAN navigate these unknowns by changing the way we think about people and what they can do. We can learn a new way of seeing people as individuals and adapting our systems to honor their dignity and unleash them to achieve at their fullest capacity. How?

That's what we will explore at the 2022 Leadership in the Age of Personalization Summit on October 14 at **Clemson University**.

**Join us.**



# Who Should Join?

Students, deans and faculty  
Employees, managers, C-level leaders  
Patients, doctors, administrators

Anyone who wonders how to prepare for a future they can't see.  
Anyone who questions whether their organization is ready for the new generation of leaders.  
Anyone who wants to make sure their leaders keep their promises about racial and social equity.

The only certainty is there will be more uncertainty to come. The ones who thrive will be the ones who know how to navigate it.



# The Summit Experience



*Wilbur O. and Ann Powers College of*

# BUSINESS

In partnership with **Clemson University's Wilbur O. and Ann Powers College of Business**, GLLG will host dozens of leaders from corporate America, higher education and healthcare in an intensive, 1-day exploration of the trends causing the most uncertainty and the strategies people are employing to navigate the unknowns and prepare to be resilient no matter what the future holds.

We're expanding this year to include two in-person locations plus the ability to join online from anywhere.



## **Main Summit Location**

Clemson University  
Wilbur O. and Ann Powers College of Business  
Phyfer Auditorium  
Clemson, South Carolina



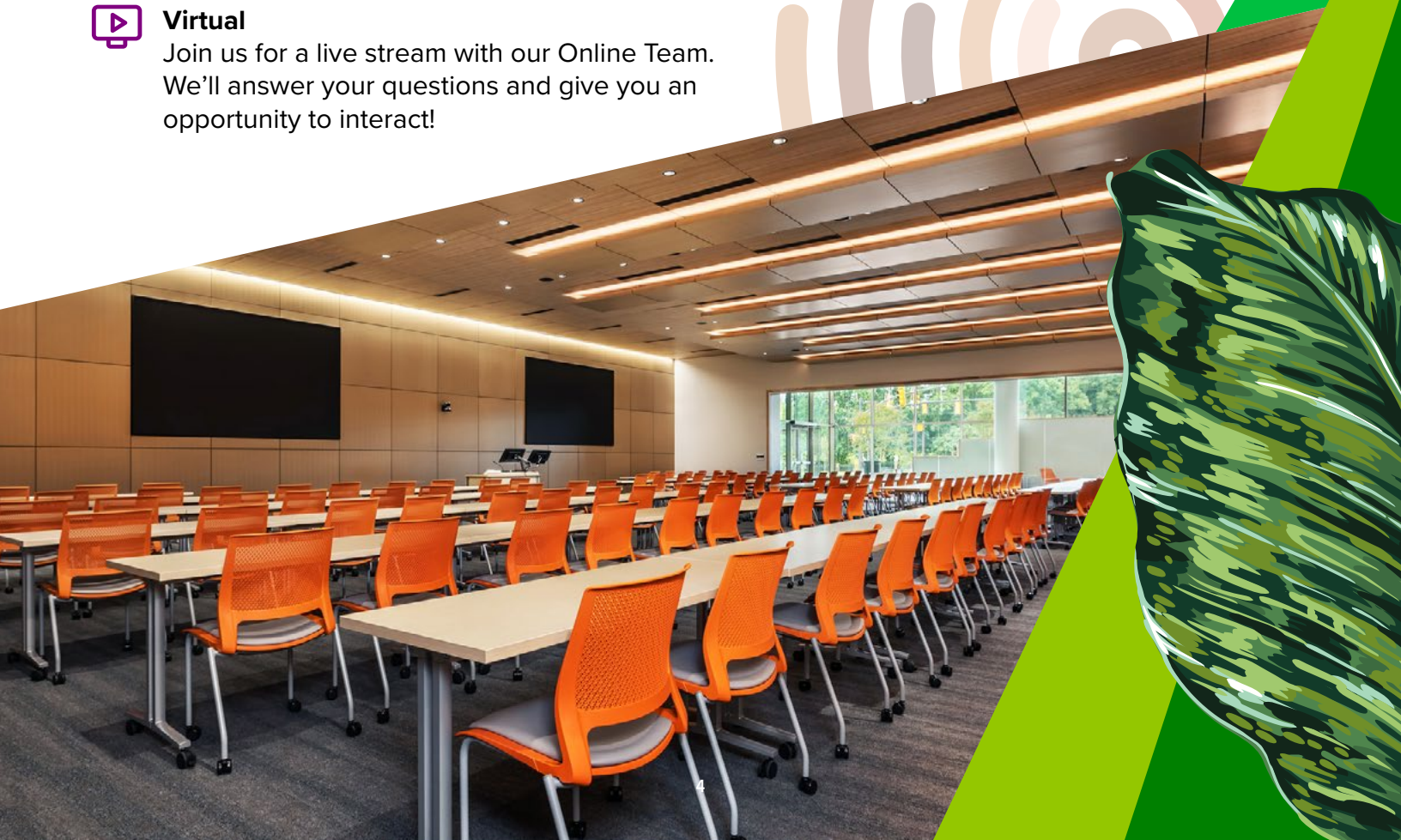
## **Satellite Viewing Party**

The Phyfer Innovation Hub  
Clemson MBA space at Greenville ONE  
Greenville, South Carolina



## **Virtual**

Join us for a live stream with our Online Team.  
We'll answer your questions and give you an opportunity to interact!







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# Topics for Discussion

## Preparing Our Institutions, Preparing Our People

How do we prepare students and workers to do jobs that don't even exist yet? For challenges we can't even imagine yet? To compete in industries and with business models that haven't even been invented yet?

How do we prepare our universities and our workplaces for people who expect authenticity? For people who recognize the shallowness of the business-as-usual approach to racial, social, health and climate justice? For people who have the power to simply go elsewhere if they're not happy with you?

We will explore these questions from multiple perspectives: from the education that prepares people for the workforce, to the workplaces where they may or may not be given room to make a difference.

We will examine the biggest trends in education and business today:



1.



**The rise of environmental, social and governance (ESG)**

2.



**The pursuit of diversity, equity and inclusion (DEI)**

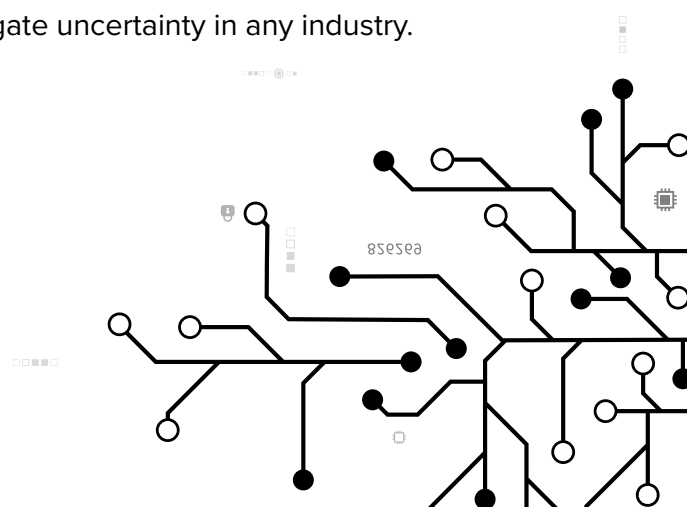
3.



**The urgency of prioritizing wellbeing for employees and customers**

Each of those can either fuel an organization's growth or expose its inauthenticity.

We will share strategies for how to unleash individuality to navigate uncertainty in any industry.



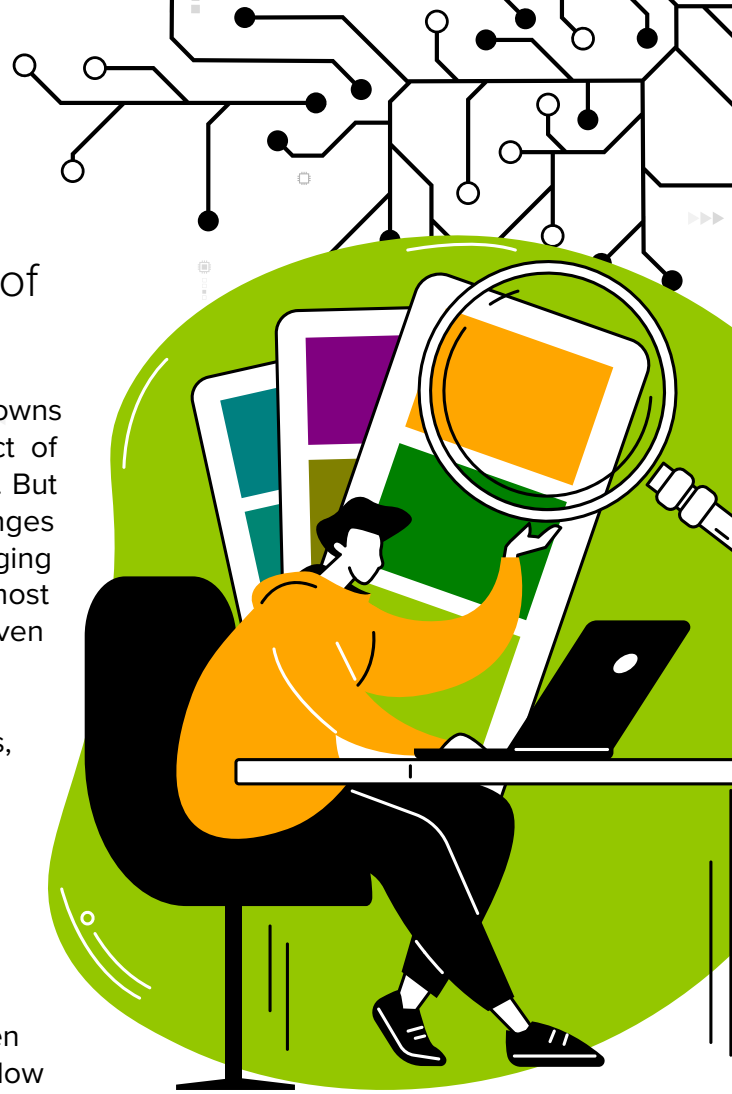
# SESSION 1

## The Pandemic Shook the Foundations of Higher Education: What Now?

Higher education is facing one of its biggest periods of unknowns in recent memory. There's not a single person or aspect of education that hasn't been utterly shaken by the pandemic. But that's not the only source of uncertainty. Technology changes so fast, the skills we master in school are constantly changing and becoming outdated in a matter of years. Some of the most exciting career opportunities might be for roles that don't even exist yet in industries we can't even imagine.

We must acknowledge the pace at which technology evolves, and the extent to which the traditional model limits access to education. Experts across higher education suggest that education should look less structured and make room for more variety: calling for new paths, multiple streams, a wider array of credentials — so people can reskill as needed and put those skills to work immediately.

How do we make sure we don't simply rebuild what we've been doing since the 1600s and miss our opportunity to evolve? How do we adapt? If we can't change our higher education institutions, how can we claim the ability to shape the next generation of leaders that society needs?





# SESSION 2

## Buck the Trend: Fuel ‘The Great Retention’ in Your Workplace

Attracting and retaining talent is one of the most urgent challenges today, and that urgency is shared by leaders across organizations—not just among human resources officers. But the term ‘the great resignation’ is backward-facing: it focuses on what people are leaving rather than what they’re moving toward.

According to the 2022 Career Optimism Index from the University of Phoenix: nearly 1 in 3 Americans would quit their current job without having another one lined up—but 69% said they would consider staying at their current job if things changed. People want a chance to show you what they can do. They want to stretch themselves. They have experience and insight, they want to do more. But they don’t see those opportunities in their jobs today. What would need to change in your organization for people to not only stay, but contribute at their fullest capacity?





# SESSION 3

## The Intersection of DEI and ESG: Inclusion Seeds Growth

Nearly every organization has focused on diversity, and one result has been that we're all very aware of each other as members of groups. But we also need to see each other as the unique individuals we are. How do we turn diversity into genuine inclusion? And how do we measure inclusion?

The initiatives designed to help us reach multicultural employees and customers are too often considered cost centers rather than seen as the engines for growth that they have the potential to be. We have similar struggles in our efforts to make our organizations function as responsible global citizens, trying to improve the impact we have on the world around us. How can we make sure our efforts are genuine and effective?



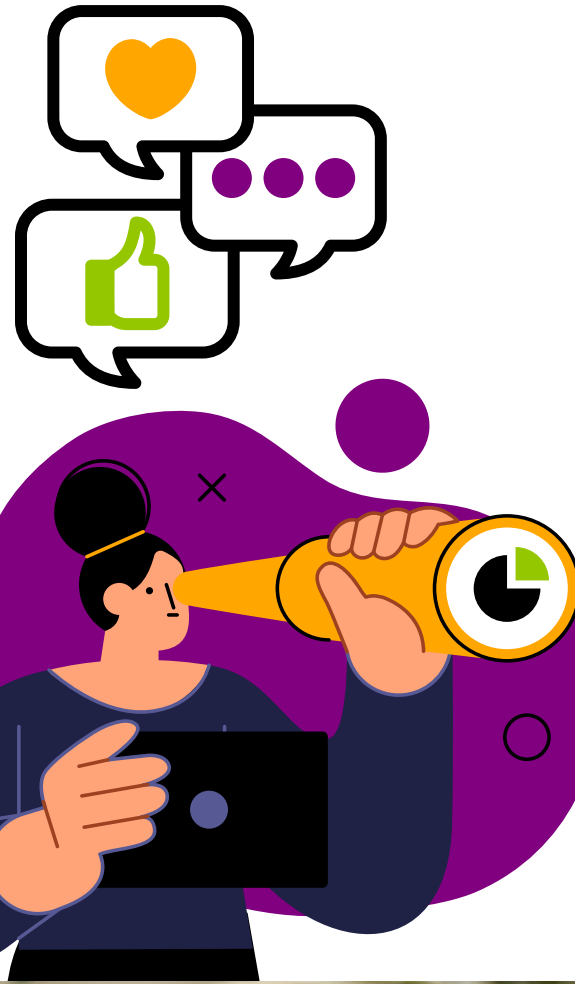


# SESSION 4

## Students Lead the Way: Their Career and Leadership Expectations

The events of the past two years have radically disrupted what students expect from higher education and what early-in-career employees will expect from their employers. Today's students want more freedom to explore how their capabilities can make an impact and create sustainable influence. They want to break out of standardized educational paths and pursue answers to big questions from multiple perspectives. And they want schools and employers who are serious about providing resources for mental health and wellbeing.

How can universities and employers prepare for these future leaders? What impact does social media have on student mental health? How do students want to define a successful university experience for themselves? How can colleges and universities work with their students to create curriculum that the students are interested in and will help them prepare for fulfilling careers?





# AGENDA

Time	Session
7:30 am – 8:00 am	<b>Guest Arrival</b>
8:00 am – 8:05 am	<b>Welcome</b> James P. Clements, President of Clemson University
8:05 am – 8:10 am	<b>Opening Remarks</b>
8:10 am – 8:30 am	<b>Keynote: Navigating Uncertainty</b>
8:30 am – 8:50 am	<b>Higher Education</b> Trends Presentation
8:50 am – 10:00 am	<b>Panel Discussion 1:</b> The Pandemic Shook the Foundations of Higher Education: What Now?
<b>10:00 am – 10:30 am</b>	<b>Break</b>
10:30 am – 10:50 am	<b>Workplace</b> Trends Presentation
10:50 am – 12:00 noon	<b>Panel Discussion 2:</b> Buck the Trend: Fuel ‘The Great Retention’ in Your Workplace
<b>12:00 noon – 1:00 pm</b>	<b>Lunch</b>
1:00 pm – 1:20 pm	<b>Marketplace</b> Trends Presentation
1:20 pm – 2:30 pm	<b>Panel Discussion 3:</b> The Intersection of DEI and ESG: Inclusion Seeds Growth
<b>2:30 pm – 3:00 pm</b>	<b>Break</b>
3:00 pm – 3:20 pm	<b>Mental Health &amp; Well-being</b> Trends Presentation
3:20 pm – 4:00 pm	<b>Panel Discussion 4:</b> Students Lead the Way: Their Career and Leadership Expectations
4:00 pm – 4:15 pm	<b>Closing Remarks</b>





# Join the Movement: Become a Sponsor

When you sponsor an LAOP Summit you are aligning your brand with the Age of Personalization Movement: a grassroots movement of executives working to restore human dignity throughout corporations. Since 2019 we have hosted yearly summits, focusing on guiding leaders and their organizations to shift their thinking from one of standardization to personalization, and the urgent need to acknowledge this shift by leading in a way that honors individuality.

Associate your organization with influential executives, C-suites and futurists through authentic conversations. Our goal is to help your organization amplify its thought leadership not only at the event, but also through a variety of activities – before, during and after the summit. Connect with influential leaders, share insights and learn from each other in this cross-industry, executive-level, invitation-only summit.

## Features/Benefits:

- **Branding:** Logo placement on all summit promotional materials via the summit website, invitations, videos and social media (note: GLLG will also provide social media kits for sponsors that include images, content, video snippets, etc.). Logo placement will also be featured on all post-summit OnDemand highlight videos featured in the summit portal and at [ageofpersonalization.com](https://ageofpersonalization.com).
- **Editorial:** Exclusive pre- and post-summit articles that feature your organization's thought leadership in support of the summit objectives. These articles will be published on the summit website and will be distributed to all attendees/registrants.
- **Executive Summary:** Featured brand logo placement on summit white paper that will be distributed to all summit participants:
  - [Click here](#) to read the 2019 Summit Executive Summary
  - [Click here](#) to read the 2020 Summit Executive Summary
  - [Click here](#) to read the 2021 Summit Executive Summary
- **Speaking Opportunities:** Engage audiences and share stories on where your organization and its leaders are on the journey of assessing, interrupting and pivoting from outdated standards to innovation and progress.
- **LAOP Consortium:** One member of your organization can become part of the invite-only LAOP Consortium. Strengthen your professional network and develop partnerships through participation in consortium sessions & activities (learn more [here](#)).

For sponsorship details, please contact Sandy at [sandy@glennllopgroup.com](mailto:sandy@glennllopgroup.com).



Host Sponsor



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