

MARCH 9

2023

# ACMP DC VIRTUAL CONFERENCE

**1:00 PM to 5:00 PM ET**

Happy Hour 5:00 to 6:00 PM ET

2023 Conference Sponsored By

**celerity**

*Resilience in the face of change*



2023 Virtual Conference

**WELCOME****Welcome to our 3rd Annual ACMP DC Conference!**

The past year has been a time of transition for many of us as corporate offices have begun to reopen and companies adapt to a 'new normal.' Change management is as essential as ever as organizations seek to balance well-being, productivity, and connection and engagement in an ever-evolving workplace.

The Board of Directors is excited to welcome you to our third annual ACMP DC Conference to explore the latest thinking and tools to help organizations thrive through these transitions. To offer the most flexibility for our members and friends, we've again opted for a virtual conference this year. Thank you to our Board and amazing volunteers who have generously given their time to shape what we hope to be an engaging and educational afternoon.

As we look ahead to our 2023-2024 Board year, we look forward to coming together—both virtually and in person—to continue to connect with one another and learn. We're always looking for new and better ways to engage our community, adding new training opportunities, expanding our Communities of Practice (CoPs), hearing from change management thought leaders, and more. We want to continue to improve, but to do this, we need you! Continue to share your feedback with us, let us know what offerings you're most interested in, and consider [volunteering with us](#) as part of a committee or by [running for a position on our Board](#).

As we say, "change blossoms here." On behalf of the Board, thank you for being part of our blossoming community and we hope to see you at many more events in the future!

Best,

*Cristyn and Tess*



**Cristyn Cram**  
ACMP DC President



**Tess Esola**  
ACMP DC Vice President and Incoming  
President (April 2023)

## 2023 Virtual Conference

**SCHEDULE**

<b>TIME</b>	<b>DESCRIPTION</b>
<b>1:00 – 1:15 PM</b>	Welcome & Introductions
<b>1:15 – 2:00 PM</b>	Opening Keynote Speaker
<b>2:00 – 2:05 PM</b>	Transition / Break
<b>2:05 – 2:50 PM</b>	EDUCATIONAL SESSIONS ROUND 1 [PICK ONE] <ul style="list-style-type: none"><li>• Meaningful Metrics: How You Know If You Are Getting Anywhere With Your Change Effort</li><li>• Getting Un-Stuck: Using the Brain to Impact Change</li></ul>
<b>2:50 – 3:00 PM</b>	Transition / Break
<b>3:00 – 4:00 PM</b>	NON-PROFIT CHALLENGE SESSIONS [PICK ONE] <ul style="list-style-type: none"><li>• The Family ONE</li><li>• There Goes My Hero</li><li>• YMCA Loudoun County</li></ul>
<b>4:00 – 4:05 PM</b>	Transition / Break
<b>4:05 – 4:50 PM</b>	EDUCATIONAL SESSIONS ROUND 2 [PICK ONE] <ul style="list-style-type: none"><li>• Moving to the “New Way of Working” When You Are Already There</li><li>• Step Zero - A New First Step for Change</li></ul>
<b>4:50 – 5:00 PM</b>	Wrap Up
<b>5:00 – 6:00 PM</b>	Virtual Happy Hour + Raffle!!

2023 Virtual Conference

# KEYNOTE

## Opening Keynote with Felicia Chenault

### Digital Acceleration at Walmart: How Walmart Finance Used Data to Drive Change and Engage Teams on its Transformation Journey

Felicia Chenault is a Senior Director in Digital Acceleration leading end-to-end change and journey management for Finance Transformation at Walmart. In this role, Felicia steers transformational outcomes by orchestrating cross-portfolio intersections and connections, analyzing the organization's readiness to absorb the changes, and pinpointing the cultural and mindset changes needed for the transformation. In her keynote, she will articulate a compelling story of the future and ways to keep key stakeholders engaged on the transformational journey.

Felicia began her career living abroad teaching English in South Korea following her graduation from the University of Nebraska with a degree in Marketing. Her love of learning new things and solving puzzles has led to a 15-year career with Walmart in multiple change management, communications, and training roles. She's aligned leaders and engaged associates for transformations within technology, HR, stores, logistics, merchandising, and global sourcing, spanning multiple countries. Plus, these experiences have given her the opportunity to put her marketing degree to work!

Felicia uses her positive attitude and love of making things better to encourage others to imagine a new future and embrace change. She's also passionate about developing her teams and mentees. She has led Women's Resource Council Mentoring Circles and volunteered as a MiFuturo Mentor for at-risk 8th graders. She's served as a Friendship Family Host for international college students. Felicia is certified in SHRM-CP and PHR, NeuroLeadership Institute Brain-Based Coaching, and PROSCI enterprise change management and as a change practitioner.



**Felicia Chenault**

Senior Director of Change and Journey Management, Digital Acceleration at Walmart

2023 Virtual Conference

# EDUCATION

## Education Sessions Round 1

### Meaningful Metrics: How You Know If You Are Getting Anywhere With Your Change Effort

You've done all the work, executed your tried and trusted templates, and applied your expertise and experience to make the change a success. But how do you know if you are getting anywhere? That question haunts every change practitioner. When you pour so much of yourself into the work and encourage others to do so, it can be demoralizing when someone asks you what the value really is.

In this session, we'll look at a process for creating meaningful metrics for change. This means finding metrics that create data that are both accurate and, through light analysis, can create information and insights about how the change is going. This movement from data to information is the critical distinction between interesting metrics versus useful metrics. That distinction is the key to change success!

This participative session will be structured around a case study of a semi-fictitious company that is going through a change. You will learn how to use a framework to create change metrics for this case study and familiarize yourself with how to apply this framework to your next change initiative.

The CEO of this company needs your help! Bring your experience, energy, and questions. What you ask might spark new insights that drive your next change to success.



#### Ed Cook

Ed began his career as a Naval Aviator flying the C-2A, Greyhound achieving over 750 aircraft carrier landings. After leaving the active Navy, Ed worked for both Corning and Capital One as an analyst and executive.

In 2007, Ed was mobilized and sent to Baghdad, Iraq where, as CDR Cook, he worked for Gen. David Petraeus on employment initiatives and the banking system. Ed was awarded the Bronze Star.

Ed is the president of The Change Decision LLC, a change and culture consultancy that seeks to grow Joy at Work by blending the science of Decision Analysis with the art of Change Management. Ed holds a PhD in decision analytics.

2023 Virtual Conference

**EDUCATION****Education Sessions Round 1****Getting Un-Stuck: Using the Brain to Impact Change**

This is a dynamic session on the power of our brain in the process of change. This session will explain how a simple, but powerful biological response triggers every time we are faced with a change. And more importantly, how that simple trigger can be leveraged to help you and your organization through change. This presentation will use stories, data, and virtual activities to cement the lessons and practice the concepts with the audience and help you walk out with a few ways for you to go help your colleagues avoid getting stuck.

**Patrick McCreesh**

Patrick McCreesh, Ph.D. is the Co-Founder and Managing Principal of Simatree, a strategy, analytics, and technology consultancy. With 20 years of advisory experience, Patrick passionately leads teams through digital transformations and the development of analytics programs across public sector and Fortune 500 clients. In 2021, Simatree was acquired by the financial services company Galway Holdings, where Patrick continues to lead Simatree and serve as the Chief Operating Officer for Mergers & Acquisitions.

Patrick is also a leader in the global change management community through the Association of Change Management Professionals (ACMP). He was a co-founder and served as the President of ACMP DC for three years before serving on the ACMP Global Board of Directors. Patrick serves as adjunct faculty at George Mason University Business School and is the co-author of two books on change in the workplace: *Stuck* (2022) and *Workplace Attachment: Managing Beneath the Surface* (2019).



2023 Virtual Conference

**NON-PROFIT****Non-Profit Challenge Sessions**

The theme of our Non-Profit Challenge this year is **Advancing Equity in our Communities**. Building on our commitment to diversity, equity, inclusion, and accessibility (DEIA), this year's non-profits are focused on organizations seeking to advance, enhance, and increase accessibility and inclusiveness for the communities they support and serve.

In this round of 1-hour sessions, we will join together to harness the knowledge and expertise of our ACMP DC conference attendees to help solve a change management challenge for the following non-profit organizations. Each non-profit will present a challenge related to their organization. Participants will ask questions and gain clarification about the issue and what has been attempted thus far, then work together to design change management solutions for the organization.

**The Family ONE**

The Family ONE's mission is to create, implement, and operate programs and events that provide support for local youth—establishing an environment and culture that allow the youth we serve to find their voice, their path, and their purpose. With the purpose of creating safe spaces to host events, programs, and experiences the organization's goal is to further engage vulnerable and at-risk youth with strong, positive adult role models in collaboration with tailored mentoring support.

**There Goes My Hero**

There Goes My Hero is a nonprofit based in Baltimore, Maryland, dedicated to supporting the needs of blood cancer patients and their families. Through collaborative partnerships with local world-class healthcare providers, the organization helps to connect patients with much needed access to medical resources and financial support.

Among other services, There Goes My Hero hosts education and donor events to spread blood cancer awareness and increase the pool of bone marrow donors.

**YMCA Loudoun County**

YMCA Loudoun County, a branch of the YMCA of Metropolitan Washington, fosters the spiritual, mental, and physical development of individuals, families, and communities, according to the ideals of inclusiveness, equality, and mutual respect for all.

YMCA Loudoun County serves children ages 6 weeks to 14 years in Sterling, Ashburn, Leesburg, and South Riding, Virginia. Many of the children are from three Title I schools where the YMCA serves as a lynchpin to connecting underserved communities to high-quality programs and support.



Through programming, YMCA Loudoun County improves the livelihood and social outcomes of the individuals and communities who need the most care and support.

2023 Virtual Conference

# EDUCATION

## Education Sessions Round 2

### Moving to the “New Way of Working” When You Are Already There

Planned changes are the changes organizations are most comfortable with. The organization is the instigator of the change and can pace the change in a way that makes the most sense for them.

However, the global pandemic of 2020 and beyond has instigated a widespread change toward the new way of working without the ability to plan for change or prepare the workforce. While “work is what you do, not where you are,” any organizational failings tend to be amplified, or 10X’d, when the workforce is dispersed. This is happening on a widespread scale, especially for organizations who did not have a large number of dispersed workers prior to the pandemic.

This session is for any change leader or consultant who helps organizations strategically adapt to the new way of working. We will be exploring some of the issues that arise as organizations become more dispersed and sharing three main secrets that every change agent needs to know about driving behavior change, building workforce capacity, and creating supportive policies in the new way of working.

The format will be part information dissemination and part workshop format. A link to a downloadable companion workbook will be shared at the end of the session for anyone in the virtual room currently struggling with this reality in an organization. Between the stories and tips shared in the session and the workbook, you will be able to create a framework to help map out change initiatives to help your organization move from struggling to thriving in the new way of working.



#### Mary Barnes

Dr. Mary Barnes has devoted much of her life to setting organizations, their leadership, and their employees up for success. As a seasoned executive and change agent with 20+ years of experience across commercial, local, and federal government organizations, Dr. Barnes has become a thought leader in designing and implementing complex business transformations.

Dr. Barnes brings a deep knowledge of organizational dynamics, change management, and strategy development from both a practical and academic perspective. As CEO and founder of Evolve Your Performance, Dr. Barnes helps CEOs and senior executives make sense of and improve their organizational culture and performance, specializing in the design and execution of large-scale transformation initiatives. She has a proven track record of getting the desired results and moving the organization forward. Dr. Barnes’ most recent book, *The Palgrave Handbook of Organizational Change Thinkers*, is used to teach change management in universities all over the world.

LinkedIn Profile: [Linkedin.com/in/mary-barnes-evolve](https://www.linkedin.com/in/mary-barnes-evolve)

Website: [EvolveYourPerformance.com](https://www.EvolveYourPerformance.com)

Website: [EvolvingExecutivePodcast.com](https://www.EvolvingExecutivePodcast.com)



## 2023 Virtual Conference

## EDUCATION

**Education Sessions Round 2****Step Zero - A New First Step for Change**

The timing of change activities often determines whether a business transformation is effective and sustainable. Change agents are forever trying to get the timing right. But what if the answer is not better reaction, but better anticipation of change? Step Zero refers to a healthy state of change readiness with leaders who invest in cultural conditions that enable people to participate more actively and with less resistance. Leaders and employees at modern organizations can no longer afford to learn to change each time a business transformation initiative presents itself.

Chris Smith and Chris O'Connor, principals from ChangeSmith with decades of practical organizational change management experience and leadership, will share insights and experiences in a story-telling format. They will examine conventional change challenges and approaches, and describe how Step Zero, supported by a healthy culture and leadership, can create new, significant, and near-immediate people and business advantages for modern organizations.

**Chris Smith**

Chris Smith is an Organizational Health executive delivering change, culture, and leadership solutions for nearly 25 years. Through a unique blend of facilitation, consulting, and team coaching techniques, he pursues his purpose of empowering business leaders to enable

more remarkable experiences for people. Chris has produced sustainable transformation outcomes for executives at Fed Civ / Intel, Big Pharma, commercial energy, management consultancies, trade associations, and non-profit organizations. A former Board member of ACMP DC, he was among the First 500 to achieve the CCMP and is a featured speaker on Org Health, Change, Purpose, and Leadership.

Prior to founding ChangeSmith, Chris led teams at PwC, BearingPoint, and Booz Allen Hamilton where he was responsible for over \$25M in business transformation client relationships. Chris studied at Georgetown, UVA, and Williams College, where he was a member of the 1995 NCAA Champion Men's Soccer team, and serves as co-chairman of the Juliet Grace Smith Foundation.

**Chris O'Connor**

Chris O'Connor is a versatile, holistic business professional with 30+ years of experience leading teams of all sizes in organizational change, culture management, finance, technology enablement, and professional services business units serving clients in high-pressure, rapidly changing environments. He has advised, coached,

and facilitated for executives across various organizations, from Federal Civilian, Defense, and Intelligence Community to management consultancies, education, and several trade association and non-profit organizations.

Before joining ChangeSmith, Chris was a leader at management consultancies, including KPMG Consulting, BearingPoint, and Booz Allen Hamilton, where he was responsible for over \$60M in client relationships related to organizational change and performance management. Chris holds a B.S. from the U.S. Military Academy at West Point. He has led soldiers in combat during Operations Desert Shield/Storm and operations in the Republic of Korea along the Demilitarized Zone (DMZ).

# 2023 Virtual Conference

# JOIN

## Becoming an ACMP DC Member

Joining ACMP and identifying the Washington DC Chapter as your primary chapter will allow you to stay in touch with [ACMP DC](#), be the first to know about our upcoming events, and take advantage of resources, training discounts, and more. Follow the steps below to become a part of our growing community.

### How to Join ACMP DC

- If you are new to ACMP, visit [acmpglobal.org](http://acmpglobal.org), then click “Join or Renew”. Select a membership option and click “Join Now”. From the “Create Username” page, under Registration Information select “Washington DC Chapter” from the Chapters drop-down menu.
- To change your primary chapter to ACMP DC, log in to your ACMP member profile [here](#), then click on Groups. From the “Primary Group Management” section, select “Chapters: Washington DC Chapter” from the drop-down menu and click “Update”.

### Membership Benefits

Being an ACMP member allows you exclusive access to many ACMP resources including:

- Conference Registration Discounts
- Educational Webinars
- Resource Library
- Career Center
- Change Management Practitioner Library

By selecting Washington DC Chapter as your primary chapter, you will have priority access to:

- Change Management Training including Exclusive Chapter Member Discounts
- Our Fed CM and DATa CM Communities of Practice
- Webinars and Events Tailored to our Members
- Networking Events
- Volunteer and Leadership Opportunities

## Friends of ACMP DC

Not ready to commit? You can still sign up as a Friend of ACMP DC and stay in touch via our emails and website. Join us during our open networking nights and other events at non-member pricing. To become a friend, email us at [acmpdc@gmail.com](mailto:acmpdc@gmail.com).

2023 Virtual Conference

# ENGAGE

## Visit our Website and Attend an Event

Visit us online at <https://acmpdc.org> and check out our [Events page](#) for the latest learning and networking opportunities.

## Join the ACMP DC Board of Directors

Nominations are now open for our 2023 Board of Directors. Visit our Board Elections page at <https://acmpdc.org/elections> to learn more about serving on the Board, check out our [open board positions](#), and [apply here](#).

## Volunteer with ACMP DC

Interested in supporting the chapter, helping us provide amazing experiences to our members, and earning some CCMP PDUs in the process? Visit our Volunteer page at <https://acmpdc.org/Volunteer> then send us an e-mail at [acmpdc@gmail.com](mailto:acmpdc@gmail.com) and let us know how you'd like to help.

## Follow Us on Social Media



<https://linkedin.com/company/acmpdc>



<https://facebook.com/acmpdc>



<https://twitter.com/acmpdc>

**Use #ACMPDC2023 to connect with other attendees!**