

Beiersdorf

AND OUR WAY TO

new work FESTIVAL



NEW WORK FESTIVAL 2020

With NEW WORK into the New Normal

NEW WORK FESTIVAL 2020 – Covid-19 Edition

C.A.R.E.+

With NEW WORK into the New Normal

Delivering concrete New Work hacks and methods to simplify our remote working life.

WHEN? November, 10-12, 2020

WHERE? Virtually via TEAMS / partly streamed via LinkedIn live

WHO? A grassroot initiative of 23 cross-functional New Work Enthusiats is organizing the Festival and has invited over 20 internal and 15 external speakers to join the virtual event.

What are the Sessions about?

- How can we foster a NEW WORK Culture?
- What is needed for virtual leadership and mindset?
- How to quickly apply agiles tools & roles
- How to conduct a virtual workshop and visually collaborate
- How to align on ways of working with your team when working flexible?
- Build up human connection in times of Covid-19 with WOL



Schedule

#NWF20

Tuesday, November 10th

NWF Opening J. Spatz, B. Dutli, J. Kupfer	9 – 9:30
Unleash the beast Tobias Krüger (VP Culture Otto)	9:30 – 10:30
How to unleash the Beiersdorf beast? (panel) J. Kupfer, C. Schneidereit, V. Kruck, T. Krüger	10:30 – 11:15
Beiersdorf Digital Transformation Strategy M. Böhm & A. Hamann	11:15 – 12:00
Make work fun again Corporate Rebels	12:45 – 1:45
GOOD FOR ME: Let's get out of the midday low M. Fischer	1 – 1:15
GOOD FOR ME: Yoga Nidra Session M. Fischer	1 – 1:30
The (new) Beiersdorf Campus - Accelerating NEW WORK J. Weiher & M. Boden	1:45 – 2:15
New spaces for NEW WORK - Ippolito Fleitz Group P. Ippolito	2:15 – 3:00
Stefan De Loecker: CEO Address	3:00 – 3:30
Creating emotional connections while working remotely A. Evers, A. Schaubrenner, A. Schaefer	3:30 – 4:15
Sustainable Working and Living - a Gret(a)chenfrage M. Borchers	4:15 - 5
Transformation and Mindset Change in exponential times Pascal Finette	5 – 5:45
Networking Corner J. Spatz, B. Dutli, J. Kupfer	5:45 – 7

Wednesday, November 11th

GOOD FOR ME: Your active start into the day K. Kröger & R. Gossmann	8:30 - 9
Purpose Circles J. Spatz	9 – 9:45
Jobsharing @Beiersdorf C. Braase, J. Eckert, J. Kutz, M. Garcke	9:45 – 10:30
Going new ways of working @Accounting C. Kastner	10:30 – 11:15
Learning radical collaboration with the help of WOL @ Deutsche Bahn A. Schmitt	11:15 - 12
New Performance B. Rolff	12 - 1
Keynote about NEW WORK Zhengrong Liu, Labor Relations Director	1 – 1:45
Success and Failure Stories V. Kruck & A. Karapetian	1:45 – 2:30
GOOD FOR ME: Healthy team K. Kröger & R. Gossmann	2 – 2:30
Interactive Scrum Session E. Shahmohammadi	2 – 3:15
Agility as an Operating System to master bigger challenges at NIVEA X H. Edler, R. Kruse	2:30 – 3:15
Liberating structures and Agile Transformation T. Petersson & J. Schartau	3:15 – 4:15
When technology hits people K. Haas & I. Brkic	4 - 5
Agile - From Theory to Practice R. Scheffler	4:15 - 5
Agile Practices in Business Teams - Panel Discussion	5 - 6
How should we organize our work S. Pilarinos	6 - 7
Networking Corner J. Spatz, B. Dutli, J. Kupfer	7 - 8

Thursday, November 12th

GOOD FOR ME: Healthy habits A. Marcu	9 – 9:30
KonMari @Working from Home A. Schwertfeger	9 – 9:30
KonMari Team Sessions	9:30 – 10:30
Virtual Mindset K. Klumpp	9:30 – 10:30
DoSchool - Individual Purpose F. Hoffmann	10:30 -11:30
Design Thinking in Action K. Ropeter & Team	11:30 -12:30
D&I and the importance of edginess in liquid teams	12:30 – 1:15
GOOD FOR ME: Yoga Nidra session K. Kröger	1 – 1:30
Modern Leadership - Panel Discussion	1:15 - 2
Open house: How to connect with talents during Covid-19	2 -2:45
OSCAR&PAUL Battleweeks S. Biel, C. Fellingner, C. Heuveling	2:45 – 3:30
NEW WORK & positive self-management M. Ebeling	3:30 – 4:15
NEW WORK Masterskills M. Trautmann	4:15 - 5
Next Level Teamwork Workshop M. Ebeling	4:15 – 5:15
Unconscious Bias V. Kruck, C. Kastner, A. Karapetian	5 – 5:45
Wrap-up & Closing J. Spatz, B. Dutli, J. Kupfer	5:45 – 6:15
Virtual Afterwork - DJ Set J. Spatz, B. Dutli, J. Kupfer	6:15 - 9

All times given are Central European Time.

#NWF20 -

We are happy to announce our public sessions

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Make work fun again <small>Corporate Rebels</small>	12:45 - 1:45
The (new) Beiersdorf Campus - Accelerating NEW WORK <small>J. Weiherl & M. Boden</small>	1:45 - 2:15
New spaces for NEW WORK - Ippolito Fleitz Group <small>P. Ippolito</small>	2:15 - 3:00
Stefan De Loecker: CEO Address	3:00 - 3:30
Creating emotional connections while working remotely <small>A. Evers, A. Schaubrenner, A. Schaefer</small>	3:30 - 4:15
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Transformation and Mindset Change in exponential times <small>Pascal Finette</small>	5 - 5:45

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Agility as an Operating System to master bigger challenges at NIVEA X <small>H. Edler, R. Kruse</small>	2:30 - 3:15
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Thursday, November 12th

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DoSchool - Individual Purpose <small>F. Hoffmann</small>	10:30 - 11:30
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**Tuesday
November 10th**

Kick-Off

NEW WORK FESTIVAL OPENING

9:00 – 09:30

C.A.R.E.+



After the great success of the first NEW WORK FESTIVAL in 2019 the 2nd edition takes place fully virtually this year.

For three whole days, more than 40 sessions and over 50 speakers will be dedicated to the topic "With NEW WORK into the New Normal". The colorful mix of keynotes, interactive exercises and workshops is not only intended to provide insights and hands-on support, but also to encourage the participants to actively engage.

A grassroot initiative of 23 highly motivated NEW WORK Enthusiasts are the people behind the Festival.

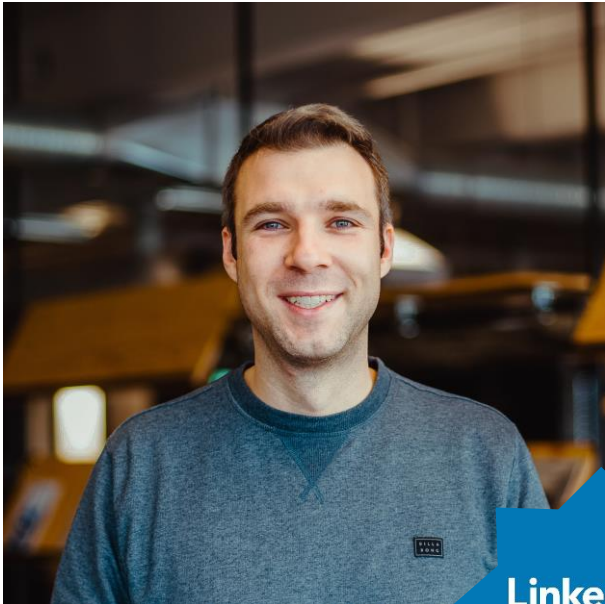
Get to know three of them: **Johanna Spatz** (Junior Manager Talent & Organization Development), **Boris Dutli** (Management Trainee) and **Julian Kupfer** (Corporate Communications Manager) and gain first-hand insights on the NEW WORK journey at Beiersdorf and what to expect in the three Festival days.

Keynote

Unleash the Beast!

9:30 – 10:30

C.A.R.E.+



LinkedIn
LIVE

Tobias Krüger is Division Manager of Otto Group's Kulturwandel 4.0 division and reports to CEO Alexander Birken. From his former position in the Group strategy, he recommended to the Executive Board to initiate a process of cultural transformation in order to master the current economic challenges of the Group.

As an important internal driver of a process of cultural transformation, he holds a rather rare position in Germany: since he operates from a holding company level, his eight-member team and he orchestrate the processes of dozens of subsidiaries.

Why you should join:

In his session Tobias will tell you how to successfully push the cultural change in a company. Learn more on how to unleash the beast!

Unleash the Beierdorf Beast: How to foster a NEW WORK CULTURE (Panel)

10:30 – 11:15

C.A.R.E.+



In this interactive panel **Tobias Krueger** (Head of the Otto Group's Cultural Change), **Julian Kupfer** (Corporate Communications Manager), **Valerie Kruck** (HR Business Partner Beiersdorf Shared Services) and **Claudia Schneidereit** (Senior Global Digital Transformation Manager) will discuss on the importance of a NEW WORK culture and on how to bring a vivid company culture to life.

Why you should join:

Food for thought: Let's bring different perspectives to the table.

This panel discussions is going to be an exchange of viewpoints among different generations, different companies but same wish for cultural change. And you can be a part of it – we are ready for your questions!



Keynote

Make Work Fun Again!

12:45 – 1:45

C.A.R.E.+



In January 2016, the two founders of **Corporate Rebels** quit their corporate jobs. They simply couldn't accept that the world of work – for far too many – is a place full of misery and despair.

In order to fight those dreadful workplaces, they started their blog "Corporate Rebels". By checking off their bucket list, they visit the world's most inspiring workplaces. They combined those practical insights with academic findings from their PhD research.

Their work has been featured in media outlets like The New York Times, Forbes, The Huffpost, BBC and The Guardian.

Why you should join:

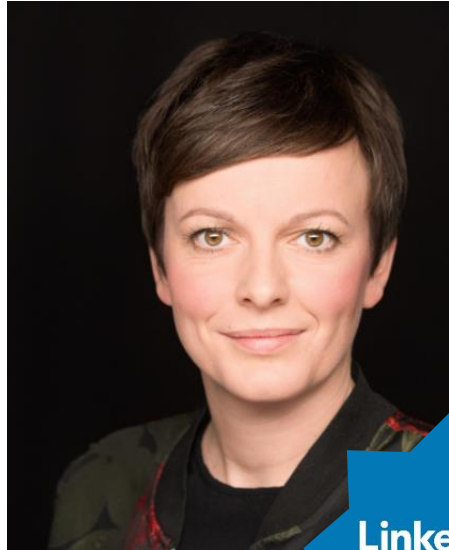
Get ready for some radical inspiration on how New Work could look like. And it doesn't stop there: Together with you, the Corporate Rebels will deep-dive into where we can start at Beiersdorf!

Keynote

1:45 – 2:15

C.A.R.E.+

The (new) Beiersdorf Campus: Accelerating NEW WORK



Julia Weiherl (Head of CEO Office) and **Marie Boden** (Manager Campus & Projects) will share insights on the current state of the new Headquarters buildings and speak about how the new Campus will facilitate New Ways of Working. Moreover, they will give 5 tips how to accelerate NEW WORK in your offices.

Why you should join:

Learn more about our new Headquarters, the Beiersdorf Campus, and how our teams will work there in the future!

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LIVE

Keynote

IFG New Spaces for New Work

2:15 - 3

C.A.R.E.+



Ippolito Fleitz Group is a multidisciplinary, internationally operating design studio based in Stuttgart. The architecture studio is working closely with us to develop and design our New Campus.

Together with us they develop architecture, products and communication that are always part of a whole and yet something distinctive.

As architects of identity, they conceive and construct buildings, interiors and landscapes; develop products and communication measures.

Why you should join:

Peter Ippollito, Managing Partner at IFG, will share interesting insights on how workplace design fosters new ways of working.

Keynote

Stefan De Loecker

3 – 3:30

C.A.R.E.+



LinkedIn
LIVE
tbd

Our CEO **Stefan De Loecker** will share his perspective on NEW WORK, speak about the importance of it and how “work” has changed over the last six months. He will reflect on the key learnings and how Covid-19 has changed the rules of the game. Moreover, we will emphasize on his expectations towards New Work and will offer personal examples on how he personally is living New Work.

Keynote

3:30 – 4:15

C.A.R.E.+

Creating emotional connections while working remotely



LinkedIn
LIVE

Alina Schaubrenner (Change Specialist), **Alena Evers** (Senior Change & Transformation Expert) and **Alexander Schaefer** (Manager Transformation and Organizational Development) will share best practices on how virtual work can be facilitated.

Why you should join:

They will share hands-on examples on how to keep the team spirit and engagement up while working virtually and will provide you with concrete tools and workshop guidelines to bring remote work in your team to the next level.

Keynote

4:15 - 5

C.A.R.E.+

Sustainable Working and Living – a Gret(a)chenfrage



WSP is a global business and one of the leaders in providing management and consultancy services to the built and natural environment. **Meike Borchers** heads up WSP's Hamburg office and has worked in sustainability consulting for over 15 years.

Why you should join:

The question of our lifetime is that of our commitment to combating climate change and of sustainable working and living in general. New Work principles – for example by implementing WELL criteria - are one key piece of the puzzle.

Keynote

5 – 5:45

C.A.R.E.+

Be radical: Transformation and Mindset Change in exponential times



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LIVE

Pascal Finette is Co-Founder at be radical, Singularity University's Chair for Entrepreneurship & Open Innovation and a Venture Partner at BOLD Capital Partners. Previously he held leadership positions at Google.org, Mozilla, and eBay, built technology startups, launched a Venture Capital firm. He is the posse leader at TheHeretic.org, and is a general upstart when it comes to creating meaningful change.

In his keynote he will speak about the digital transformation and the importance of a mindset change in exponential times.



**Wednesday
November 11th**

Keynote

11.15 – 12:00

C.A.R.E.+

Old Silos- New Silos – No Silos: Learning radical collaboration with the help of Working out loud



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LIVE

The “New Work Bubble” isn’t any better than the old known Silos. What we need is a mindset to work more collaborative and fill “Diversity” with action. Why it’s that urgent and how the Deutsche Bahn uses Working Out Loud as a method to drive change are just two questions which will be answered in this session.

Anna-Lena Schmitt is Specialist for Change Management and Digital Transformation in the CDO Department of Deutsche Bahn AG. Her main focus is on the effects of digitization on people and the organization as a whole. She works out formats like WOL@DB to actively shape the change and create the necessary framework conditions.

— Keynote on Leadership

Zhengrong Liu

1 – 1:45

C.A.R.E.+



LinkedIn
LIVE
tbd

Our Labor Relations Director **Zhengrong Liu** will share his perspective on New Work and the importance of a new Leadership understanding. What are the current challenges in times of remote working? What makes a good leader and what are the success factors of an open and trustful relationship between different hierarchies? Are these hierarchies needed anyway? In his Keynote Zhengrong Liu will reflect on these and further questions.

GOOD FOR ME Session

Healthy Teams Best Practice

2 – 2:30

C.A.R.E.+



In this session **Rebecca Gossmann, Katja Kröger** and **Ümit Özdemir** (Manager Data & Advanced Analytics) will talk about the implementation and development of “Mindful Office Team Rules” within Ümit’s team.

Over several months Rebecca und Katja from the **GOOD FOR ME** team accompanied Ümit and his team with inspirations, ideas and their experience in the field of health and mindfulness. During this time, the team developed their own mindful office rules.

Why you should join:

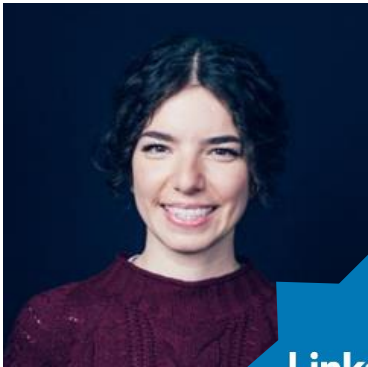
This is a best practice example of a team diving into the topic of mindfulness supported by their team leader and the Beiersdorf Health Management. Get inspired and learn more about becoming mindful and healthy as a team.

Keynote

2:30 – 3:15

C.A.R.E.+

Agility as an Operating System to master bigger challenges at NIVEA X



LinkedIn
LIVE



Henrik Edler

Funda Guenyar

Ralf Kruse

More information to follow soon.

Keynote

4:15 - 5

C.A.R.E.+

A health insurer's (incomplete) agile journey: The successes and pitfalls in putting agile theory into practice



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LIVE

"Agile principles can introduce real lasting business benefits if adopted with a clear purpose. However this adoption requires constant support and adjustment. In his keynote Roman will reflect on finding the right balance between "being radical" and adapting to circumstances which from his point of view was harder than expected.

Roman Scheffler, Head of Platform at BKK VBU, a German Health Insurance company, is passionate about applying new and creative approaches to improve and develop products and services, organisations and processes, and evolving business models.

Why you should join:

Do you think that a statutory health insurance in Germany is boring? Think again! Learn how the BKK VBU is adopting agile by failing, succeeding, and, probably, failing again before succeeding even more.



**Thursday
November 12th**

— Keynote

Virtual Mindset – Virtual Leadership

9:30 – 10:30

C.A.R.E.+



Working as teamlead at Zalando for several years, **Katharina Anna Klumpp** has supported the setup of virtual teams at the hugely successful online shopping platform. Since this year, she works as lecturer, trainer and coach.

Katharina's coaching program "New Leadership" includes tips on how best to lead not only others, but also yourself. She will share with us her key insights for self-leadership and mindset in a virtual environment.

Why you should join

Learn how to develop healthy self-leadership skills to help you stay afloat in a virtual world. You can apply the learnings from this session right away – guaranteed.

Keynote

10:30 – 11:30

C.A.R.E.+

From purpose to action – the DO School



Florian Hoffmann (born 1981) is an award-winning social entrepreneur and founder of The DO School. He sits on the Supervisory Board of the World Future Council, and was named one of 100 Young Global Leaders by the World Economic Forum in 2017. Hoffmann regularly speaks on the topics of societal innovation, education, and social entrepreneurship.

He has taught The DO School method at various renowned universities such as the Hasso Plattner Institute at Potsdam University and the EBS University of Business and Law. His work has been covered widely in publications such as the Financial Times, the Wall Street Journal, Monocle (media company) and more. For us, he will speak about the importance of purpose alignment in a company.

Why you should join

Only when employees and other stakeholders get a chance to reflect and align their individual purpose with that of the company's, can we truly leverage the power of purpose and achieve joint action. Get inspired!

Panel

Modern Leadership

1:15 – 2:00

C.A.R.E.+



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“From Directive to Supportive Leadership” or “From Rules & Control to Freedom & Trust” the top NEW WORK trends when talking about Leadership. What does it need to bring these trends to live? And how far are we at Beiersdorf when it comes to a modern leadership understanding?

Alex Kershaw is Vice President Human Resources for the Emerging Markets region. She has over 15 years experience across a diverse range of organisations and will give fresh insights on her perspective of leadership at Beiersdorf.

Andreas Clausen, Vice President R&D is leading the Skin Care Development in Hamburg and is also responsible for our new Innovation Center in Shanghai. In terms of leadership his credo is: “We need to question our ways of working more often and learn to let go”

Russell Coleman is currently the HR Director for Beiersdorf Southern Africa. His path to becoming a seasoned Business and HR Professional with 24 years' experience, was rather unconventional. It is one that took vision and resilience. Before studying and becoming an HR Executive, Russell worked as a packer for Checkers. He later worked in a factory as a Production Operator and as a Supplier Representative working with Automotive OEM's.

Keynote

New Work Masterskills

4:15 - 5

C.A.R.E.+



LinkedIn
LIVE

We are incredibly excited to have **Michael Trautmann**, our moderator and introducer of last year's edition of the New Work Festival, back for 2020!

Michael is not only a successful podcaster („On the way to New Work“), but also a pioneer in New Work. For us, he will share exclusive insights into his newest project „New Work Masterskills“. He will close off our New Work Festival with an inspiring package of actionable steps and a powerful call to action: New Work starts with YOU!

Why you should join:

How to get started with New Work? Michael Trautmann has the answers. You'll leave this session fully energized, inspired and ready to take action.

Keynote

2:45 – 3:30

C.A.R.E.+

OSCAR&PAUL BATTLEWEEKS - How employer branding drives purposeful innovation



135 talents from 29 countries with 45 nationalities competed against each other in the virtual hackathon event of OSCAR&PAUL, the Corporate Indie Brands Unit of Beiersdorf.

Learn how to facilitate an open source creative hackathon, leveraging the “new normal” opportunities as purposeful business drivers.

Christoph Fellingner, Manager Young Talent Acquisition, **Janice Hyungyoon**, Expert Graduate Marketing, **Stefan Biel**, Director Innovation OSCAR&PAUL and **Christopher Heuveling**, Senior New Business Manager OSCAR&PAUL will show the motivation behind the Battleweeks, and share obstacles and solutions as well as watch outs and learnings.

Keynote and Discussion

Unconscious Bias

5 – 5:45

C.A.R.E.+



#Sisterhood
is Power

...why we unconsciously take data more into consideration than people.

In a time where technology is moving fast forward we are creating a world ruled by data – are you aware of the unconscious bias this data is creating? Get ready to feel caught by your daily-biases.

As special guest we will have **Astrik Karapetian**, who initiated the Sisterhood is Power Community and (MALE) to talk about the development of this Community and their Bias-learnings.

Why you should join:

You think...

1. you are quite aware of your biases – we will prove you wrong 😊
2. you manage all your technical devices as safe, as that no data could bias you – we will prove you wrong 😊
3. You want to learn more about the unconscious – stream on!

You're only two steps away...

- 1. Follow Beiersdorf on [LinkedIn](#) to stream all sessions live!**
- 2. Check out our [event calendar](#) for the line-up and schedule!**

Stay tuned and join us for 3 days of radical inspiration!



**See you November
10th – 12th!**