



# Conduct & Culture SUMMIT

Purpose over Profit



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19 - 21 April 2021

## Three days of virtual webinars for the Financial Services Global COO and CCO community

Armstrong Wolfe has created the opportunity to hear from industry and regulatory leaders, prominent academics and those at the forefront of behavioural science on how culture and conduct is shaping the Financial Services industry.

### About:

Advanced and progressive thinking in relation to managing culture and conduct.

### What it is not:

The dissection of established operational processes, policies and mandates in place today.

### Who should attend:

Business heads accountable for culture and conduct and the appointed executives responsible for determining how best to protect the franchise from evolving threats.

Its focus on culture, the importance of cultural cohesion and the changing demands of the conduct agenda have never been more important and complex than now. The COVID-19 crisis has placed the industry into a uniquely challenging place but with every test there exists opportunity to embrace change and meet this contest with innovation and courage.

### Join us for



21 webinars



3 Days



Global audience

For more information email [info@armstrongwolfe.com](mailto:info@armstrongwolfe.com) • [www.armstrongwolfe.com](http://www.armstrongwolfe.com)

## The pillars of debate



### Leadership and Purpose

Leadership is the cornerstone of organisational and institutional stability married irrevocably to the establishment of individual and collective purpose. With purpose, you establish the unseen control framework that betters any technological solution, what we define as cultural surveillance, which occupies a higher ground than deterrent and punishment and breeds productivity and profitability from a position of unassailable strength.

We will investigate how leadership, purpose and culture are changing at the intersection of the pandemic and the regulated and moral obligations of good conduct and sustainability, to be further tested by the anticipated change in workforce planning and deployment post COVID-19.



### Threat management and the role of the COO in emerging risks and horizon scanning

**Emerging risks** and the broadening of the control and conduct lens to encompass a more esoteric examination of what constitutes **threat**. The industry has been exposed to the invisible danger and intimidation of pandemic, where the need to think more creatively about what constitutes threat is now an organisational imperative. Putting it simply, the industry cannot afford to allow a failure of the imagination to be a reason for failure.

**Technology** and the **art of the possible** has permanent residency within the Conduct agenda, where the capture and use of data enabling you to move to a predictive, forward looking line of attack (**as opposed to defence**) and therefore being on the front foot, is seen as the fundamental challenge of Conduct. In doing so, enabling companies to undertake material, as opposed to judgemental, horizon scanning and identify and evaluate emerging risks more effectively. We will investigate emerging technologies and how they can effectively partner human observation and what we define as, **cultural supervision**.



### Governance and 3LoD

Organisational design and governance have defined the industry's efforts to meet the structural and regulatory demands captured within the 3 lines of defence that have defined the operating mantra of the functions that own and manage risk; oversee risk and provide independent assurance.

We ask the question 'Is it time to reassess this model', allowing for technological innovation and the industry's investment in these areas since the 2008 crisis or has the industry missed an opportunity in failing to ask the question repeatedly 'what problem am I seeking to address and how best do I align my resources to tackle this issue', whilst meeting regulatory interpretation, to succeed?

Is it time for a change in thought and execution?

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## Speakers

The conference will give the stage to prominent speakers, all with the shared and common purpose to make the industry a safe haven for clients, investors and employees; to heighten its reliability; to help further rebuild trust and its reputation and make it the magnet to attract and retain the most talented people worldwide.

These will include invites to the regulators; industry bodies; leading firms and academics within leadership and behavioural analytics; technological companies both small and large and leading voices from the world's consulting and advisory sector.

### Selected speakers:



#### Dr. Mary Crossan

Professor of Strategic Leadership, Ivey Business School



#### Dr Roger Miles

Faculty Lead, UK Finance Conduct and Culture Academy



#### Bill Furlong

Executive-in-Residence, Ivey Business School



#### Tracey McDermott

Group Head, Corporate Affairs, Brand & Marketing; and Group Head, Conduct, Financial Crime and Compliance, Standard Chartered Bank



#### Stephen Scott

CEO, Starling Trust Sciences



#### Lance Gerrard-Wright

Managing Director UK, IDG in association with Sandhurst



#### Chris Severson

Head of Internal Transformation Philip Morris International + former U.S. Marine Corps TOPGUN Instructor



#### Michael Cole Fontayn

Chairman, AFME

## Attendees

**Armstrong Wolfe has been the focal point for the global COO and Chief Control Officer Markets community since 2014 and for asset management since 2018.**

**Within our global community we have 35 world's leading banks and 30 asset managers, representing all continents.**

### Who should attend:

- Those directly accountable for conduct as business leaders, charged with the ambassadorial role of defining a Company's culture and meeting the structural demands of conduct
- The managing directorate responsible for executing the conduct and cultural agendas on behalf of the executive

For more information, sponsorship or speaking enquiries: [info@armstrongwolfe.com](mailto:info@armstrongwolfe.com)

[www.armstrongwolfe.com](http://www.armstrongwolfe.com)

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