



Conduct & Culture SUMMIT

Purpose over Profit



ARMSTRONG WOLFE

19th - 21st April 2021

Day 1: Purpose and Leadership

Mission Command: integrating Military and Commercial Leadership to deliver a culture of inclusion and empowerment

Global

Webinar 1 19th April 2021 16:00 - 17:00 (HKT/SGP) 08:00 - 09:00 (GMT)

Guest Speakers: Chris Severson - Head of Internal Transformation, Philip Morris International, Stuart Tootal - Partner, Matero Consulting and Lance Gerrard - Wright, Managing Director UK, IDG in association with Sandhurst

Corporate Purpose: The Case for Re-examination

Global

Keynote 1 19th April 2021 18:00 - 19:30 (HKT/SGP) 10:00 - 11:30 (GMT)

Keynote Speaker: Michael Cole-Fontayn - Chairman, AFME

Strategic Alignment: a disparate approach to Conduct, Purpose and Culture will only deliver friction and failure

Global

Keynote 2 19th April 2021 08:00 - 09:30 (EST) 13:00 - 14:30 (GMT)

Keynote Speaker: Patrick Butler - MP, Armstrong Wolfe Institute

The 3 pillars of Cultural Change

Global

Webinar 2 19th April 2021 10:00 - 11:00 (EST) 15:00 - 16:00 (GMT)

We investigate how the COO's office, Compliance and Human Resources heads can best work together to deliver cultural and behavioural change

Leadership: What This Means and the Characters Needed

Global

Keynote 3 19th April 2021 11:30 - 13:00 (HKT/SGP) 16:30 - 18:00 (GMT)

Keynote Speakers: Dr. Mary Crossan - Professor of Strategic Leadership, Ivey Business School and Bill Furlong - Executive-in-Residence, Ivey Business School

Beyond Individual Accountability

Global

Webinar 3 19th April 2021 13:30 - 14:30 (EST) 18:30 - 19:30 (GMT)

Making the Senior Manager's Regime work for all

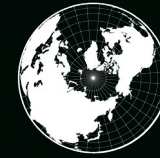
Moderator: Maurice Evtyn-Buften - CEO, Armstrong Wolfe

Guest Speakers: Andy Powell - MD, CAO and Global Head of Asset Management Client Service, JP Morgan Chase & Co., Penny Tunbridge - MD, COO Advisory, Credit Suisse and Iain Heeps - UK COO & Deputy UK CEO, BNP Paribas Asset Management



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Day 1: Purpose and Leadership - Continued

Leadership when in Crisis

Global

Webinar 4 19th April 2021 15:00 - 16:00 (EST) 20:00 - 21:00 (GMT)

Training managers to lead when in crisis is invariably undertaken retrospectively or not undertaken at all: we investigate what has been learnt from past crisis' and the present pandemic that will enable the industry to prepare its leadership to meet future challenges

Day 2: Threat Management and the Role of the COO

Can Behavioural Science deliver on its promises?

Global

Webinar 1 20th April 2021 16:00 - 17:00 (HKT/SGP) 08:00 - 09:00 (GMT)

A panel session discussing the evolution of this science, its application and how marrying it to technologies may provide a reason for optimism

Emerging Risks

Global

Keynote 1 20th April 2021 18:00 - 19:30 (HKT/SGP) 10:00 - 11:30 (GMT)

External - Brexit & Regulatory Change (Conduct and Culture)

Keynote Speaker: Dr. Roger Miles - Head of Faculty UK Finance, Conduct & Culture Academy

A Purposeful Organisation

Global

Keynote 2 20th April 2021 08:00 - 09:30 (EST) 13:00 - 14:30 (GMT)

The importance of establishing an organisation's purpose has become more prominent in recent years, with interest from investors and regulators. This session will consider the benefits this can bring to a business and the role of purpose in supporting the related culture and conduct agendas. The growth of Sustainable Finance is a prominent example of embedding purpose in organisations. There are challenges, though, and setting a clear purpose is not a silver bullet. Financial services firms will need to continue work to embed sound cultures and good conduct outcomes.

Keynote Speaker: Tracey McDermott - Group Head, Corporate Affairs, Brand & Marketing & Group Head, Conduct, Financial Crime & Compliance, Standard Chartered Bank

A Failure of the Imagination

Global

Webinar 2 20th April 2021 15:00 - 16:00 (EST) 10:00 - 11:00 (GMT)

The pandemic exposed the industry's lack of preparedness to meet foreseeable challenges. We discuss how the evolving concept of threat management and a change in the role of the COO could help enable anticipatory actions and decisions to be made to meet future challenges

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Day 2: Threat Management and the Role of the COO - Continued

On the same page: the importance of the Business Head - COO leading in partnership, by example and in defining purpose

Global

Keynote 3 20th April 2021 11:30 - 13:00 (EST) 16:30 - 18:00 (GMT)

The role of the 'COO' in working in partnership with the head of business/ CEO in using and driving technology to meet emerging risk and underpin purpose driven culture.

Keynote Speakers: Jason Sippel - Global Head of Equities, JP Morgan Chase & Co.

How can predictive behavioural analytics optimise performance and minimize risk?

Global

Webinar 3 20th April 2021 13:30 - 14:30 (EST) 18:30 - 19:30 (GMT)

An in the spotlight interview with Stephen Scott (CEO & Founder, Starling Trust)

Empathy – Difficult to Master and Demanding to Maintain

Global

Webinar 4 20th April 2021 15:00 - 16:00 (EST) 20:00 - 21:00 (GMT)

Difficult to master and demanding to maintain, what does it have to do with leadership?

Day 3: Governance and the results of the 3LOD survey

A view from the 1st Line

Global

Webinar 1 21st April 2021 16:00 - 17:00 (HKT/SGP) 08:00 - 09:00 (GMT)

A summary of recommendations from the Control Officer industry-wide 3LoD review

Guests Speakers: Nigel Webb - Senior Managing Director, EMEA Head of Financial Services, FTI Consulting and Simon Longden - Partner, Armstrong Wolfe Partners

The Chief Control Officer: redefining its mandate in a post pandemic world

Global

Keynote 1 21st April 2021 18:00 - 19:00 (HKT/SGP) 10:00 - 11:30 (GMT)

Keynote Speakers: TBA

Part 1: Changing Role and Opportunity For COO to Impact Governance Process -

Part 2: Strategy Making/Prioritisation to Include; 3LOD, Strategy, Resourcing, New Opportunity vs Damage from Brexit Speakers



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Day 3: Governance and the results of the 3LOD survey - Continued

Environment of Safety (Speak up vs whistleblowing)

Global

Keynote 2 21st April 2021 08:00 - 09:30 (EST) 13:00 - 14:30 (GMT)

Part 1 - Environment of Safety (speak up vs WB) and How This Drives Innovation

Part 2 - A Focus on Culture, to Include Reporting, Management Information and Resourcing

The New Metrics to Match Behaviour with Purpose

Global

Webinar 2 21st April 2021 10:00 - 11:00 (EST) 15:00 - 16:00 (GMT)

Guest Speakers: TBA

The New Metrics to Match Behaviour with Purpose - Reporting and Decision Making Goals

3LOD- Is it time for a change in thought and execution?

Global

Keynote 3 21st April 2021 11:30 - 13:00 (EST) 16:30 - 18:00 (GMT)

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 this 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?

Keynote Speaker: TBA

Tech to KYE (Know Your Employee)

Global

Webinar 3 21st April 2021 13:30 - 14:30 (EST) 18:30 - 19:30 (GMT)

Tech to KYE (Know Your Employee), Embed Competencies (Elephant Never Forget), Reward Change in Behaviour

Guest Speakers: David Harding - Former Managing Director and International COO for Technology at Morgan Stanley

Findings from the 3LOD Review

Global

Webinar 4 21st April 2021 15:00 - 16:00 (EST) 20:00 - 21:00 (GMT)

Findings from the 3LOD Review

Guest Speakers: Larry List - Partner, Armstrong Wolfe Partners and Marc Walby - Senior Managing Director, Financial Services, FTI Consulting