

Join the Ei Evolution Summit

12th October 2021



Right now we're faced with some big decisions.

How might these decisions liberate us, empower us and help us lead healthier and happier lives?

We're seeing new behaviours and unfamiliar attitudes from our customers. We're seeing staff 'revolt' when leaders issue an order to return to the office.

Our employees expect more empathy and compassion from their leaders than ever. Wellbeing is now firmly on the agenda. Are you ready for this?

Businesses able to respond to changing customer and employee needs are thriving. Are you?



Join the Ei Evolution Summit for the first ever discussion about remote work, employee experience, customer experience and wellbeing – all together. Hear from scientists, practitioners and thought leaders from across the globe as they help us answer these critical questions. Right now.

On 12th October we are bringing together the world's No. 1 authority on Emotional Intelligence, psychologist **Dr. Daniel Goleman** with **Dr. Lisa Feldman Barrett**, the world's No. 1 brain scientist to help us figure out what we need to do in the coming years to look after ourselves, our colleagues and our customers. They are joined by other esteemed speakers from the fields of remote work, employee experience, customer experience and wellbeing who will be sharing their insight, advice and guidance.

Here's the agenda for the Ei Evolution Summit on 12th October 2021

Sandra Thompson	08:00 – 08:10	Opening	
Adrian Swinscoe	08:10 – 09:00	Empathetic Musculature: It's quite hard to say (fast) and quite hard to do well too but totally worth it.	
Jeremy Dean	09:00 – 09:40	The F-Word at Work: The intersection of emotions and culture.	
Clare Muscutt	09:40 – 10:20	The power of community	
Wellbeing break			
Azeem Saheer	10:30 – 11:10	How LEGO SERIOUS PLAY® can increase employee engagement to build better business	
Alex Allwood	11:10 – 11:50	Customer Empathy in Action	
Ian Golding	11:50 – 12:30	The experience dilemma	
Emma Estrella Corrie	12:30 – 13:10	And breathe. The Wim Hof Technique	
Wellbeing break			
Joshua Feast	13:40 – 14:10	Empathy in the contact centre	
Bill Staikos and S. Michele Nevarez	14:10 – 14:50	How Ei powers employee engagement	
Dr. Lisa Feldman Barrett	14:50 – 15:50	The Truth about Emotion – how understanding emotion can help you build emotional connections with colleagues and customers.	
Wellbeing break			
Dr. Daniel Goleman	16:00 – 16:40	The big decisions we face today and how emotional intelligence can influence them	
Roberta Sawatzky	16:40 – 17:20	Freedom comes with responsibility; necessary skills remote workers need to embrace such responsibility and realise success.	
Gustavo Razzetti and Corine Tan	17:20 – 17:50	The Paradox of Psychological Safety	
Sandra Thompson	17:50 – 18:00	Closing	

*Session times are BST and are subject to change

Remote Work Experience

Customer Experience

Employee Experience

Emotion / Emotional Intelligence

Wellbeing



Join the Summit and hear from these incredible humans on the 12th October

The pandemic forced us to adapt, but the bigger question at play right now is "could this be an opportunity to evolve"?

Many businesses are considering a permanent change to working environments. These decisions will impact our customers, our service levels and our business performance. Are they the right decisions?

This event will help you make informed decisions about the future. It is an opportunity to explore real remote working and strategies to implement it properly, rather than continue with the 'emergency remote' we have adopted due to the pandemic. Whether your future or the future of your company is remote, hybrid, or you're returning to the office... we're not returning to the old normal and this event will help you get ready for that.

Introductory offer!

Grab your ticket now for

£350
(ex VAT)

Adrian Swinscoe



The need for more empathy in customer service and experience was highlighted by the pandemic. However, the lack of empathy is not solved by just a training course, empathy is like a muscle. The question is... how well exercised is your empathy muscle and how do you intend to keep it in shape? Author of Punk CX and How to Wow, Adrian Swinscoe will challenge organisations to think differently about empathy and how they use it in their organisations to better relate to their staff and their customers. He will make a case for leaders taking a consistent approach to exercising their empathetic musculature and invites front-line staff to challenge leaders who don't.

Jeremy Dean



Anxious. Curious. Doubt. Grateful. What happens when you unleash emotions in the workplace and put them at the heart of your team culture? Now more than ever, as many of us return to the physical office, leaders need to tap into the power of emotions. Jeremy shares his insights into why feelings are so scary (and a taboo) to talk about at work, why we should do it anyway, and how we might use tools like The Emotional Culture Deck designed by riders&elephants to create more human workplaces.

- Remote Work Experience
- Employee Experience
- Wellbeing

- Customer Experience
- Emotion / Emotional Intelligence

Clare Muscutt



How creating communities for your employees and customers can transform remote working relationships through authentic and meaningful engagement.

Azeem Saheer



There are many benefits of having fun. It increases brain-activity of neurons, fuels divergent thinking capacity, creativity, problem solving & more importantly it increases engagement. These are the key traits all the leaders are expecting from their employees to grow their business, but how often do we have fun or play in our workplace? LEGO SERIOUS PLAY® Facilitator & Emotional Intelligence practitioner Azeem Saheer describes the science behind the Thinking from Hands with LEGO Bricks & How it can help teams communicate more effectively, overcome hurdles and solve problems, build strategies & create more employee engagement by simply having a Serious PLAY. How might you build better employee engagement to build better business?

Alex Allwood



Join the author of Customer Empathy, Alex Allwood, for a frank discussion on empathy in leadership and business. Understand the 3 'empathy enemies', botox, biases and blindspots. Take a deep dive into what is perpetuating the 'customer empathy deficit' in organisations. And learn how to switch on empathy to improve your team's connection and engagement in building a customer-centric culture.



Ian Golding



Global Customer Experience Specialist, Ian Golding will share his observations and his advice on how businesses should evolve as employee and customer expectations are forever changed. In a talk entitled 'The experience dilemma' Ian will help us navigate the tension between the need to invest in employee and customer experience against the backdrop of budget scarcity and where empathy and emotion fits with this.

Emma Estrella Corrie



And breathe. Emma is a student of Wim Hof, The Ice Man and one of the few Wim Hof instructors on the planet. We are truly excited to welcome Emma to the Summit. Giving us all the opportunity to manage our wellbeing, Emma will introduce us to Everyday Breathing Awareness, Cellular Respiration and the Wim Hof Method.

Joshua Feast



CEO and entrepreneur Joshua Feast will describe how technology can help us relate to one another more effectively as humans in the contact centre. He will share how his empathy-encouraging technology resulted in a 23% increase in customer satisfaction and a 66% increase in employee engagement within just three months of its introduction.

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Bill Staikos and S. Michele Nevarez



Many organisations learned to create, maintain and nurture engaged staff during the pandemic. Others didn't. Those businesses that failed to pay attention to the changing needs of their people, failed to show compassion or empathy to their staff are now starting to experience the Great Resignation. In this panel discussion, with Medialla's Bill Staikos and GolemanEl's S. Michele Nevarez we will explore the role of emotional intelligence in employee engagement and invite leaders to examine their approach.

Dr. Lisa Feldman Barrett



Prepare to question your deeply held beliefs about emotion with neuroscientist Dr. Lisa Feldman Barrett. She is a University Distinguished Professor of Psychology at Northeastern University, with appointments at Harvard Medical School and Massachusetts General Hospital. She is also Chief Science Officer for the Center for Law, Brain & Behavior at Harvard University. Dr. Feldman Barrett is the author of "How emotions are made" and "7½ lessons about the brain" [best book in 2020] and she will help us understand what it is to be human. Something all of us need right now!

Dr. Daniel Goleman



Hear what Dr. Daniel Goleman has to say about the opportunities presented to us today and how we can overcome the blocks presented by uncertainty.

Daniel Goleman's Emotional Intelligence was on The New York Times best sellers list for a year-and-a-half. Named one of the 25 "Most Influential Business Management Books" by TIME, it has been translated into 40 languages.

The Wall Street Journal ranked Goleman, psychologist and author as one of the 10 most influential business thinkers. His article "What Makes a Leader?" remains the most requested reprint in the history of Harvard Business Review.

In his book, A Force for Good: The Dalai Lama's Vision for Our World, Dr. Goleman – who was personally selected by the Dalai Lama – combines the Dalai Lama's key teachings, empirical evidence, and true accounts of people putting his lessons into practice, offering readers practical applications for making the world a better place.

Roberta Sawatzky



Roberta Sawatzky is a 'work from anywhere' advocate and researcher, with her current research focus being proximity equity. She is a Business Professor, Coach, International Speaker, Trainer & Developer. The often cited phrase 'With freedom comes responsibility' is so applicable in this exciting work from anywhere context. Roberta will be sharing valuable insight into how the top 8 skills we need to become highly effective remote workers equip us to fully embrace the responsibility that comes with the freedom to work from anywhere.

Gustavo Razzetti and Corine Tan



People tend to confuse creating a safe space with avoiding friction. However, the real benefit of high Psychological Safety is to promote radical candor, positive friction, and healthy debates. Feeling safe is not about agreeing and getting along, it's about the ability to bring your unique perspective to the table, debate with others, and raise the company bar when it comes to creativity and innovation.



Join the Ei Evolution Summit

The Ei Evolution Summit is a first. It's the first and only event bringing wellbeing, customer, employee and remote work together. It's the first time you'll see **world renowned scientists join practitioners and thought leaders** in a debate about how we and where we work, how we relate to colleagues and how we create experiences for customers and employees that really matter.

What is the Ei Evolution Summit?

It's an incredible Summit day on the 12th October where you'll learn from world-class leaders including Dr. Daniel Goleman and Dr. Lisa Feldman Barrett.

It's also a treasure trove of other advice, lessons and discussions designed to help you think about the decisions you are faced with right now. This treasure trove is called the Summit Library and it's a place where we have stored the 'ready to watch' on-demand workshops, fireside chats, panel interviews and webinars we have been running since 10th May 2021 [think Netflix]. These recorded sessions give you the chance to learn from experts and practitioners in the fields of employee, customer, remote work and wellbeing.

So what?

The way we work and how we relate to others has been forever changed due to the pandemic. As the world continues to adjust to a new way of life we are presented with some choices:

- Where will we work, how will we work, how will we remain relevant and how will we create meaningful connections with others?
- The pandemic forced us to adapt, but the bigger question at play right now is could this be an opportunity to evolve?
- Many businesses are considering a permanent change to working environments, and these decisions will impact our customers, our service levels and our business performance. How confident are we in making those decisions? How can we separate the facts from noise?



The Ei Evolution Summit is designed to help...

Companies investigating remote working as a more permanent solution. This event is an opportunity to explore **real** remote working and strategies to implement it properly, rather than continue with the 'emergency remote' approach we have adopted due to the pandemic.

Individuals who see the next year as an opportunity to design a new future for themselves with greater emotional connections, meaningful work, creating a more purposeful life and taking steps to develop better health. This event is a chance to explore and try new ideas, techniques and develop new skills.

Society. The Summit team believes that we need to understand emotion better to make good decisions. We need to learn the skill of emotional intelligence and empathy so that we can do more relevant work in the fields of customer experience, employee experience and we can be better at remote work. What's more, we need to learn how to look after our wellbeing so that we can create purposeful workplaces, happier customers and healthier staff. Research tells us that all of these things are very good for business!

You can expect to meet people in the following business areas/role types at this event:

Customer Experience, Customer Service, Customer Success, Customer Relations, Customer Loyalty, Customer Operations, Contact Centre. Customer Insights and Analytics, Experience designers, project and programme managers. Digital. Digital Marketing, Strategic Marketing, Direct Marketing, Product development and Innovation. UX. Brand Development, Marketing Insights. Employee Engagement, Employee Experience, People and Management, Learning & Development, Remote Work Specialists, Advisors, Recruitment Consultancies, people working in 'remote first' organisations. Student experience advocates. Patient experience thought-leaders, pioneers and strategists. Expect to see EXCO, CEO, COO, CTO there too.



September – October Summit Library

Watch these sessions live on LinkedIn

To help you make the right decisions about where and how you work in the future, the steps you could take to create meaningful work(place) for your employees and emotional connections with your customers and to ensure you take informed steps to improve your health and wellbeing, you're invited to explore the treasure trove of talks, webinars and workshops in our summit library. These sessions are ready to watch with experts in their field giving you ideas, tips and practical things you can do right away in the fields of well-being, customer, employee and remote work experience.

When you register for the Ei Evolution Summit all of this will be ready for you to watch on-demand in our growing Summit Library (plus many more...)

2 September 13:00 – 14:00	 Alex Reid		The Rise of the Empowered Introvert
10 September 15:00 – 16:00	 Julian Saipe		Lose your mind – come to your senses
14 September 13:00 – 14:00	 Helen Joy		Unpicking Poor Management Practice
15 September 16:00 – 17:00	 Nicola Johnson		Voice of the Patient
16 September 17:00 – 18:00	 Jonas Altman		Reinvent the way you work and change the future
20 September 13:00 – 14:00	 Christopher Brooks		Working together in CX – the CX World Games explored
23 September 13:00 – 14:00	 Ritchie Mehta		The intersection between marketing, CX and EI
24 September 16:00 – 17:00	 Dennis Wakabayashi		The life and times of a CX field reporter
27 September 16:00 – 17:00	 Ethan Buete		Rehumanising EX with CX Simple Videos
30 September 13:00 – 14:00	 Ed Kirwan		Building a global 'Empathy Generation'
4 October 16:00 – 17:00	 Tresa Howington		The Contact Centre – Key lessons for success
5 October 13:00 – 14:00	 Brian Bachand		The Spirit of Leadership
6 October 13:00 – 14:00	 Jason Langley		Power to the People
7 October 13:00 – 14:00	 Mary Jane Roy		Springboard to Resiliency
8 October 13:00 – 14:00	 Bounce Bhangra		The Science of Dance
11 October 15:00 – 16:00	 Mark Tippin		Creating meaningful connections with MURAL

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On Demand Learning Library

Watch these sessions on-demand

Paul Richardson – Diamonds, Journeys & the X

Learn the importance of customer journey mapping and its many layers to keep the customer at the heart of everything you do and improve your CX.

Virginie Bodescot – Cultural Intelligence

Discover the importance of adapting approaches to reach desired outcomes across multicultural teams, and learn how to improve your cultural awareness.

Alexandra Galviz – I'm OK, You're OK

Speaking to someone is always better than holding it in. Watch Alex's on demand webinar to get tips on how to improve your mental health journey.

Crystal D'Cunha – 7 Steps to CX Mastery

Learn the 7 steps needed to master customer experience across multiple channels in your organisation to set you apart from competitors.

Steven Hargreaves – Compassionate Leadership

Understand why compassionate leaders aren't afraid to use the F Bomb (feelings) in their teams and the importance of emotional data in performance.

Bounce Bhangra

Join Virkam and Manu as they put you through your paces, Bhangra style.

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Theresa Sigillito-Hollema – Virtual Teams Across Cultures

Understand how leaders and teams can connect across geographic and cultural borders using emotional intelligence.

Kate Fismer and Claire Jeannerat – Being More Goat!

Reflect on and explore key practices and skills, to build resilience and wellbeing with Kate and Claire.

Olga Potaptseva – Agile CX With EI

Learn to break down complex CX projects using Agile methodology and acquire the skills to recognise emotion in your stakeholders.

Carl Hodler – StoryTagger – Build Empathy With Structured Workplace Storytelling

Carl uncovers how teams can build agile and inclusive post-pandemic workplace cultures by giving employees permission, skills and tools to tell their own stories.

Dr John Hopkins – Hybrid Work Model

Watch John's session to identify the key considerations of hybrid working and recognise the importance for culture and wellbeing for hybrid/remote work models.

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Tracey McEachran – Writing Your Way Well (The Magic Of Journaling)

Combining her experience as an artist and coach, Tracey shows you how you can use creativity to take notice of an increase well-being on a daily basis.

Christina Mosti – Spotify – The Emotion In Music

Discover the journey Spotify has taken to learn how we relate to music and how changes have been made to classify music to suit a mood or purpose.

John Weston – Sociolinguistics and Effective Communication

Learn how to transform online work into a socially and emotionally rich experience through the power of authentic communication.

Katty Heath – Taking a Sound Bath

Catch up on a 45 minute relaxing sound meditation with Katty, using a variety of instruments such as Tibetan bowls, gong, chimes, flute and her voice.

John Riordan, Laurel Farrer and Anne Bibb – Thinking Differently About the World of Remote Work

Remote work veterans hold nothing back as they spill the beans on what will make or break the success of new virtual and hybrid organisations.

Rob Stephenson – On Form

Explore issues around mental health and wellbeing with Rob as he gives us the opportunity to become more intentional about wellbeing.

Steve Lowy – Leadership – How to Manage Through Uncertainty in the Hospitality Industry

Discuss the challenges of leadership in hospitality, and the emotional intelligence required to lead a business not only through Covid but hospitality generally.

Pilar Orti and Dr. Richard Mackinnon – Beyond #watercooler – Deepening Connection in Remote Teams

Discover ways to help us feel more connected to our remote colleagues and what we can do as individuals to prevent feeling isolated.

Emma Estrela Corrie – Learning from the Ice Man

Join Wim Hof instructor Emma for an interactive session with Breathwork Exercises and to learn the Wim Hof Method.

Lee Houghton – What a 5 year old's Nativity can teach us about being our best in CX

Understand THE secret to getting a standing customer ovation even when you don't do the right things!

Nicole Miller – Re-Narrating Our Stories

Examine the ways stories impact and inform the tension between remote working and the return to office culture, and how these narratives affect our physical and emotional wellness.

Sing at Work – Finding Your Voice

Through the power of song in an energised session, discover your authentic voice with vocal empowerment guidance.



Make the most relevant decisions for you, your colleagues and your customers. Join the Ei Evolution Summit



On Demand Learning Library

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Arash Arabi – An Agile "Agile" Transformation

Learn the 3 reasons why organisation transformation programs fail. How to run a successful user centric, agile, and evidence based transformation program.

Dr. Tim Lomas – The Past, Present and Future of Wellbeing Scholarship

Join the discussion on the latest developments in wellbeing science, understand the issues with current knowledge and look to the future and consider some possibilities for how scholarship might evolve further from here.

Ali Greene – Asking the Right Questions About Remote Work

Understand why the current debates around 'working from home' and Remote Work, are not tackling the true issues leaders are currently faced with. Learn how to start asking questions that will help shape company culture, processes, and approach to work in the digital era.

Lynda Shaw – How Understanding the Brain Helps to Create Meaningful Experiences

Understand how you can be in greater control of your destiny and the key steps that can make business and personal life more fulfilling and progressive.

Tim Salau, Mr Future of Work – Emotional Intelligence for Remote Leaders

Discover how leaders can foster psychological safety with their remote teams and learn to embrace emotional intelligence to thrive in the future of work.

Sharon Strimling – The Simplicity of Well-being

Rediscover your innate and effortless wellbeing and ingenious emotional intelligence with Sharon Strimling, consultant and coach to executive teams, emerging leaders and youth.

Esther Ofosuhene – CX Fact: The Challenges of a CX Professional

Understand the real-life challenges from a CX practicing professional's point of view. From what we read and hear to what is actually happening on the job; and how to manage it.

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Debbie Akwara – The Life and Times of a CX-Preneur and Educator

Live from Nigeria, Debbie divulged her experiences of being a customer experience entrepreneur (aka CX-Preneur) and shared what it's really like to work in the CX space and be the driving force of CX success stories.

Kenichi Nakaya

Catch up on an incredible session delivered by Kenichi Nakaya on CX and design thinking – thoughts from Japan

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Huge thanks to our partners

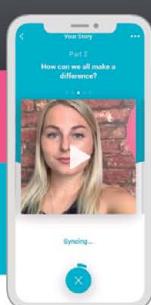
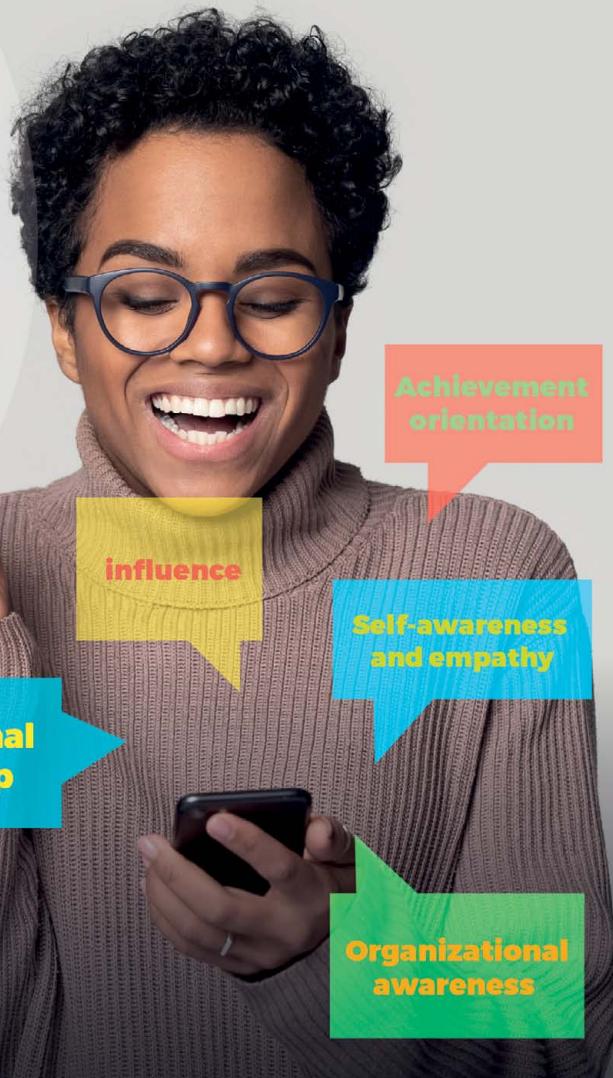


Proud to be EI Evolution official video storytelling partner

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As we reflect, codify and share our stories we practice and improve our EI skills.

Cheryl Clemons
CEO StoryTagger



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Goleman EI is an emotional intelligence coaching and training consulting firm founded and led by S. Michele Nevarez with program offerings co-developed by Daniel Goleman.



MyCustomer.com is the only destination that provides guidance on engaging and serving customers across their entire journey – from path, to purchase and beyond.



Employee Experience Magazine is the place for EX and HR professionals, employers and anyone looking to advance their career.