

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	
Tamara Sanderson	12:30 – 13:10	You're asking the wrong questions about remote work	
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

1



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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.

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
- Customer Experience
- Employee Experience
- Emotion / Emotional Intelligence
- Wellbeing

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 problem, 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.

Introductory offer!

Grab your ticket now for

£179
(ex VAT)

2



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

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.

Tamara Sanderson



You don't know what you don't know. It sounds trite, but true when exploring this new way of working. In this session, Tamara Sanderson, the co-author of upcoming book, Remote Works, and veteran of companies such as Google, IDEO, Automattic and Oliver Wyman will discuss the questions you SHOULD be asking about remote work.

With over 12 years of distributed work experience, largely while traveling the world with 70 countries and 7 continents under my belt, Tamara has learned the secrets to making remote work work. She's passionate about helping others find their own paths and believes in the power of personal autonomy.

Joshua Feast



CEO and entrepreneur Joshua Feast will describe how the latest advancements in human aware AI technology are augmenting and enhancing our ability to connect with each other as human beings. He will share how his empathy empowering technology is used by frontline phone professionals in enterprise contact centres to improve emotional intelligence and deliver

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empathy at scale resulting in 20% higher customer satisfaction and better employee engagement.

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 Beyond EI'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 "7 1/2 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



Successful remote work doesn't end with Zoom. In order to thrive while remote, companies need to prioritize a culture of trust. Psychological safety goes beyond happy teams, it allows for the innovation and radical candor for success. However, safe cultures can be difficult to achieve when teams rarely meet face-to-face. Corine and Gustavo cover their unique research and experience to build psychological safety while remote.



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.





THE EI EVOLUTION
SUMMIT+

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

Huge thanks to our partners

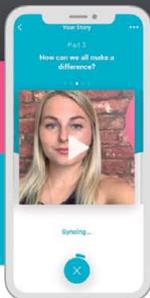
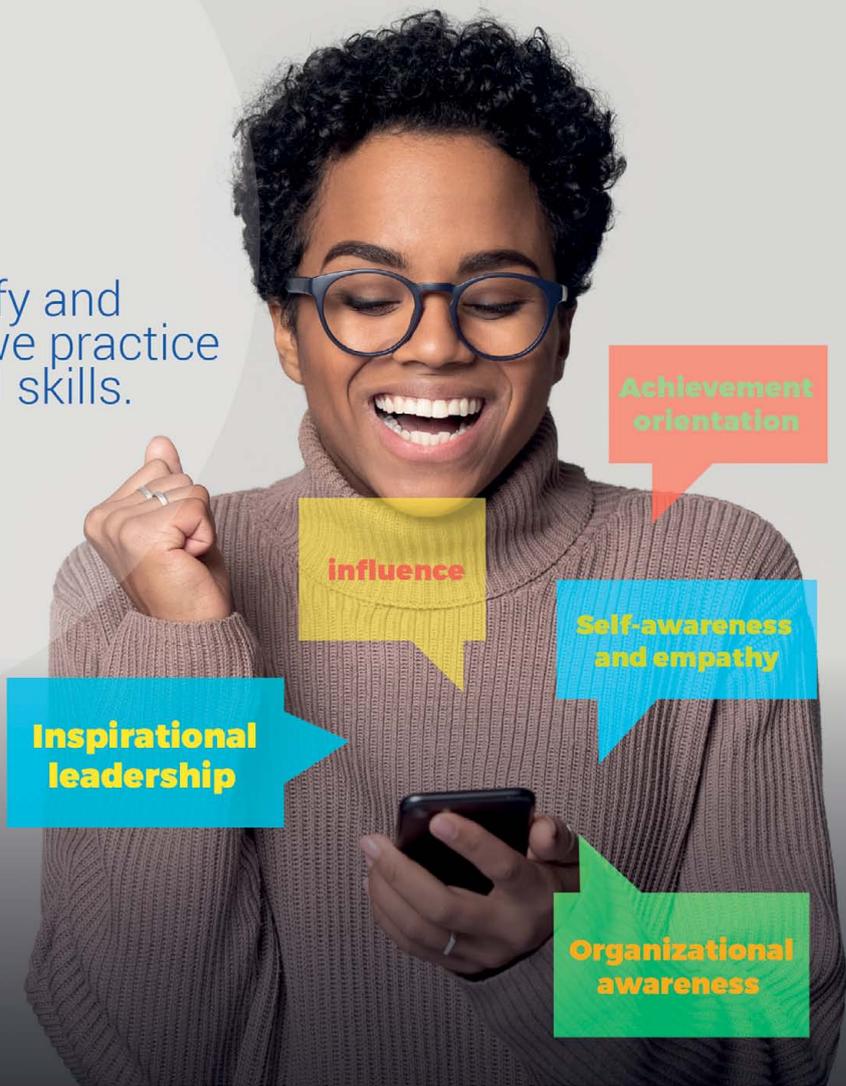
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Emotional Intelligence for Personal & Global Impact

Beyond EI is an emotional intelligence coaching and training consulting firm founded and led by S. Michele Navarez, author of Beyond Emotional Intelligence: A Guide to Accessing Your Full Potential.



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.