

Philadelphia Region Organization Development Network

Presents:

An Innovation Campaign: The Role of Technology in a Global Organizational & Cultural Change Process

Lynne Allegra,
Sr. Manager, Global Organization Effectiveness, Pfizer Consumer Healthcare
Anna Belyaev,
CEO, Type A Learning Agency



November 9, 2006

5-6 PM Networking; 6-8 PM Program
PCOM, 4170 City Line Avenue, Philadelphia 19131

For information & registration: www.prodn.org

The challenge:

Engage colleagues around the world to build innovation into their work.

The strategy:

Leverage technology to imbed new cultural elements and sustain behavioral change

Lynne and Anna will present the development of the Pfizer Consumer Healthcare Innovation e-Learning modules and the role they served in global organization change management and cultural change; in addition to providing lessons learned and best practices between an internal OD Practitioner – the client (Lynne Allegra), and the external partner – the consultant (Anna Belyaev)

- This challenge required behavioral change, linkage with resources within the organization, alignment building mechanisms, development of self-awareness and insight, and a commitment to action and behavior change.
- Conversations, behaviors and stakeholder involvement crucial to innovation at every level of the organization were driven by leveraging Pfizer's innovation methodology, and action learning approaches, coupled with Type A's innovative e-Learning Campaign format, style assessments, learning circles, and popular Hit the Floor™ exercises drove conversations,
- The campaign featured highly- customized, built-in statistics and reports to help stakeholders assess strategic impact.

Presenters:

Lynne Allegra, Sr. Manager, Global Organization Effectiveness, Pfizer Consumer Healthcare. Lynne has her MA in Organizational Behavior and is a recent graduate of the OD Practitioner's Program. She has been an OD practitioner with over 12 years combined learning, training, and OD experience.

Anna Belyaev, co-founder & CEO of Type A. Type A develops blended learning solutions that drive performance across the enterprise. Anna graduated *magna cum laude*, Phi Beta Kappa from Lawrence University with a BA in Slavic Languages and Literature, and went on to earn an MA in Russian Literature and History from the University of Wisconsin-Madison. She has been actively involved in high tech for over 15 years, having got her start at the National Center for Supercomputing Applications (NCSA) in the group that produced Telnet, Spyclass, and Netscape.