Challenging times often lead to longing for previous times that were more steady and predictable. That does not help. The reality is that situations never re-visit the same place again, as the long list of influencing factors that determine your position is constantly changing. Thus, you must anticipate and change with them in order to survive.

The author Ralph Marston once said, "Don’t lower your expectations to meet your performance. Raise your level of performance to meet your expectations."

Yet remember that energy expended without a clear focus can quickly dissipate or even become destructive. During these transformational times, focus comes from imagining everyone as your customer, both internally and externally. It also comes from a culture that exhibits a bias for action and demonstrates the courage to think big, imagine new possibilities, try new things, and hold yourself accountable for the resulting outcomes.

As we are now within one of the most significant societal, cultural, and economic revolutions in this country’s short history—quite possibly in all of human history—it is a pivotal moment. It is time to focus, respond and execute accordingly.

In this annual showcase session, we will continue to share with you how some exemplary organizations have been able to do just that.

This excellent discussion should not be missed. Please join us for this annual showcase session, our fifth program of 2020, and a special 2-day, 4-keynote event. Within our new virtual format, you will learn lessons from those who have gone before in this revolutionary journey.

Your one-time registration provides you with access to all four keynote sessions.

The “Digital Solutions Gallery™” series is a nationally acclaimed ongoing forum where senior leaders and their business peers come together in a comfortable setting to share their experiences and insights, as well as collectively and collaboratively attack common issues. Throughout 2020, this program is conducting a series of vital and informative sessions based on the theme of “Digital Transformation; The Vital Journey”, wherein participants will gain a better appreciation of not only what is coming, but also gain a better appreciation of just how its associated value might be captured.

There is no cost to invited senior leaders. Sponsoring opportunities are available for invited technology product and service providers.
**Agenda on September 23:**

**10:00am – 11:00am**  
**“Using AI/ML To Enhance Mission Readiness”**

The F-35 Lightening II is the world’s most advanced, next-generation stealth strike fighter. The F-35 Joint Program Office – the Defense Department agency that is responsible for developing and acquiring the F-35 – is actively leveraging AI/ML to increase its mission readiness. With AI/ML having a such huge impact on the F-35’s capabilities, operations, deployment and sustainment, our speaker will be sharing many of the best practices and lessons learned regarding the JPO’s vital digital transformation initiative.

**US Navy Commander Thomas Sampson**  
*Chief Information Officer*  
*F-35 Joint Program Office*

**1:00pm – 2:00pm**  
**“Capitalizing on Seismic Shifts”**

As Steve Susi from Amazon puts it, “It is only disruptive if you are not the customer. Customer loyalties result from perceived gains, whereas businesses tend to worry about perceived losses, or disruptions.” Customer obsessed organizations understand the difference. The pressures on businesses to continually deliver customer-realized improvements are now seismic in nature. To be left behind can lead to being forgotten. Being truly responsive means staying flexible in adapting to opportunities, with an eye toward managing risk. Join Retail Futurist, Anne Marie Stephen as she shares how her company, Fabric, is capitalizing on the micro-fulfillment opportunity and what other major shifts are coming to all customer-centric businesses.

**Ms. Anne Marie Stephen**  
*Sales Director, US Retail + Commerce*  
*Fabric, formerly CommonSense Robotics*
**Agenda on September 24:**

**10:00am – 11:00am**  
“Digital Transformation Is Not About Technology”

As managers scramble to zero in on technology fixes to help their organizations compete, they may be chasing the wrong target. Digital transformation is not a technology issue at all, but rather it is about changing our organizational dynamics to address the work to be done. Our presenter argues that digital disruption is primarily a “people issue”, and the best way to respond to is by changing the company culture to be more agile, risk tolerant, and experimental. The key is understanding the big difference between “doing digital” and “being digital.”

![Dr. Gerald C. Kane](image)

**Dr. Gerald C. Kane**  
Professor  
*Boston College Carroll School of Management*  
Visiting Faculty; *Harvard Business School*  
Co-Author; “The Technology Fallacy”

**1:00pm – 2:00pm**  
“Maintaining Customer Focus In Times Of Great Change”

The Covid-19 pandemic and the associated economic downturn have put extraordinary pressure on businesses across the industry to reconsider how they engage and sell to their buyers and customers. After all, customer-centricity is all about executing and measuring your business based on customer outcomes. Kroger is one such upper tier company, as they have built a customer-focused and innovative culture that has enabled fast and iterative responses to their customers’ rapidly changing needs during these challenging times. Listen as they share their story on how that has been done.

![Ms. Cris Cravens](image)

**Ms. Cris Cravens**  
*User Research Manager*  
*Kroger*

![Ms. Kara Herbert](image)

**Ms. Kara Herbert**  
*Group Manager, Product Design*  
*Kroger*