



THE OHIO STATE UNIVERSITY  
COLLEGE OF ENGINEERING

***The Digital Solutions Gallery Virtual Keynote***  
***July 16, 2020***

***“Digital Transformation; The Evolution of the Workplace and Workforce in a Crisis Environment and Beyond”***

We are now unquestionably undergoing one of the most significant societal, cultural, and economic revolutions in this country’s short history—quite possibly in all of human history. Even compared to just two decades ago, the state of change in all these factors is staggering. Advancing technology has played a big role in all of this.

Our vastly expanding array of digital technologies has penetrated every aspect of our lives, increasing the need (or at least the perceived need) for connectivity and transparency. This evolution is both a convergence and a collision of allocating resources for human capital, technology and real estate in this crisis environment and beyond. Our associated expectations related to customer satisfaction and business relations have grown as well. With any evolution, time marches on. As a result, this new setting being shaped by expanding digitalization, all within a crisis-focused environment, shows no signs of ever reverting back to any previous sense of “normal”.

Simply stated, our environment is changing. On one hand thanks to technological innovation, we can now do previously unimaginable things and in previously unimaginable settings, and these new environments are becoming the new standard that will define our way forward. On the other hand, this transition is not automatic. Even with these game-changing/game-shaping technologies at our disposal, our level of future effectiveness in our roles as teachers, learners, leaders, consumers and entrepreneurs will be determined by the level at which we take full and educated advantage of all that this new environment has to offer.

**So, what must we do to get ready? Please join us in our third session of 2020, in our new virtual format, where you will learn lessons from those who have gone before in this revolutionary journey.**

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 series will be conducting a series of vital and informative programs on the theme of “***Digital Transformation; The Vital Journey***”, wherein participants will gain a better appreciation of not only what is coming, but also 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.

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## Agenda:

10:00am Opening Introduction and Context Setting



**Mr. Bruce Barnes**  
*Program Co-Founder  
The Ohio State University  
and Co-Host For The Session*

10:10 am Keynote Presentation

***“Managing Change In Both The Workforce And The Workplace; Building A New Future For Business”***

The looming digital future is gaining traction and momentum. Effective future leaders must be both repairing (the current state) and preparing (a new business model whose presence and influence is here to stay) to remain relevant and in play. While data analytics and business intelligence will play vital roles in reinforcing the necessary “Trust Factor” within this new business model, other long term effects on real estate sectors and the economy in general will also impact you more than you might think. What do future leaders need to know and capitalize upon in order to become smarter, stronger and more resilient to what lies ahead?



**Ms. Lisa Shanahan Stanley**  
*Chief Executive Officer  
OSCRE International*

For more than twenty years Lisa has been a noted senior executive in the real estate, change management and association management industries. Focused on innovation and organizational excellence, she leads a corporate member-based organization focused on the development of global standards and governance skills needed to meet the demands of a developing digital ecosystem where the workplace and workforce intersect.

10:50am Session Summary of Key Points/Action Items/Next Steps



**Mr. Dave Cherry**  
*Program Co-Producer  
The Ohio State University  
And Co-Host For The Session*

11:00am

Adjournment

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