



**Community
Housing
Cymru's
Chief Executives'
Conference**

#chiefexecs17

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CHC's CEO Conference

Cardiff City Stadium | 22 June 2017

09:30 AM	Registration
10:00 AM	Chair's Welcome
10:10 AM	Constructive Disruption
	<i>Oke Eleazu, COO of Bought By Many</i>
	<p>Housing Associations now need to diversify and become social enterprises as well as doing the day job. Business Minded – Social Heart, how can we achieve this but still put the customer at the heart of the businesses? Oke has held several senior roles in major organizations all centred on improving the experience of customers, most recently as Director of Customer Service Strategy for Sainsbury's and will help us consider how disruption to Customer Service can lead to Business Transformation.</p>
11:00 AM	Disrupting targets - empowering staff, changing culture and building trust.
	<i>Tracy Myhill, CEO, Welsh Ambulance Service</i>
	<p>Tracy will speak about improved service delivery and performance In the Welsh Ambulance Service. Moving from response time targets in favour of analysing clinical outcomes and changing organisational culture.</p>

	Tracey, was the former Deputy Chief Executive and Director of Workforce and Organisational Development at Cardiff and Vale University Health Board with more than 30 years' experience in the Welsh NHS.
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11:45 AM Refreshment Break

12:15 PM	Disrupting the Economy
Confirmed	<i>Karel Williams, Professor of Accounting and Political Economy Manchester Business School</i>
	Devolution isn't working in addressing inequality in Wales. Could a Foundational Economy work for local people? Finding our his thoughts and solutions on addressing inequality in Wales

1:00 PM Lunch

2:00 PM	Disruptive Devolution
	<i>Ashley Rogers, Chair, Business Council North Wales</i>
	Cardiff and Swansea city deals are taking shape. What can we learn from the Northern Powerhouse experience? Ashley has vast experience, from marketing and product management for Cole & Mason through to US consumer products giant Newell Rubbermaid – a multi billion pound business. Working in different areas of Europe and living in Holland, France, Spain and Italy, he learnt how to deal effectively with different nationalities.

2:45 PM	Disrupting Leadership
	<i>Michael Taylor, Lecturer, Leeds Business School</i>
	<i>Michael is an Academic Tutor and PhD Scholar at Leeds Business School. He joined Leeds Business School in 2014, in a hybrid role as an Academic Tutor and PhD Scholar. Prior to making the transition into academia Michael successfully led and managed a wide variety of people, processes and group sizes in both the public and private sector, delivering positive results in a variety of operational settings. His key teaching areas include Business Ethics, Governance, CSR, Sustainability, Leadership and Consultancy. He is the current Course Leader for MSc Corporate Governance.</i>

3:30 PM	Refreshments
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4:15 PM	Disruptive Disruption
	<i>Leighton Andrews, professor of practice in public service leadership and innovation at Cardiff Business School and Chair, Digital news taskforce.</i>
	A lot has been written about Facebook and Google's power recently, not least in how it's disrupting the news agenda. Hear why Leighton believes they should be regulated and editorially responsible providers. Also, How can we use digital to improve transparency and improve how we tell our story?

4:45 PM	Day 1 conference close
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7:00 PM	Pre Conference Dinner Speaker to be Confirmed
	Holland House Hotel

