












<div> <div>SUN, MAR 23</div> <div> THE WICT NETWORK 2025 SENIOR EXECUTIVE SUMMIT March 23 - 26, 2025 </div> <div>Daily Schedule</div> </div>	
	Check-in to the Schwab Residential Center anytime after 12:00pm. <i>Schwab Residential Center</i>
1:00 - 2:30 pm	Optional Stanford Historic Campus Tour. <i>Schwab Residential Center</i>
3:00 - 4:20 pm	<p>The Equity Edge: Women's Leadership in the Current Era <i>P106-Knight Management Center</i></p> <p>Sarah Soule </p> <p>Professionals and leaders who care about diversity, equity, and inclusion (DEI) in organizations are facing a critical question: Is DEI dead in the U.S.? It's true that the current attacks on DEI appear to go beyond the program cuts of a decade ago, which were largely driven by economic factors. Today, restrictive legislation is leading to entire DEI departments being decimated. And the voracity of the media claiming that DEI is under siege and that woke capitalism leads to economic decline has created a climate where indeed it feels unsafe to be an outspoken advocate of DEI.</p> <p>But there's another perspective to consider: that DEI is instead experiencing a period of what social movement scholars call "closed doors," where the obvious route for change is no longer easily accessible. This session will describe some current research on what CDOs are doing right now to continue doing the important work of DEI, and draw parallels to research on the US women's movement, which will help us put into perspective the current climate for DEI work We'll also review some current research on women's leadership so we can see just how important it is to continue advocating for diversity and inclusion, and promoting women's leadership. Finally, we'll brainstorm ways that women leaders can support one another during this particular moment.</p>
4:30 - 5:40 pm	<p>Unlocking Potential: Embracing a Growth Mindset <i>P106-Knight Management Center</i></p> <p>Sarah Soule </p> <p>Daniel Klein </p> <p>Psychologists have long distinguished two fundamentally different mindsets that profoundly influence our relationship with success and failure and our capacity for happiness. A "growth mindset" sees failure as the root of growth and as an opportunity to stretch existing abilities by affording the chance to learn and improve. A "fixed mindset" assumes that intelligence and creativity are innate abilities and failure should be avoided at all costs. Research shows that people with growth mindsets achieve more success and are generally happier people. In this session, we will learn about the fascinating research on growth mindsets. We will also experiment with ways to build a growth mindset through simple and fun exercises designed to help train us to embrace challenges, persist in the face of setbacks, learn from our failures, and find inspiration in the success of others.</p>
5:45 - 6:00 pm	<p>Welcome Reception <i>The Stanford Investors Common</i></p>
6:00 - 7:00 pm	<p>Dinner <i>The Stanford Investors Common</i></p>

<div> <div>MON, MAR 24</div> <div> THE WICT NETWORK 2025 SENIOR EXECUTIVE SUMMIT March 23 - 26, 2025 </div> </div> <div>Daily Schedule</div>	
5:45 - 7:00 am	Optional Instructor-led fitness <i>The Stanford Investors Common</i>
7:00 - 8:00 am	Breakfast <i>The Stanford Investors Common</i>
8:00 - 9:20 am	Mastering Disruption: The Art of Adaptability <i>P106-Knight Management Center</i> Robert Siegel  <p>In today's rapidly evolving world, disruption is no longer an exception but a constant. Businesses, industries and individuals are continually faced with unforeseen challenges, technological breakthroughs and shifting market dynamics. Navigating this landscape in the media and tech industries requires more than resilience—it demands adaptability, strategic thinking and a deep understanding of how to embrace change as an opportunity rather than a threat. Drawing on years of research, case studies and personal experience, Siegel will uncover the principles and practices that empower organizations and individuals to thrive in uncertain times.</p>
9:20 - 9:40 am	Snack/coffee Break <i>Knight Management Center</i>
9:40 - 11:00 am	Transforming Tomorrow: The Rise of AI-Powered Organizations I <i>P106-Knight Management Center</i> Amir Goldberg  <p>Whether we like it or not, machine learning and AI are becoming increasingly prevalent in organizations, from shaping decisions about hiring to managing customer engagement. In this non-technical session we will take a broad view on AI, understanding what AI is capable, and incapable, of doing. The AI-driven leader needs to know how to use AI as a tool, but also be aware of the many pitfalls it introduces. As we will discuss, successful leaders rely on AI for predictions and translation tasks, but must not outsource their strategic vision to machines.</p>
11:00 - 11:20 am	Snack/coffee Break <i>Knight Management Center</i>
11:20 am - 12:40 pm	Transforming Tomorrow: The Rise of AI-Powered Organizations II <i>P106-Knight Management Center</i> Amir Goldberg 
12:40 - 2:00 pm	Lunch <i>The Stanford Investors Common</i>

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2:00 - 3:20 pm	<p>Leading Through Change: Navigating Challenges with Vision <i>P106-Knight Management Center</i></p> <p>Sarah Soule </p> <p>Scholars and leaders alike understand that organizations must be able to exploit existing businesses in mature industries, while simultaneously exploring new technologies and competing in new markets where flexibility and experimentation are key success factors. However, all of this proves to be an enormous challenge organizationally, in part because it requires organizational change (and especially organizational cultural change), which is incredibly difficult. This session will explore some of the ways that one organization has courageously taken on the challenge of organizational and cultural change for innovation.</p> <p>Preparation work: read the Erste Bank Case Study (Stanford GSB Case)</p>
3:20 - 3:40 pm	<p>Snack/coffee break <i>Knight Management Center</i></p>
3:40 - 5:00 pm	<p>Small Group Reflection <i>Knight Management Center</i></p>
5:30 - 6:00 pm	<p>Reception <i>The Stanford Investors Common</i></p>
6:00 - 7:00 pm	<p>Dinner <i>The Stanford Investors Common</i></p>

<div> <div>TUE, MAR 25</div> <div> THE WICT NETWORK 2025 SENIOR EXECUTIVE SUMMIT March 23 - 26, 2025 </div> </div> <div>Daily Schedule</div>	
5:45 - 7:00 am	Optional Instructor-led fitness <i>The Stanford Investors Common</i>
7:00 - 8:00 am	Breakfast <i>The Stanford Investors Common</i>
8:00 - 9:20 am	Breaking Barriers: Fixing Friction for Success I <i>P106-Knight Management Center</i> Hayagreeva Rao  <p>Every organization is plagued by destructive friction. Drawing from seven years of hands-on research, you will learn how to become “friction fixers.” This session will help you identify where to avert and repair bad organizational friction and where to maintain and inject good friction. You will learn how friction fixers do their work, from reframing friction troubles they can’t fix right now, so they feel less threatening, to designing and repairing organizations. Finally, we will discuss the causes and solutions for five of the most common and damaging friction troubles: oblivious leaders, addition sickness, broken connections, jargon monoxide, and fast and frenzied people and teams.</p> <p>Optional reading: Rao and Sutton, 2024, <i>The Friction Project</i> Please see your ebook codes below (also available on the General/e-Books tab)</p> <p>Landing page: TBD Code:TBD Expiration Date: TBD</p>
9:20 - 9:40 am	Snack/coffee Break <i>Knight Management Center</i>
9:40 - 11:00 am	Breaking Barriers: Fixing Friction for Success II <i>P106-Knight Management Center</i> Hayagreeva Rao 
11:00 - 11:20 am	Snack/coffee Break <i>Knight Management Center</i>
11:20 am - 12:40 pm	Small Group Reflection <i>Knight Management Center</i>
12:40 - 2:00 pm	Lunch <i>The Stanford Investors Common</i>

<div> <div>TUE, MAR 25</div> <div> THE WICT NETWORK 2025 SENIOR EXECUTIVE SUMMIT March 23 - 26, 2025 </div> <div>Daily Schedule</div> </div>	
2:00 - 3:20 pm	<p>Decoding Decision Making: The Human Element in Customer Behavior I <i>P106-Knight Management Center</i></p> <p>Szu-chi Huang </p> <p>In this session, you will be challenged to explore your understanding of human behavior and psychology. Contemporary approaches to business emphasize the importance of adopting a consumer focus, though in practice, this approach can be problematic since we don't intrinsically know how humans behave or make decisions. You will come away from this discussion with three critical guidelines to help you lead your business and market your product or service with a deeper understanding of the human psychology behind decision making.</p> <p>Advance Reading: "The Emotional Quotient of Soup Shopping," Ilan. Wall Street Journal [New York, N.Y.]17 Feb 2010</p> <p>Preparation Questions:</p> <ol style="list-style-type: none"> 1. What were the challenges for Campbell soup? 2. What was the solution? Do you agree/disagree with their solution, and why?
3:20 - 3:40 pm	<p>Snack/coffee break <i>Knight Management Center</i></p>
3:40 - 5:00 pm	<p>Decoding Decision Making: The Human Element in Customer Behavior II <i>P106-Knight Management Center</i></p> <p>Szu-chi Huang </p> <p>Advance Reading: "Influence of Beer Brand Identification on Taste Perception," <i>Journal of Marketing Research</i>, Vol. 1, No. 3 (Aug.,1964)</p> <p>Optional Reading (skim): "Why People Choose Coke Over Pepsi," Adapted from Subliminal: <i>How Your Unconscious Mind Rules Your Behavior</i> by Leonard Mlodinow, copyright 2012</p>
5:30 - 6:00 pm	<p>Reception <i>The Stanford Investors Common</i></p>
6:00 - 7:00 pm	<p>Dinner <i>The Stanford Investors Common</i></p>

<div> <div>WED, MAR 26</div> <div> THE WICT NETWORK 2025 SENIOR EXECUTIVE SUMMIT March 23 - 26, 2025 </div> <div>Daily Schedule</div> </div>	
5:45 - 7:00 am	Optional Instructor-led fitness <i>The Stanford Investors Common</i>
7:00 - 8:00 am	Breakfast <i>The Stanford Investors Common</i>
8:00 - 9:20 am	The Joy Blueprint: Science-Backed Strategies for Everyday Happiness <i>P106-Knight Management Center</i> Kelly McGonigal  <p>Joy is the human capacity to feel uplifted by something that is, at its essence, ‘good.’ Physiologically, joy provides energy and helps you recover from stress. Mentally, joy broadens your perspective and renews optimism. Socially, joy bonds you to others and strengthens relationships. In hard times, joy can be a reminder that life has meaning and that you matter.</p> <p>People rank joy as the feeling they most want more of in life—and also the emotion least under their control. What if joy isn’t something you have to wait for, but something you can develop as a strength? Based on the latest research and insights from psychology and neuroscience, this session will introduce a fresh perspective on how joy works, and practical strategies for harnessing the power of joy in everyday life.</p>
9:20 - 9:40 am	Snack/coffee Break <i>Knight Management Center</i>
9:40 - 11:00 am	Rewiring our Mind and Body for Manifesting Sustained Excellence <i>P106-Knight Management Center</i> Baba Shiv  <p>The thrust of this session will be to address the following questions. Given all the advancements in the sciences, especially the neurobiological sciences, can we architect our mind and body for success? Where we are giving our best, even (and especially) in very trying circumstances, when the decks are stacked against us, when we face stumbles and rude negative shocks along the way to success? Can we train our mind and body to be inherently and neurobiologically resilient to such stressors as top athletes like the Roger Federers of the world, the Williams sisters of the world? Not just resilient to negative shocks but also agile and nimble enough to emerge from these negative shocks even stronger than before? In answering these questions, Prof. Baba Shiv will take you on a journey into the workings of psychosomatic brain-body systems, including a critical biomarker for resilience and agility—Heart Rate Variability (HRV).</p>
11:00 - 11:20 am	Snack/coffee Break <i>Knight Management Center</i>
11:20 am - 12:00 pm	Continuing the Conversation and Maintaining Connection Post Program <i>P106-Knight Management Center</i> Sarah Soule  <p>As the program concludes, the journey of growth, learning and connection doesn’t end here—it’s only the beginning. This final session offers a reflective and forward-thinking space to consider how to sustain the momentum and relationships forged during this transformative experience. The end of a program often brings mixed emotions: pride in achievements, excitement for the future and perhaps uncertainty about what comes next. In this session, participants will reflect on actionable outcomes and professional growth, sharing key takeaways and exploring strategies to extend the value of this program and of the new network you’ve formed.</p>

THE WICT NETWORK 2025 SENIOR EXECUTIVE SUMMIT		Daily Schedule
WED, MAR 26		March 23 - 26, 2025
12:00 - 1:00 pm	Box Lunch	The Stanford Investors Common
	Check-out by 2:00pm	Schwab Residential Center