

Why are changes being made to GLC?

For decades, GLC has played a critical role in defining leadership paths. To ensure member leaders got the most out of GLC, we evolved from leading small sessions to larger-scale assemblies, and from running two events to hosting a consolidated one. Over the years, these changes resulted in enhanced learning and greater member engagement. But as our membership grew—and our EO Planning Cycle has evolved—GLC was the one meeting that had not been revisited in the past few years. Although we have come a long way, there is still more work to do as we prepare for a new era of organizational excellence and support those member leaders who will pave the way.

In January of 2018, the EO Global Board of Directors assembled a task team consisting of Global Board members and staff to evaluate the current GLC model. The charter of the task force was to challenge the current structure of GLC and reimagine the future of EO's flagship event to improve on its existing design. A survey of a select group of member leaders pointed us to one clear takeaway: GLC is the *one* place where member leaders from around the world can come together to clarify, connect and align the organization's distinctive brand and culture. This was an eye-opening result; one that led the group and Board to revisit the way GLC is structured and how we could expand the offerings to be more inclusive.

With this in mind, we are exploring new opportunities to enhance the GLC experience. The task force's recommendations centered around essential elements that GLC should aspire to provide: Inclusivity, Innovation and Impact. We want to provide the value of GLC to a larger part of our membership. While intimacy is to remain a focus in member leader learning tracks, we looked for changes that would allow for inclusion and alignment for more members—opportunities to expose more than just member leaders to our network of influential entrepreneurs and valued learning offerings. As such, the GLC format will be shifting to provide space and opportunity for EO members to participate in some capacity at GLC, providing them with a unique perspective into the PoL journey.

How is GLC changing, and who will be affected?

The following changes to GLC will take into effect:

- **Change 1:** *We are moving to a fixed location strategy.*
We are considering rotating GLC locations between six cities around the world each year. While they will be anchored in the three “super regions,” GLCs will still be located across the globe, allowing members, member leaders and staff to plan further in advance for their travel needs. We're adopting this strategy because we've outgrown a number of locations, and we need to hone in on the optimal locations for an event of this size and nature; locations where we can host a quality event. This will add a layer of predictability for both global and chapter budgets, allowing for more financial planning time.
- **Change 2:** *GLC will feature TED-style talks.*
We are eliminating elective sessions; all GLC speakers will be hosted on the main stage, providing every attendee with an opportunity to attend invited speakers' presentations. This also provides chapter leaders with a preview of the speakers' presentations, which can help determine which may be a good fit for future chapter learning opportunities.
- **Change 3:** *Chapter board attendance will be limited to one person per role.*
For example, only one Learning Chair-Elect may attend the Learning Track. The only exception to the rule is the President Elect-Elect, who is invited to attend; other Elect-Elect positions will

not be invited. The rule of one chair per track will extend to the attendance of vice chairs, as well. Intimate leadership tracks are more conducive to learning. This change addresses the concerns that have been expressed about the reduced quality of the tracks due to the large number of attendees. It also means that each track member will not hear similar content two years in a row.

- **Change 4:** *New chapter training will be separated from GLC.*
Most new chapters are already hosting a new chapter summit, separate from GLC, and this will help differentiate the content further. New Chapter Officers should still attend GLC; they will now be placed in their respective chapter officer training track with peers, resulting in quicker cross-pollination between new chapters. We believe this will help new chapters get engrained in EO faster, support their growth and help them build their network more efficiently.
- **Change 5:** *Chapter Administrators training will be held regionally, instead of at GLC:*
The Chapter Administrators track at GLC has provided an introductory foundation about the role; however, track ratings demonstrated that there is minimal perceived value derived from the track. Track organizers have found it challenging to curate content that resonates fully across various administrator experience levels, chapter sizes and cultures.

Due to this, we are shifting our focus: Chapter Administrator training will continue at the regional level in the form of Chapter Administrator summits or retreats. In addition, dedicated staff support and training will be provided throughout the year. This will create space for more tailored and targeted resources for Chapter Administrators. What's more, we are zeroing in on more regionally-focused trainings, digital learning options, and trainings by skill level and tenure.

While we are modifying how we provide training opportunities for Chapter Administrators, we strongly recommend that chapters still send their Chapter Administrators to GLC. With a limited admission offering, they can attend TEDx talks, experience an evening social and access the main stage events. It will also give them a chance to engage, collaborate and bond in a positive way with their full chapter board as they begin to plan a strategy for the year ahead.

- **Change 6:** *The Mentorship track is being reevaluated and may be discontinued in 2020.*
The Mentorship track will take place in Macau, China. However, we are moving to a more digital platform-based strategy, and in the future, there may no longer be a strong need for in-person training. *EO members who do not currently hold a leadership position can pay for a limited admission pass to attend select sessions and explore various event benefits:*

This was one of the largest takeaways of the task force's findings, as GLC is the *one* place where member leaders from around the world can come together to clarify, connect and align our distinctive brand and culture. Members who do not have a track at GLC will now be encouraged to attend on a pay-to-play basis, to include participating at GLC in the main sessions, attending TEDx talks and experiencing an evening social. This will allow EO to engage other members in ways it hasn't in the past.

Can Experts attend a Chapter Officer track they are interested in?

Anyone other than an incoming chair can attend other designated parts of GLC as part of limited admission. However, they cannot participate in a Chapter Officer training track. Tracks will be limited to incoming Chapter Officers (one per chapter). As per last year, there will be a facilitator and lead Subject Matter Expert (SME), as well as up to four SMEs (paid for by the committee) in the room.

How will this change be enforced?

We will be cross-checking and monitoring the registration list during the months and weeks leading up to GLC. If we have any duplicate registrations, we will reach out prior to the event to the affected regional staff and chapters. If the chapter quota is already met during on-site registration, the member will be offered an opportunity to attend GLC through limited admission, not inclusive of Chapter Officer training. On-site planning is in process.

Where can I access more information about Global Leadership Conference changes?

EO leadership will be hosting a Q&A Zoom call on xx to answer member leader questions about these changes. A space to house an overview of these changes will live on Samepage and faq.eonetwork.org.