

# 2024 AUTUMN AGENDA

-  
*Reality check, future ambitions*



# SSC/GBS Strategic Management Conference

8-9 October 2024 | Barcelona

Part of the  
== SSC/GBS Strategic Management Conference Series ==  
by Connect Minds

The day after tomorrow

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Post-pandemic, post-RPA, post-inflation, pre-AI, pre-GenZ, pre-obsolescence(?)  
Need for a reality check, self assessment, strategic reorientation... before getting  
back in the rat race?



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9.00-9.15 **Opening remarks**

**DAY 1 - "SAME PLAYER, SHOOT AGAIN"**

9.15-10.00 **REALITY CHECK PANEL – SSC/GBS = PLANNED OBSOLESCENCE?  
A (not so) random look at the big picture of today's challenges for SSC/GBS to evolve (and still exist) in the future**

- Wake-up call: Have SSC/GBS really proven their legitimacy to the business yet?
- Automation: Why hasn't it delivered on the promises?
- HR: Is the industry partly responsible for a tensed labor market - Motivation, engagement, productivity, optimization obsession: an SSC/GBS-specific evil?
- Accept your fate? SSC/GBS, the "transformation tool" of the global organization (and it actually is a good thing)

10.00-10.20 **SPEED NETWORKING**  
Early ice-breaker session to get quickly acquainted with as many other participants as possible. Introduce yourself, exchange a few thoughts... and switch to the next one every 90 seconds when you hear the bell!

10.20-11.00 **Morning break & networking**

**HOT TRENDS & CHALLENGES - DAY 1**

*Come to share  
Not to shine*

11.00-11.20 **PRESENTATION 1  
OPEN YOUR EYES / NOW YOU SEE ME  
The center/HQ relationship – doomed to be a bumpy road or rather a beautiful romance?**

- "They don't understand what we do" or when the SSC/GBS high self-esteem can get in the way
- Need for centers' leaders to sharpen their corporate political skills to be seen, be heard and play a major role in the global strategy
- Why are GBS better equipped than other entities to lead the charge in technological integration, transformation and talent management?

11.20-11.40 **PRESENTATION 2  
BUSINESS ENABLER vs. BUSINESS PARTNER  
From back office admin to support center and business partner is not enough – How to become a business enabler and strategic ally?**

- Building capability and driving innovation: The 2 key factors to the strategic transformation of SSC/GBS
- How to instill more confidence (but not arrogance) in your teams to realize the impact they have on business
- New ambitions – How to convince top management that SSC/GBS can be the (independent) engine of tomorrow's growth

**Priyambhu Arya**, Head of Business Center of Excellence Europe, **ArcelorMittal** (Poland)

11.40-12.00 **PRESENTATION 3  
NEW TARGET OPERATING MODEL  
"The value for money is the number one priority" – Changing the business model as a must in the face of maturity and a shift in the global economy**

- Is the model already obsolete, or in other words, was it meant to be more than just labor arbitrage from the beginning?
- What does value-added really mean and which metrics to use to precisely measure it
- Europe is not cheap anymore: Less operators, more experts – the future of SSC/GBS in the region?
- Governance and reporting lines: Less control and more independence?

12.00-12.30 **Q&A PANEL #1**  
30-minute discussion with the 3 speakers to deepen the topics covered during their presentations  
Use Sli.Do application to ask your questions and drive the talk towards the subjects that matter to you!

12.30-13.30 **Lunch**

13.30-14.30 **ROUND-TABLES SESSION #1**  
The most interactive session - 1 hour of open exchange with like-minded peers on your preferred subject. No B.S., share your pain, learn from others, this is the spirit of Connect Minds' events.  
Selection of topics cherry-picked during research for their benchmarking and experience sharing potential.

**Top-rated  
session**

--> see topics on the next page -->

### 13.30-14.30 **ROUND-TABLES SESSION #1 (topics)**

1. New working model 2 years in the making: Who will dare to force everybody back to the office?
2. Moving away from internal fights and leveraging on the true collaborating potential of SSC/GBS to deliver more value to the business
3. Future of finance in SSC/GBS - towards inevitable obsolescence due to automation?
4. Creating value beyond the obvious – How to support and drive initiatives that directly impact the business
5. Moving to a capability model and becoming a data analytics powerhouse
6. Going farther: AI as a tool to propel GBS in a position of choice in the global corporate strategy?
7. How to build on the power of the „data + technology + talent“ combo to move beyond standardization
8. Is technology really changing the global business model of organizations and how SSC/GBS can come out winning the stakes

### 14.30-15.00 **Afternoon break & networking**

#### **THE GRAND DEBATE SESSION**

### 15.00-16.30 **In the “super election year”, our opinion matters and our voice needs to be heard.**

Moderated by a former University Debate national champion, this session will randomly split the group in 4 teams, to debate 2 of the hottest topics currently at play in SSC/GBS environment. 1 team pro, 1 team con and a representative of each team entering the arena to battle for the truth – and nothing but the truth.

You will be randomly assigned to one of the sides, so practice your teamwork, analytical thinking and argumentation skills and be ready to advocate for your cause.

During a short preparation time you will build-up your case and bring your best arguments. Speeches, cross-questioning, moderator’s challenge and voting from the audience will ensure we capture all the relevant angles – and hopefully have some fun!

There is no right or wrong, only different perspectives.

**TOPIC #1: THIS HOUSE BELIEVES AI WILL FUNDAMENTALLY CHANGE THE GAME IN OUR INDUSTRY**

**TOPIC #2: THIS HOUSE BELIEVES “THE GOLDEN AGE” OF OUR INDUSTRY IS STILL AHEAD OF US**

Moderated by:

**Stefan Covaciu**, Global Process Transformation Director, **SIG Group** (Romania) & (former) Romanian University Debate champion

### 16.30 **End of day 1**



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9.00-9.15 **Opening remarks**

**DAY 2 - NEW TOOLS OF THE TRADE**

Come to share  
Not to shine

**HOT TRENDS & CHALLENGES - DAY 2**

9.15-9.35 **PRESENTATION 4  
NEW MANAGEMENT PARADIGM**  
**Mindset shift needed, it will never be the same again! How to anticipate and adapt to new societal trends impacting people management in organizations**

- Have we entered the pre-era of THE gig economy and how can SSC/GBS adapt their model/processes to this level of flexibility?
- Blind management: How to build relationships with people and colleagues you haven't even met
- Walk of generation, remote work: How to respond to the growing trend of individualization of behaviors to remain an employer of choice

**Zsuzsanna Illés**, Center Head & Global Delivery Director, **KPMG Global Services** (Hungary)

9.35-9.55 **PRESENTATION 5  
LESS ROBOTIC, MORE HUMAN: BRING THE "PEOPLE" BACK TO THE CENTER OF YOUR OPERATIONS**  
**Looking at a softer approach to run operations responsibly and putting the well-being of your employees up front as part of your long-term D&I strategy**

- Loss of loyalty, engagement, isolation due to remote work, disconnection to the company (values and happenings) – addressing the undesirable effects of the new ways of working
- Redefining the office as a "human interaction place", sort of a new cocoon to boost creativity, innovation and ambition
- To transform existing processes, you need to master your business environment. To change the company culture, you need to engage those who make it

**Simona Scutaru**, Global HRS Director & SSC Managing Director, **Tenneco** (Romania)

9.55-10.15 **PRESENTATION 6  
TALENT DEVELOPMENT & COST PRESSURE, A REALITY CHECK**  
**SSC/GBS at the inflection point of their talent management strategies: How to develop and leverage competences to play a bigger role in the global corporate while keeping costs low**

- After years of "paying well", is the SSC/GBS industry losing the edge on the salary front... and losing talents to other industries?
- Proactive, ambitious, qualified, experienced talents: Do they have their place in SSC/GBS environment?
- SSC/GBS as a talent incubator that feeds the global organization?

**Stefan Markov**, Head of GFS Bulgaria, **Experian** (Bulgaria)

10.15-10.45 **Q&A PANEL #2**  
30-minute discussion with the 3 speakers to deepen the topics covered during their presentations  
Use Sli.Do application to ask your questions and drive the talk towards the subjects that matter to you!

10.45-11.15 **Morning break & networking**

11.15-12.15 **ROUND-TABLES SESSION #2**  
Twice the fun! 1 additional hour of open exchange with like-minded peers on your preferred subject. No B.S., share your pain, learn from others, this is the spirit of Connect Minds' events.  
Selection of topics cherry-picked during research for their benchmarking and experience sharing potential:

Top-rated session

1. All activities that should be transitioned are more or less done – what is SSC/GBS's after life?
2. If automation is the end game, what will be the legitimacy of the centers as they are (size, cost, etc.) in the future?
3. How to tackle comp&ben issues after the inflation crisis and ongoing possible exchange rate volatility
4. Is there a talent shortage in senior leadership or is the SSC/GBS limited as an industry to have access to it?
5. How to decide on digitalization tools in the face of super high pace technological change/evolution
6. How to get a real RoI out of automation vs. investing in fancy products
7. Are the advertised penetration rates of SSC/GBS on the local labor markets reflecting the reality? Outside of the sector's current employees, who is willing to work for you?
8. How to shift your workforce towards new profiles required by your transformation needs

12.15-13.30 **Lunch**

--> see afternoon topics on the next page -->

## INTERACTIVE WORKGROUP

13.30- 15.00 **Roll-up your sleeves and immerse yourself in this interactive workgroup - without saying too much about the session, be prepared for some physical activity (to keep you awake after lunch!), some competition and hopefully again, some practical and tangible insights while having fun.**

*End-to-end process definition and (global) process ownership has been on the agenda of most SSC/GBS organizations over the last few years.*

*Through practical exercises, instant feedback and experience sharing, this workgroup will have a look at E2E processes and their importance in tomorrow's relevance of the SSC/GBS model, including a deep-dive into the below topics (among others):*

- E2E - where does it start, where does it end?
- Does a GPO always add value to a process?
- True E2E ownership / responsibility / accountability within SSC/GBS – a dream worth fighting for?
- Can you aspire to a GPO role if you are 100% SSC/GBS born and bred
- Is it beneficial for HQ to empower SSC/GBS with global E2E scope and responsibilities

Led by:

**Stefan Covaciu**, Global Process Transformation Director, **SIG Group** (Romania)

15.00- 15.30 **Closing remarks and farewell**

## TICKET FEE AND REGISTRATION

	Early-bird 1 (valid until 30 June)	Early-bird 2 (valid until 31 July)	Standard price (valid from 1 Aug.)
<b>Conference ticket (2 days)</b> access to all sessions, refreshment breaks and lunches	<b>990 EUR*</b>	<b>1,290 EUR*</b>	<b>1,590 EUR*</b>
<b>Conference ticket (1 day)</b> access to all sessions, refreshment breaks and lunch	<b>590 EUR*</b>	<b>690 EUR*</b>	<b>890 EUR*</b>
<b>Vendor ticket (2 days)</b> access to all sessions, refreshment breaks and lunches	—————	<b>2,500 EUR</b>	—————

**Additional discounts on group bookings** (cumulative on early-bird prices)  
5% off if 2 participants / 15% off if 3+ participants (valid for 2-day tickets only)

### REGISTRATION ONLINE [HERE](#)

Group booking discount information on [contact@connect-minds.com](mailto:contact@connect-minds.com)

\* For SSC/GBS practitioner only | Price per person, does not include VAT - 21% VAT to be added to the price as the event is taking place in Spain  
Vendor / Consultant / Solutions provider ticket = 2,500 EUR + VAT (flat rate - no group discount)  
Bank transfer and bank card payments accepted - VAT invoice issued after payment clears in

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