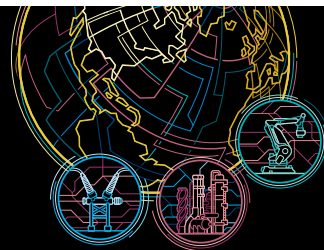


# Harnessing the power of change

## Automation & Power World

### March 2-5, 2015 | Houston, TX



## Business forum

### Business trends and professional development

#### Monday, March 2, 2015

##### 2:30 p.m. - 3:30 p.m.

###### 301001 **Multi-country electrical motor frame agreement: benefits, process and considerations**

Large oil and gas projects involve many OEM packages, compressors, pumps, fans and so on, which are normally procured through the energy performance contractor (EPC). On these packages, the electric motor could be coming from several different vendors. How does the end user ensure they are getting what they require? ExxonMobil and ABB present the business case for a motor frame agreement, including commercial, technical and lifecycle benefits as well as the process and considerations used to achieve a multi-country frame agreement for motors.

##### 4:00 p.m. - 5:00 p.m.

###### 301002 **Emotional intelligence: people smarts for technical professionals**

Technical competence is not enough if you can't build and sustain relationships both professionally and personally. Emotional intelligence (EI) is a key predictor of leadership effectiveness and a better predictor of success in work and life than IQ. Fortunately, EI is a learned skill that can be developed. Self-awareness and self-management are important for managing emotions and responses in the moment. Learn about the observation and communication skills that foster social awareness, allowing you to better manage relationships.

#### Tuesday, March 3, 2015

##### 10:00 a.m. - 11:30 a.m.

###### 301003 **Sustainability and its impact on profit and loss • (NOTE: 1.5 hour session)**

There are financial and nonfinancial risks in business. So where does sustainability fit in: risk management or capitalizing on opportunities?

##### 1:00 p.m. - 2:00 p.m.

###### 301004 **Which global economies offer the best growth prospects for the automation and power markets?**

The lingering effects of the Great Recession and the related financial upheaval centered in Europe have resulted in a global economy struggling to restart economic engines in the world's once fast growing regions. The chief economist from the National Electrical Manufacturers Association (NEMA) illuminates the international economic outlook, focusing on the major markets and drivers for industrial automation and power systems.

##### 2:30 p.m. - 3:30 p.m.

###### 301005 **Town Hall with ABB CEO Ulrich Spiesshofer**

This special session is exclusively for ABB customers and partners, a chance to hear about ABB's vision for the future direct from CEO Ulrich Spiesshofer and other ABB senior managers. Join in a candid and open discussion on a range of topics focused on facing the challenges in today's global marketplace.

##### 4:00 p.m. - 5:00 p.m.

###### 301006 **Strategic partnering and collaboration: an executive discussion**

Partnering and collaboration are not new concepts, but they have taken on a new level of importance amid a flood of new tools aimed at helping people work together. So what does collaboration look like today? What makes partnerships pay off? Executives from some of the region's top organizations talk about the challenges and rewards of partnering and how strategic collaboration has affected their bottom line.

# Business forum

## Business trends and professional development

### Wednesday, March 4, 2015

#### 1:00 p.m. - 2:00 p.m.

##### 301007 **ABB's research and development outlook with CTO Claes Ryttoft**

ABB has always put a strong emphasis on research and development. In this session, Chief Technology Officer Claes Ryttoft provides insights on recent innovations like DC breakers and alternatives for SF6 gas. He also pulls back the curtain on ABB's nine targeted research areas.

#### 2:30 p.m. - 3:30 p.m.

##### 301008 **Cyber security: the present state and the future**

Cyber security has become a dominant topic in many industries and continues to grow in importance. Asset owners, system integrators, vendors and government organizations alike are increasing their efforts to address the new challenges. Cyber security has become a topic discussed at all levels of an organization, as well as one of public interest. This session brings together thought leaders to discuss the current state of cyber security and how to effectively address the growing challenges, as well as sharing their visions of how the cyber security landscape will change.

#### 4:00 p.m. - 5:00 p.m.

##### 301009 **Bore no more: how to present your ideas with power, passion and professionalism**

It doesn't matter how mind-blowing your ideas are if you can't capture your audience's attention. Let's face it: if your presenting style is filled with nervous tics, "um's" and "uh's," poor eye contact, awkward gestures and a less-than-commanding stance, nobody is going to be focused on your content. In this interactive session, learn how to command the room (even before you speak) and present your ideas in a way that conveys your confidence and competence.

### Thursday, March 5, 2015

#### 1:00 p.m. - 2:00 p.m.

##### 301010 **Understanding the science of change**

Personal mastery, creative tension and emotional resilience can not only help us endure change, but even embrace and lead others through it. Change can be empowering if we learn to understand our reactions to it and utilize the tension it brings to propel ourselves towards a different future. This session shows how individuals, as well as organizations, have seized the opportunities presented by change.

#### 2:30 p.m. - 3:30 p.m.

##### 301011 **Big data is not better data: business analytics as a storytelling tool**

Business analytics are all around us, and the abundance of data does not necessarily result in better results. Business analytics can be used to convey a concept or idea and should be used as a tool for storytelling. Relying on just the numbers won't necessarily add up to success. Whether entry level, mid-level managers or senior leadership, all employees need to sell their concept, projecting initiative and self-worth, and too much data can often become a distraction instead of providing clarity.

#### 4:00 p.m. - 5:00 p.m.

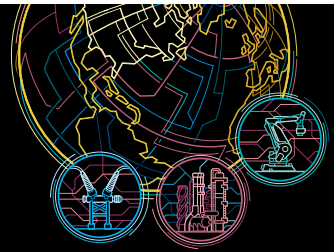
##### 301012 **Bore no more: how to design a compelling story to drive change and innovation**

Communicating clearly and concisely is important for every speaker, but it's positively do-or-die for the technical presenter. One of the most effective ways for technical professionals to transform their sessions is to tell a compelling story. According to the Harvard Business Review, powerful speakers know how to combine data and narrative to make an impact, ignite change and inspire innovation. This session shares concrete tips and tools to help you become a more compelling, concise, clear and effective speaker.

# Harnessing the power of change

## Automation & Power World

### March 2-5, 2015 | Houston, TX



## Business forum

### Effective project management

#### Monday, March 2, 2015

##### 1:00 p.m. - 2:00 p.m.

###### 301101 **It's all about the people: developing project management capabilities**

Capability development and competence play an important role in achieving project success and customer satisfaction. ABB's Learning, Coaching and Certification program contributes to these objectives and ensures the continuously increasing skills of project managers and others.

##### 2:30 p.m. - 3:30 p.m.

###### 301102 **Project management: the difference between success and failure**

This session investigates the core competencies of project management and the role they play in the success or failure of an energy performance contracting (EPC) project. Learn how to properly set up and manage the project through the use of schedule and cost controls over the entire duration. The session also discusses risk and change management, along with supplier/contractor management.

##### 4:00 p.m. - 5:00 p.m.

###### 301103 **In pursuit of continuous improvement: project management governance at ABB**

ABB is working hard to continuously improve the way projects are delivered to customers. All project managers are trained in 4Q, ABB's method for process improvement that is utilized to strengthen our project business.

#### Tuesday, March 3, 2015

##### 1:00 p.m. - 2:00 p.m.

###### 301104 **Managing project risks and dealing with the surprises**

Project risks are inevitable, but how are they managed or controlled? What about risks that weren't identified in the planning stage? What can be done about them? This interactive session examines different risk response strategies and proven techniques to manage and control previously identified and emerging risks during the implementation phase of the project.

##### 2:30 p.m. - 3:30 p.m.

###### 301105 **Complex projects: why they often fail and what to do about it**

Failure rates for large and complex projects remain high across industries. As complexity increases, project leaders and their organizations must address unique challenges that require different approaches than those that work in "traditional" project environments. This session discusses the factors that lead to project complexity, how to measure complexity at the outset and what organizational and project infrastructures are required to improve performance in critical areas, such as interface management, change control and risk management.

##### 4:00 p.m. - 5:00 p.m.

###### 301110 **Communicating with project stakeholders: understanding filters and dealing with them**

Learn how to identify your own communication filters, recognize the communication filters of others and develop techniques for addressing them. Managing communication filters helps improve overall communication effectiveness in the project setting.

# Business forum

## Effective project management

### Wednesday, March 4, 2015

#### 1:00 p.m. - 2:00 p.m.

##### 301106 **Project Requirements: scope creep is manageable**

Clearly articulated requirements allow the predictable and complete realization of the project scope, a challenging task especially for large projects. Conversely, poorly defined or inadequate up-front requirements can lead to costly rework down the road.

#### 2:30 p.m. - 3:30 p.m.

##### 301107 **Project planning: beginning with the end in mind**

Project planning is the heart of project management and occurs continuously throughout the project lifecycle. This session focuses on the activities that typically occur during the first few weeks of a project, including identifying all the work, sequencing activities, planning for risk, creating a realistic schedule, obtaining commitment, planning for testing and documentation and scheduling resources and team members.

### Thursday, March 5, 2015

#### 1:00 p.m. - 2:00 p.m.

##### 301108 **ABB extends main automation contractor capability with EPC/SI partners**

Today's market for capable automation resources becomes more challenging by the week. With an aging workforce and constant movement in technology, finding consistent and experienced resources is a problem. ABB is solving this problem by extending its own main automation contractor (MAC) capabilities beyond just ABB systems to include full-service engineering capabilities along with independent systems integration (SI), by engaging experienced partners with resources.

#### 2:30 p.m. - 3:30 p.m.

##### 301109 **Collaborative risk management: the mutual benefits from jointly managing risks**

Customer supply chain staff often transfers risks to the primary supplier, but that approach may not always be in the best interest of large projects. Instead, partnering agreements may reduce total project risks. This session looks into possible areas of collaboration between customer and supplier to lower the overall project risk and project cost by apportioning certain civil works, transportation, installation, interfacing and other risks.