

STEPPING UP

When It Counts



Business & Leadership
CONFERENCE

FEB. 24 - 25, 2021 • VIRTUAL EVENT



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NSCA's Business & Leadership Conference (BLC) is the industry's most notable platform for executive-level education and discussion. The event attracts hundreds of executives annually to learn from other leaders and hear about new ways to embrace technology and motivate employees.

The 23rd annual BLC is particularly crucial for the integration community, which is battling through unpredictable market challenges. BLC content is precisely focused on helping integration company leaders make smart decisions while delivering takeaways that can realistically be implemented.

As always, NSCA and our integrator-led Events Committee identified pain points to address at BLC and built substantive content sessions around critical objectives, including:

- Need for Agility
- Reliable Indicators and Dashboards
- Leadership Infrastructure
- Processes, Workflows, & Outcomes
- Innovating Your Own Solutions
- Trusted Advice



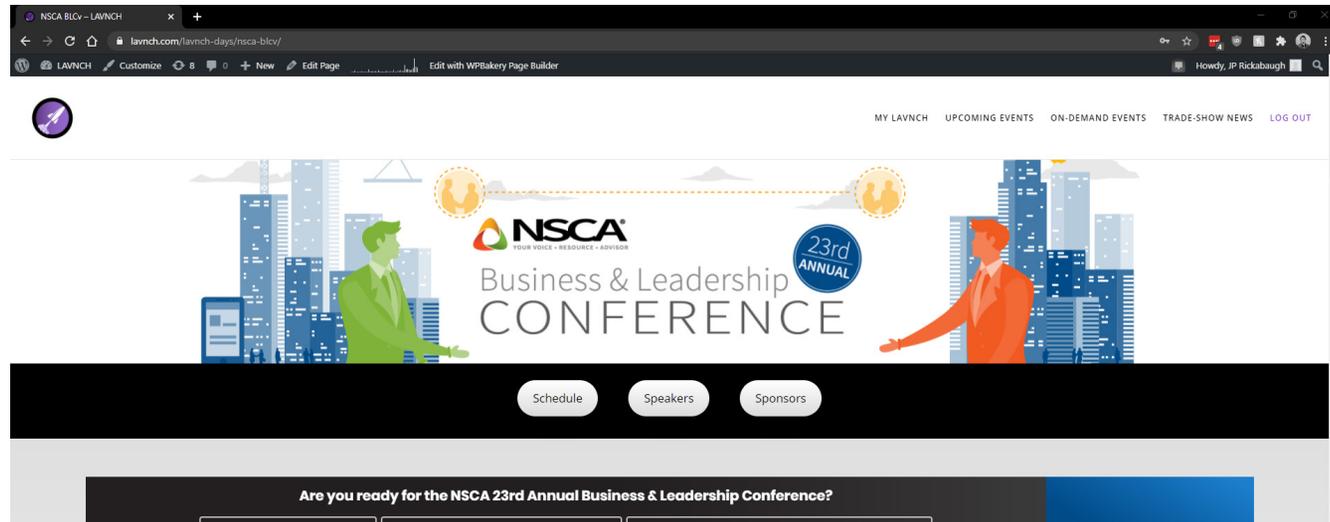
Yes, It's Virtual. But It's Also NSCA.

While this 23rd annual BLC is the first to be conducted in a virtual setting, NSCA conducted its 2020 Pivot to Profit (P2P) virtually in September. Although we'd all prefer to network in person, NSCA received overwhelmingly positive feedback on the P2P content and attendee experience. BLC—now our second virtual conference—will be even stronger.



“We’ve all been on more than our share of virtual events. NSCA knows that and makes sure the sessions are worth attendees’ valuable time. I attended NSCA’s 2020 Pivot to Profit Virtual in the fall and the content was extremely strong. It was the best virtual event experience I’ve had.”

—Shedan Maghzi, Avidex and NSCA Board Member



Our chosen virtual platform — rAve’s LAVNCH — is second to none, is easy to use, and makes networking possible.

SESSIONS

Wednesday, Feb. 24, 2021

10–11am Opening Session

Economic Outlook 2021 (and Beyond) for Integrators

Presenter: Dr. Chris Kuehl

Moderator: Chuck Wilson

Get a better handle on how the economy will impact business in 2021 and the years to come. This high-level economic overview kicks off the Business & Leadership Conference with an analysis of long-term trends, current conditions, and an economic outlook tailored to our industry by our expert economist. What impacts will COVID-19, the election, and a possible recession have on business for integrators? Take notes during this vital planning session so you'll be ready for what the year will bring. The session concludes with a performance summary of key U.S. indicators: inflation, job creation, housing, and GDP.

11:15am–12:45pm Opening Keynote

Making the Agility Shift: Creating Agile and Effective Leaders, Teams, and Organizations

Presenter: Pamela Meyer

Moderator: Mike Boettcher

Success today depends on your ability to learn and adapt in the midst of change. This means shifting your mindset and organizational practices to improve the bottom line and sustain success. Dr. Pamela Meyer draws on her years of experience and research in helping teams and organizations become more agile and innovative to show you how other organizations are thriving in the midst of today's uncertainty. She'll also offer unique ideas you can use right away to make your own agility shift. Learn how to improve your capacity to respond to unexpected challenges, discover six dynamics that make up an agility shift, and find out what types of best practices are followed by agile leaders, teams, and organizations.



“We’re all getting worn down by video calls and virtual events. That means we have to be selective. NSCA’s BLC is one of the best ways an integrator can spend their time. It’s a top priority for me. Virtual or not, I know the sessions NSCA has planned will deliver important next steps for my business.”

–Bradford S. Caron, SIGNET Electronic Systems, Inc.

SESSIONS

Wednesday, Feb. 24, 2021

1–2pm Keynote

Business Benefits of Diversity, Equity, and Inclusion

Presenter: Ivan Joseph

Moderator: Akintayo Adewole

Current data suggests that companies with an active diversity, equity, and inclusion (DEI) plan are likely to outpace their peers. Empirical data from McKinsey & Company (a global leader in management consulting) demonstrates that embracing DEI makes great business sense: A DEI program produces an 11% likelihood of increased performance over similar companies and a 19% decrease in the likelihood of outperforming your peers without one. NSCA's Ignite 2.0 initiative supports the belief that DEI implementation should be a core tenet for all integrators to build better, higher-performing businesses—especially critical now with the economic pressures of COVID-19. Get started with your own DEI plan in this session.

2:15–3:45pm Concurrent Breakouts

Breakout #1

Track: Executive Leadership

Agility Champion Training: Developing Agility is a Continuous Endeavor

Presenter: Pamela Meyer

Moderator: Kyle Habben

To become and stay agile, your leaders, teams, and organizational systems need ongoing support, fresh ideas, and inspiration. With effective training and coaching, the best and most consistent support can be harnessed within your organization from your own Agility Champions. This workshop prepares you to designate internal leaders (at any level) to serve as agility shift catalysts, facilitators, resource people, and, yes, champions of agile initiatives. Whether you're in the midst of an agile transformation or your leaders, teams, or organizations are still understanding the need to be more agile and innovative, your strategy needs to include internal champions for ongoing support and inspiration.

Breakout #2

Track: Growth Strategies & Sales Enablement

Think Like a Scientist, Not an Engineer

Co-Presenters: Laurie Englert & Lisa Perrine

Moderator: Jay Rogina

This workshop features industry leaders who share best practices and action steps for building successful client engagement programs and processes. Combine the best of design-thinking practices and strategies with scenario planning and execution exercises to create more effective client interactions and help sales professionals collaborate with key stakeholders during the discovery phase. In today's world of relationship-building opportunities, we help you find new ways to become a trusted advisor for your clients and lead them to solutions they help create along with your team.

SESSIONS

Wednesday, Feb. 24, 2021

2:15–3:45pm Concurrent Breakouts

Breakout #3

Track: Finance & Risk Management

Rethinking Finance, Legal, and HR Leadership

Presenters: Jeff Bronswick, Joel Harris, Brad Dempsey, Eric Morris,
Dave Taccone & Chris Mounts (NSCA Financial Leadership Council)
Moderator: Dan Schmidtendorff

This session could easily be the most important session you experience at the Business & Leadership Conference! Change the way you think about the finance, legal, and human resources leadership within your integration business. In this session, which leverages key metrics from NSCA's newly released *Financial Analysis of the Industry* report, learn how the role of today's CFO is changing, with increasing levels of responsibility for groups beyond accounting and finance. Discover the challenges that lie ahead for workplace safety. Determine how to support employee engagement and manage behaviors and habits for remote workers without as much face-to-face interaction.

Breakout #4

Track: Operations & Process Improvement

Predictable Outcomes: Getting Ourselves Back on Track

Presenter: Leonard Lynskey
Moderators: Ingolf deJong & Ray Railey

We hear it all the time: I'm busier now than ever, yet we aren't making the profit we should. Integrators often believe that if we stay busy, we must be winning. Obsolete processes and systems that just don't scale create so many inefficiencies that we end up wasting valuable time trying to hold onto the way "we've always done things." Likewise, we hear from integrators that since the pandemic their well-planned newer processes have been bypassed and old habits and bad behaviors resumed.

4–5pm The Executive Power Hour

Designing for Digital-First Customers: Focus on Experience as a Driver for Breakthrough Innovation

Presenter: Brian Solis
Moderator: Tim Hennen

Experience design and innovation are key differentiators and beacons for the way forward—especially in these times of disruption. While it's counterintuitive to think about investments when everyone else is exploring cost-cutting, this is exactly the time to break new ground. Those who study customer dynamics, needs, emotions, and aspirations to reveal meaningful and empathetic ways to innovate will succeed in business and customer experiences.

SESSIONS

Thursday, Feb. 25, 2021

10–11am NSCA Annual Business Meeting

Presenters: Chuck Wilson & Michael Boettcher

NSCA is your voice, your business resource, and your trusted advisor. Our annual business meeting will cover the state of our industry, the election of our leadership, and our 2021 legislative agenda. This interactive session is led by NSCA and industry leaders who have specific experience and knowledge about codes and compliance, emerging technologies, risk management, industry trends, growth strategies, and running successful integration companies. Make it a priority to learn what NSCA is doing to support your business, keep you informed, and help you take action when necessary. Special Feature: Government affairs representatives from the Connected Technologies Industry Consortium share perspectives on the 2021 legislative outlook, highlighting issues of major importance for integrators.

11:15am–12pm Opening General Session

Making Strategy Happen

Presenter: Michael Canic, PhD

Moderator: Mike Bradley

According to *Harvard Business Review*, “most studies show a 60% to 70% failure rate for organizational change projects—a statistic that has stayed constant from the 1970s to now.” Learn how to drive the odds in your favor by turning strategy into reality, making sure your change efforts result in actual change, engaging your people’s hearts and minds, and embodying the right commitment. You’ll leave equipped and inspired to Make Strategy Happen.

12–12:45pm Awards Ceremony

Moderator: Tom LeBlanc

Learn from winners of the 2021 Stepping Up Awards, presented to companies that demonstrate agility amid the pandemic and Excellence in Product Innovation.



“We all want to get back to networking in person, and that’s exactly what we’ll do with BLC in 2022. However, we have important business and leadership objectives right now. I agree that this one-time virtual BLC is actually the most important ever.”

–Mike Boettcher, New Era Technology and NSCA Board President

SESSIONS

Thursday, Feb. 25, 2021

1–2:15pm Concurrent Breakouts

Breakout #5

Track: Executive Leadership

Leadership: Pivot, Don't Panic

Presenters: Chuck Wilson & Bill Bozeman

Moderator: Christina DeBono

Our panel of industry experts uncovers answers to NSCA members' most frequently asked questions. This fast-paced workshop discusses key issues for scaling your business properly in 2021 and beyond. We'll discuss ways to find new revenue, uncover new opportunities amid changes in commercial real estate, cope with uncertainty, consider mergers and acquisitions in unpredictable times, and leadership development and employee engagement in 2021.

Breakout #6

Track: Growth Strategies & Sales Enablement

Understand and Unlock the Power of Finding Your "Because"

Presenters: Gerry O'Brien

Moderator: Josh Shanahan

Integrators often focus sales and marketing strategies on the products they offer rather than the "why" behind their recommendations. Learn from one of the world's leading brand development experts on how to do a much better job of identifying and capitalizing on your "why." Using research from an NSCA member case study, Gerry shows you how to differentiate your organization in a crowded marketplace and make sure your clients don't see you as being the same as your competition. (Hint: In part, it comes down to driving culture and brand through to frontline employees.)



“Networking is one of my favorite aspects of BLC. That being said, it’s a priority for me to participate in this virtual 2021 BLC. It’s more important now than ever to be learning and thinking about leadership strategies. NSCA always delivers logical and forward-thinking sessions that company leaders can actually use. We’ll be there virtually—and we look forward to networking in person at the next BLC.”

–Thomas Berry, Jr., Verrex

SESSIONS

Thursday, Feb. 25, 2021

1–2:15pm **Concurrent Breakouts**

Breakout #7

Track: Finance & Risk Management

Execution with Ruthless Consistency

Presenter: Michael Canic

Moderator: Laurie MacKeigan

Tired of developing strategies and plans that are never executed? When all is said and done, a lot more is said than done. What's the solution? Ruthless consistency. When focusing on customers, employees, and execution, your company's EBITDA (earnings before interest, taxes, depreciation, and amortization) will see vast improvements. Michael guides you through his strategic management system, which has driven results in some of the world's leading organizations.

Breakout #8

Track: Operations & Process Improvement

Process Optimization Using EOS and Lean Principles

Presenter: Heidi Berger

Moderator: Brad Caron

Knowing what to do to solve a problem is one thing. Being 100% committed to process improvement is something completely different. The majority of organizational issues are related to people and process. Without documented processes for your people to follow, you're likely solving the same problems over and over—and aren't maximizing ROI on labor, which is likely your biggest operating expense. This interactive workshop guides you through using an assessment tool that will be sent out in advance.

2:30–3:30pm **Closing Keynote**

Becoming No. 1 in a Crowded Market: What Big Brands Know

Presenter: Gerry O'Brion

Moderator: Dale Bottcher

Find the right types of clients and turn them into vocal fans. Even though we all seem the same, there are ways integrators can truly become different. Learn a framework in innovation and influence that will show you how to become the top choice. Gerry's "Power of BECAUSE" framework has been used by manufacturers, distributors, dealers, and businesses of all kinds to clarify their messages, drive referrals, and close sales. You'll also uncover the four critical questions you should ask to stand out in the sea of sameness.

2021 BLC Schedule – At a Glance

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10–11am Kickoff Economic Outlook 2021 (and Beyond) for Integrators

11:15am–12:45pm Opening Keynote Making the Agility Shift: Creating Agile and Effective Leaders, Teams, and Organizations

1–2pm Keynote Business Benefits of Diversity, Equity, and Inclusion

2:15–3:45pm Concurrent Breakouts

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Agility Champion Training: Developing Agility is a Continuous Endeavor

Breakout #2 Track: Growth Strategies & Sales Enablement

Think Like a Scientist, Not an Engineer

Breakout #3 Track: Finance & Risk Management

Rethinking Finance, Legal, and HR Leadership

Breakout #4 Track: Operations & Process Improvement

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Leadership: Pivot, Don't Panic

Breakout #6 Track: Growth Strategies & Sales Enablement

Understand and Unlock the Power of Finding Your “Because”

Breakout #7 Track: Finance & Risk Management

Execution with Ruthless Consistency

Breakout #8 Track: Operations & Process Improvement

Process Optimization Using EOS and Lean Principles

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BLC 2021 REGISTRATION

23rd Annual Business & Leadership Conference

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Register now at nsca.org/blc-register2021

2021 NSCA Member Pricing:

- 1-4 attendees at \$495 each
- Call 800-446-6722 to ask about same-company group discounts and bundled pricing

Non-Member Pricing:

- \$899

Call 800-446-6722 or email [Teresa Solorio](mailto:Teresa.Solorio@nsca.org) to become a member.

NSCA appreciates our BLC sponsors and chooses them carefully.
Visit nsca.org/blc-sponsors2021 to learn more.

Substitutions and Cancellations: Substitutions may be made at any time. Cancellations are accepted and registration fees refunded (less a 25% cancellation fee) if notice is received in writing at least 30 days prior to the event. If cancellation is received less than 30 days but at least one week prior to the event, registration fees (less a 50% cancellation fee) will be refunded. If cancellation is made less than one week prior to the conference, no re-fund will be given. NSCA is not responsible for weather-related interruptions that effect travel to the event. By submitting payment, you agree to cancellation terms for the 2021 Business & Leadership Conference.

