



 | The **RBL** Group

# Human Capability Exchange 2025

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April 23 – 24, 2025



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# From Insight to Action: Where do we go from here?

with Norm Smallwood  
Co-Founder & Partner of The RBL Group

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# Session Speaker



**Norm Smallwood**

Co-Founder & Partner  
The RBL Group

# Human Capability Summit: We looked at 4 Pathways

*Our approach focuses on four paths that maximize the impact of your people and organization on financial, employee, customer and social responsibility results.*



# Review of *Human Capability Exchange* 2025 sessions

## Day 1



RBL Co-Founder and Partner **Dave Ulrich** provided an overview of human capability and how to create stakeholder value through four capabilities (leadership + talent + organization + strategic HR).



Global Partner's **Eric Slifka** (CEO & President) and **Catie Kerns** (Chief Transformation Officer) described their approach to **business transformation** and how they're positioning their organization for lasting success.



Former Savage Industries CEO **Kirk Aubry** presented ideas from his upcoming book, *The Secret Sauce*, about the importance of a collaborative culture of performance.



RBL Principal's **Erin Wilson Burns** and **Leslie Kawai** introduced a practical, data-driven approach to leadership and the key behaviors that matter most.

# A look back at *Human Capability Exchange 2025* sessions

## Day 2



**Peck Kem Low**, CHRO and Advisor of Singapore Public Services, shared how HR can evolve its value proposition by using technology to elevate culture and organizational impact.



Sonova's VP CHRM **Gaetano Cappozollo** described how he incorporated RBL's blended learning academies to upgrade leadership and increase stakeholder value in his organization.



Strategic Consultant & Former CHRO **Anne-Marie Law** described her unique perspective on customer and employee experience as drivers of investor and customer confidence.



**Ioanna Vasilakopoulou**, Head of Talent Development at Coca-Cola Hellenic, shared an inside look at the company's key talent priorities, and the tools used to strengthen their capability.



# What we've learned from these Human Capability cases

1. Our clients are doing cool work and adding tremendous value to their businesses.
2. Individuals and organizations can start in any of the Human Capability (HC) pathways and have big impact.
3. Integrating across HC pathways creates even more value.
4. Human Capability framework helps provide options for what to do to deal with business challenges.
5. Use of technology, especially AI, is enabling us to accelerate the way we do foundational work at industry parity so that we can have even greater focus on what differentiates us in areas where we want to be world class.

# How RBL's approach helped enable many of the cases you heard

## 1. We collaborate (really)

Rather than sending in hordes of expert RBL consultants, we set up teams from your organization to work with us. At the end of the project, you own it and have internal change champions who want to implement. Change management starts on day 1.

## 2. Outside-In *and then* Inside-Out

Human capability challenges affect customers, investors, leaders, and employees. Intentionally starting with the desired impact on external stakeholders changes what you do and how you do it with internal stakeholders.

## 3. Deliver stakeholder value

We approach projects with the intention of getting financial, customer, employee, and community results. Then we measure the value added.

## 4. We use a capability “lens”

Improving individual competencies is good, but improving organizational capabilities is better. Success is creating the conditions where the work we do with clients sustains and enables high performance.



# Many Ways to Engage With Us

*We offer customizable in-person and virtual solutions that meet your unique needs and fit your budget.*

- Experience High-Impact **Consulting Solutions**
- Join the **RBL Institute**
- Bring RBL Inside: **Digital & Face-to-Face Programs**
- Attend a **Public Workshop**
- Conduct an **Assessment**
- Experience **RBL+**
- Book a **Speech**

# Thank you for being part of Human Capability Exchange 2025!

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Missed a session or want to revisit a favorite?

Session replays and presentation resources will be  
available on our website early next week.

Let's keep the conversation going!





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# Get in Touch

Questions about the presentation?  
Reach out and we'll get your questions answered.

 [www.rbl.net](http://www.rbl.net)

 [rblmail@rbl.net](mailto:rblmail@rbl.net)