

searching for 'the more'

**MAGIS**

Igniting Purpose ... Inspiring Profit

## Magis invites you to an 'Intimate Conversation' with Harold Hegg

Tuesday, July 12, 2011

7:15am Networking

7:30-9:00am Program

HOSTED BY: **PLATINUM BANK**

7667-10th Street North, Oakdale, MN [www.PlatinumBankMN.com](http://www.PlatinumBankMN.com)



**Harold Hegg** is the Director of Marketing Development for Thrivent Financial for Lutherans. Harold has spent over a decade in the Financial Services industry. His early work focused on banking technologies and operations development. Later Harold moved within Thrivent Financial for Lutherans to lead Lean Six Sigma development within the company. Over the past three years Harold has worked with the business development area where his duties include research, development, business model design, and implementation. Social Network Analysis and social capital within networks has been a near term focus as an asset for customer acquisition and change management.

Harold studied English at Concordia College in Moorhead, MN. He lives with his wife and two children in Minneapolis.

### Tapping the *Hidden Power* Within Your Organization

#### **UNCOVER AND LEVERAGE THE PEOPLE DYNAMICS THAT ARE DRIVING YOUR BUSINESS**

Organizations traditionally rely on an ORG chart to make change decisions, assess influence of individuals and/or teams, and describe how the company is structured. However, business journals and magazines such as *Harvard Business Review*, *The Wall Street Journal*, *BusinessWeek* and *Fortune* have all written about a more potent and useful chart for making these decisions: the informal (human) network (i.e. the hidden organization).

In this session, **Harold Hegg, Director of New Business Development** at Thrivent Financial, will be sharing experiences of how uncovering hidden people dynamics in his organization revealed surprising insights and helped drive new business initiatives more effectively. Hear first-hand how Thrivent and other organizations are using pioneering technology and services developed by Minneapolis-based firm **Keyhubs** ([www.keyhubs.com](http://www.keyhubs.com)) to see their organization like they never have before.

#### **SOME OF THE QUESTIONS WE WILL EXPLORE:**

- *What are informal networks and why should you care?*
- *How can business leaders uncover these networks and take advantage of them to drive better outcomes?*

#### **WHAT YOU WILL LEARN FROM THIS PROGRAM:**

Participants will learn about the power of informal relationships (i.e. social capital) and how to uncover and utilize them in the workplace. Key issues covered include:

- *Revealing critical influencers to help drive change*
- *Uncovering hidden talent to get the most out of your organization*
- *Identifying teams that thrive, excel and outperform the status quo*
- *Pin-pointing silos and overcoming them to boost collaboration*



Moderated by  
**Diane Nettifee**, Founder and President of Magis Ventures

[magisventures.com](http://magisventures.com)

Magis brings together CEOs, business owners and senior executives to explore topics relevant to business. The leaders who gather share a commitment to creating profitable, purposeful and sustainable business.

**Please R.S.V.P. to Diane Nettifee at [dnettifee@magisventures.com](mailto:dnettifee@magisventures.com) or call (952) 393-7127**