

More
MOMentum

Service Transformation Summit

March 6-7, 2024 | Amsterdam

Mastering Service Strategy Execution

Practitioners only



Clinton van der Merwe
VP and Head of
Global Service
@ TOMRA Recycling



Jan Tjurin
Head of Global
Services Strategy
@ Nokia



Martin Wendel
VP Global Service
@ INNIO Group

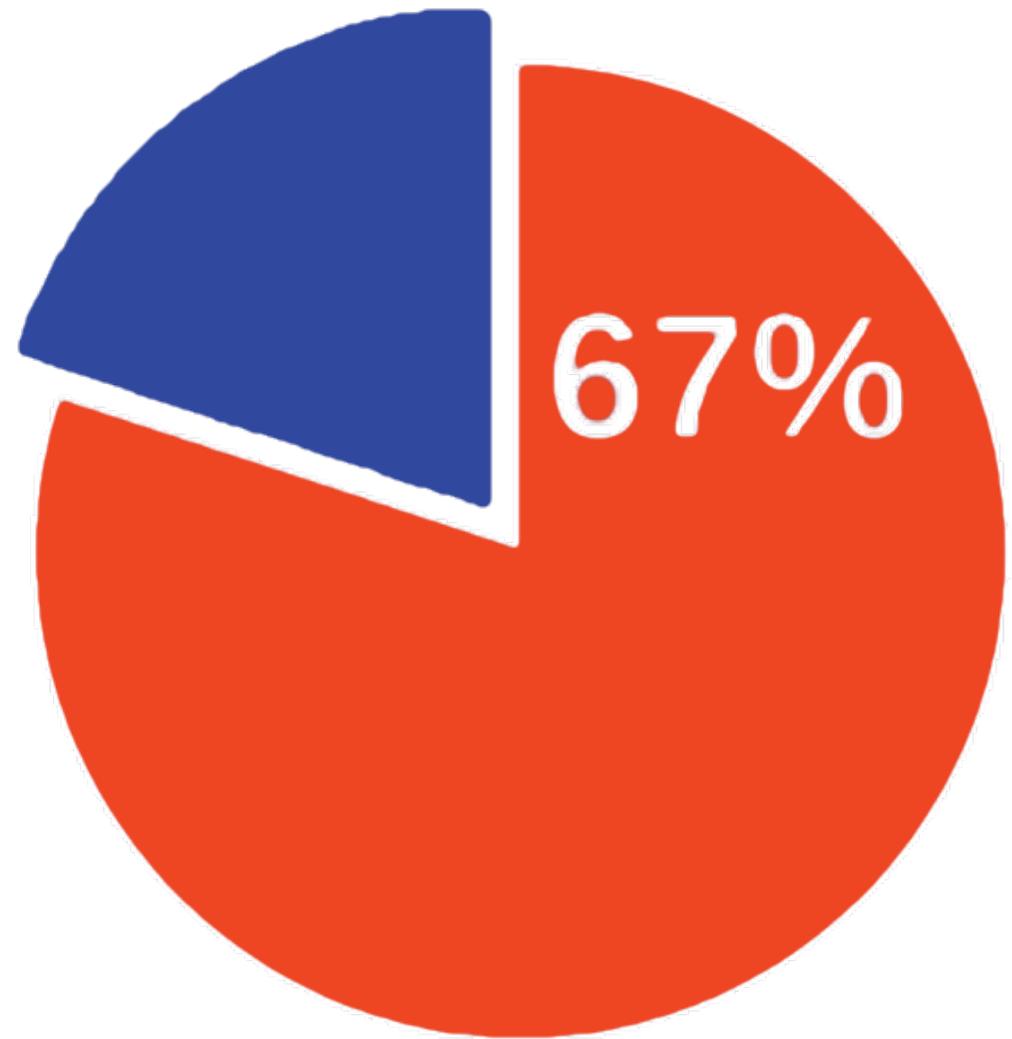


Paolo Dazi
Senior Vice President,
BU Port Services
@ Konecranes Portsolutions

Many strategies fail

Because of

- Poor Strategy Execution?
- Poor Strategy Formulation?
- Poor Cascading of Strategies?



Source: Harvard Business Review

CULTURE **EATS** **STRATEGY** **FOR BREAKFAST**

What did Peter Drucker mean?

What is culture exactly?

Is culture a requirement?

Is culture part of the strategy?

Is culture part of the plan?



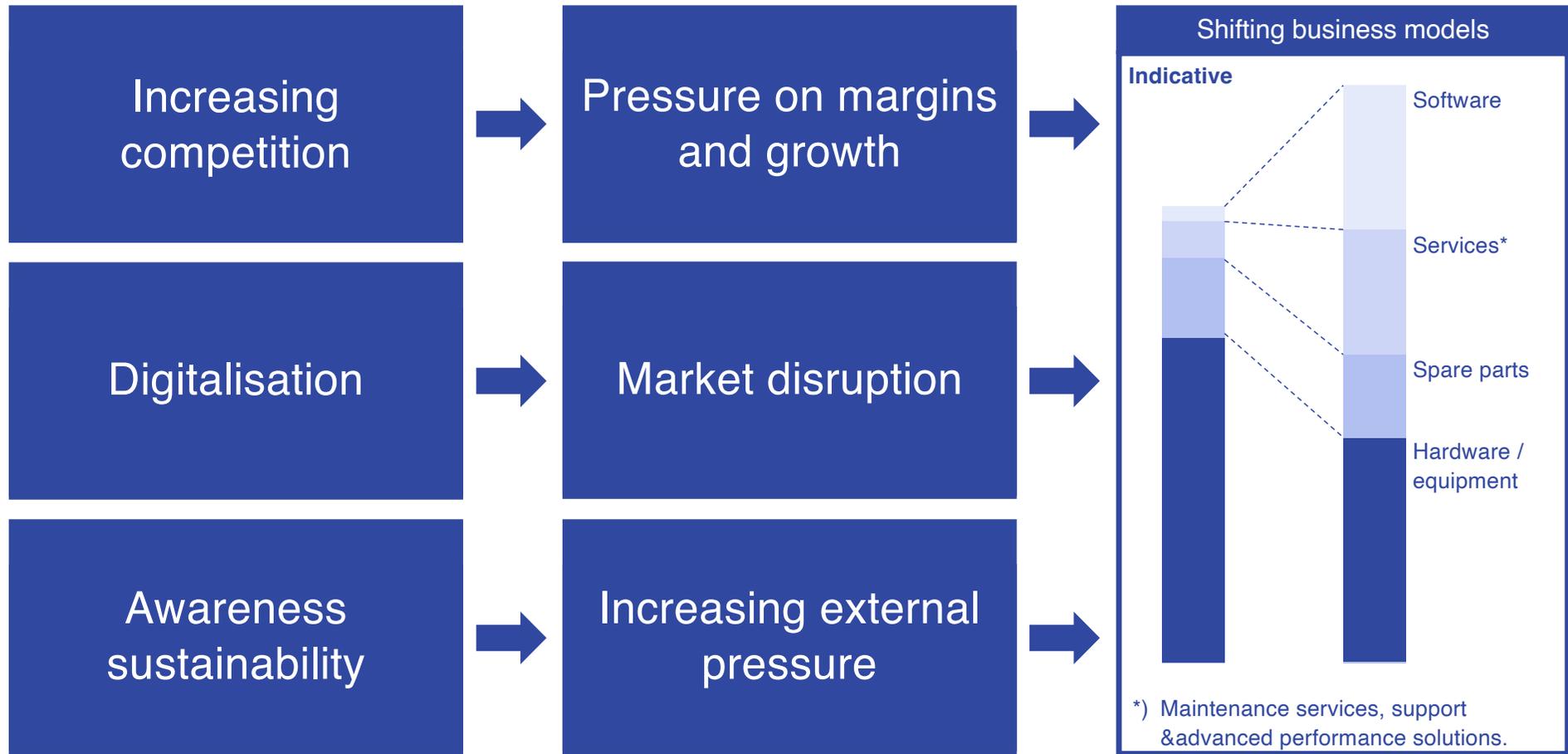
So What?

**Why this matters
for service too**

We are on a challenging and exiting journey.

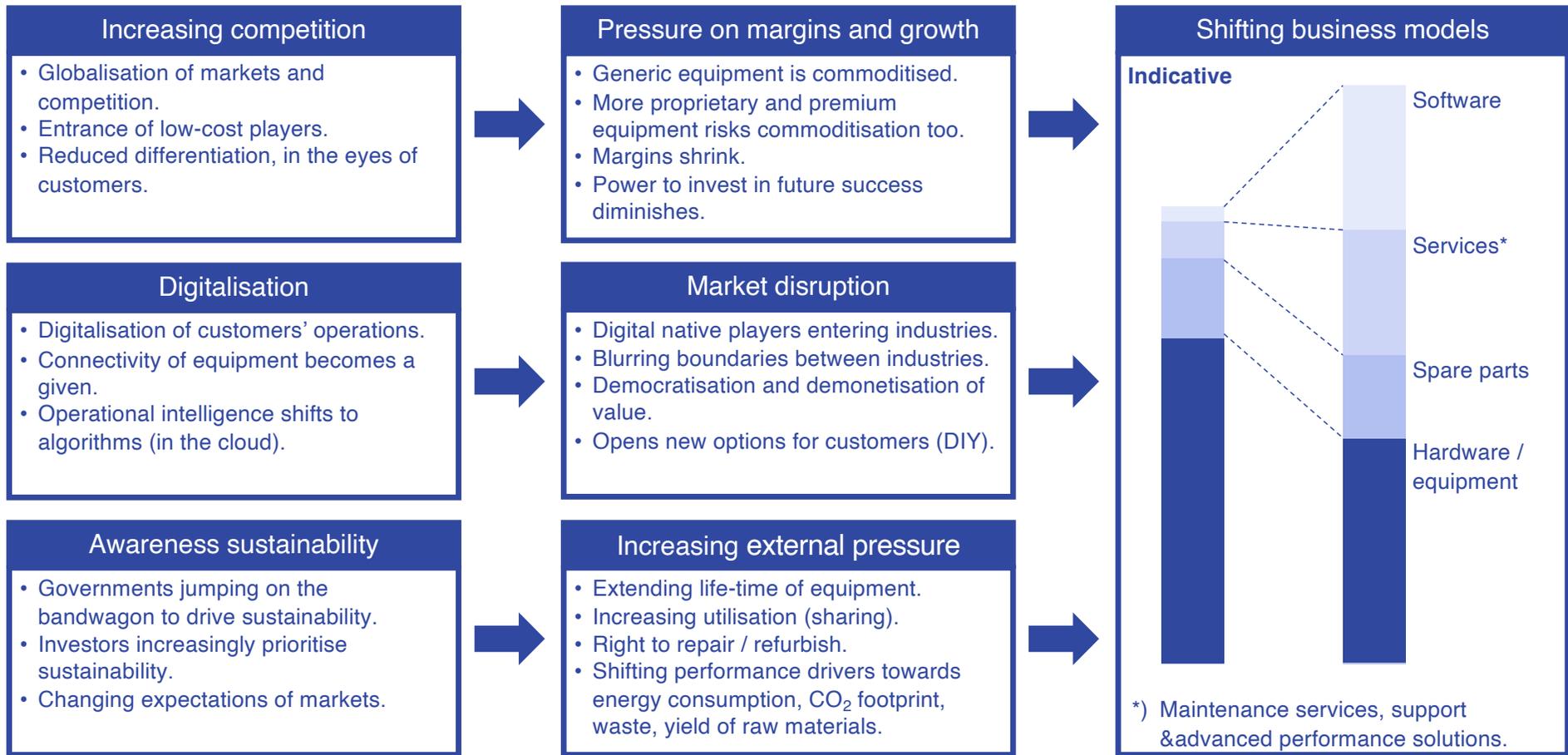


There is a compelling reason for this: Manufacturing industries must enrich their business models with services and software.



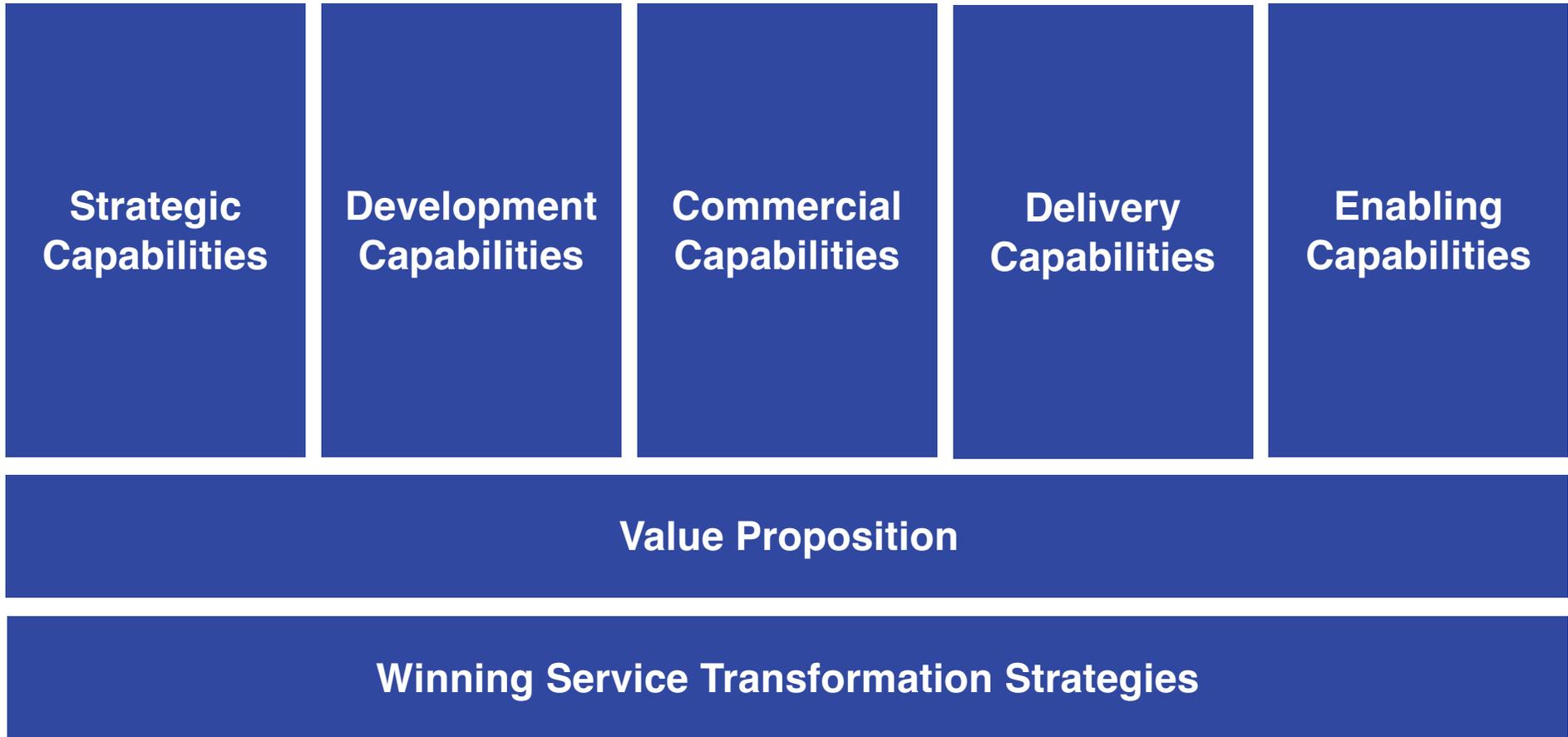
There is a compelling reason for this: Manufacturing industries must enrich their business models with services and software.

A bit more detailed



It fundamentally affects the entire service organisation.

The moreMomentum Service Transformation Framework

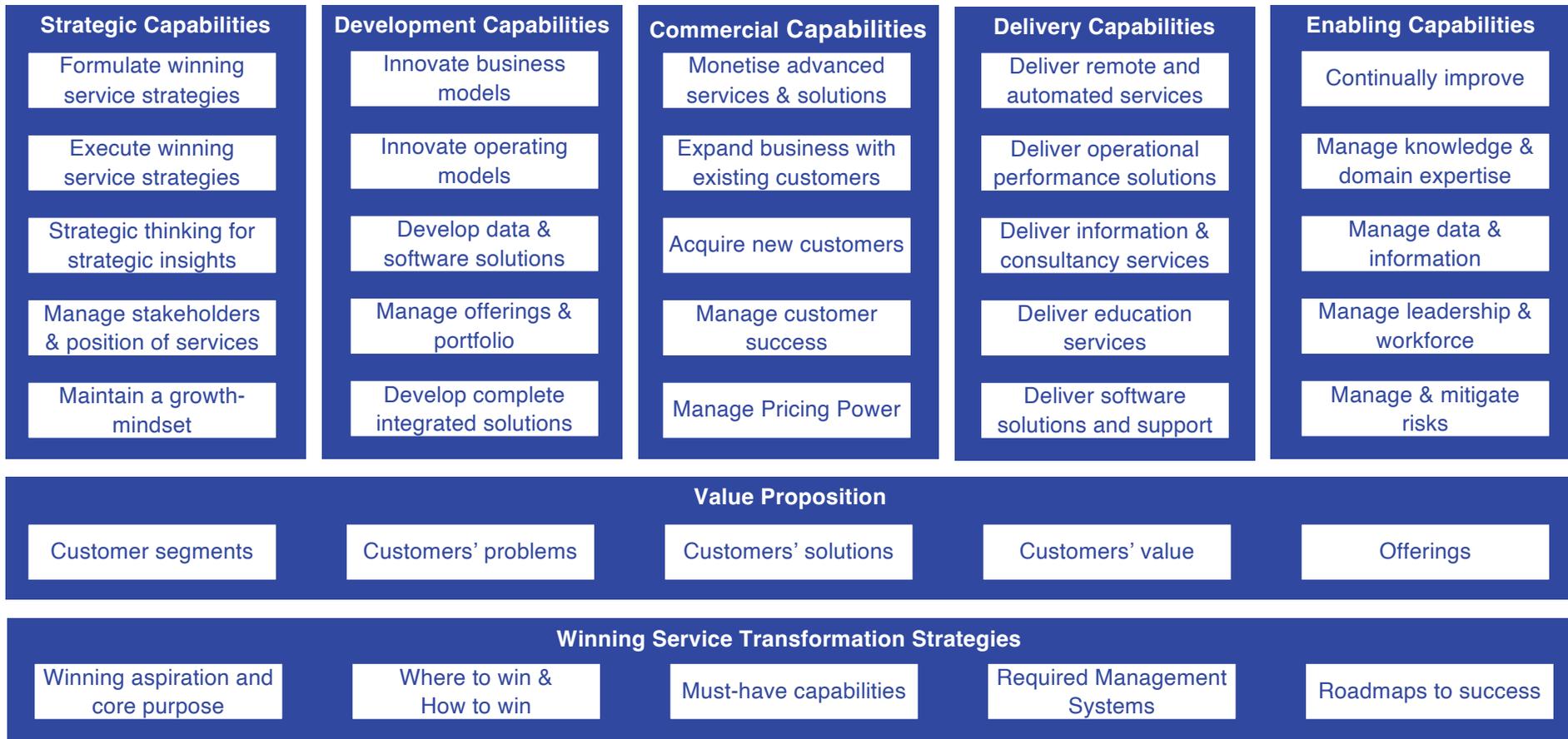


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The moreMomentum Service Transformation Framework

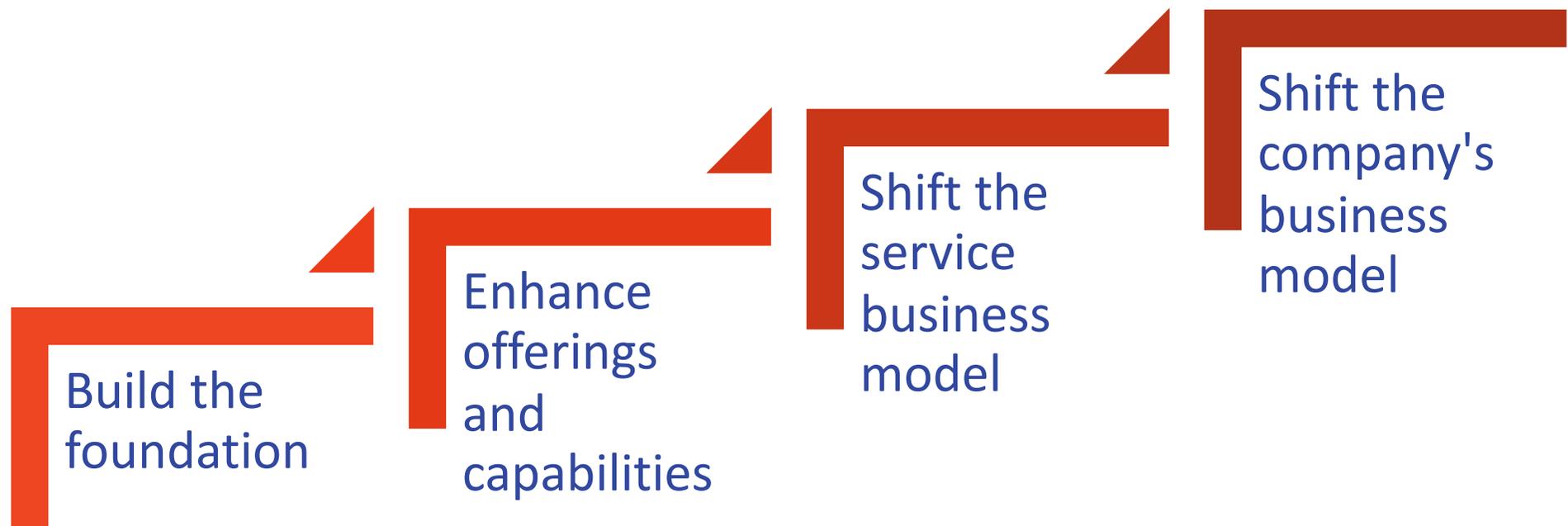
Core elements of your service business model that must transform during your service transformation

A bit more detailed



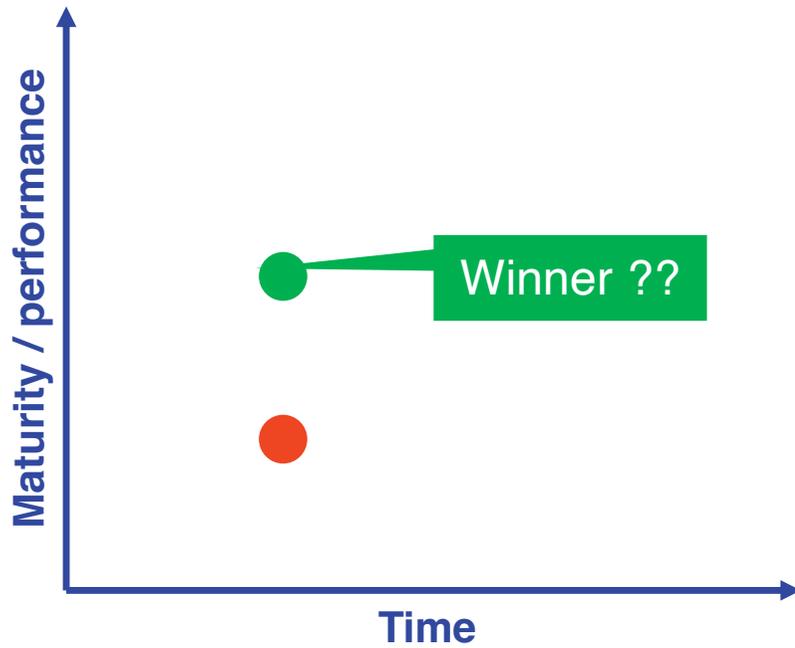
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Each company has its own journey, covering the same milestones.

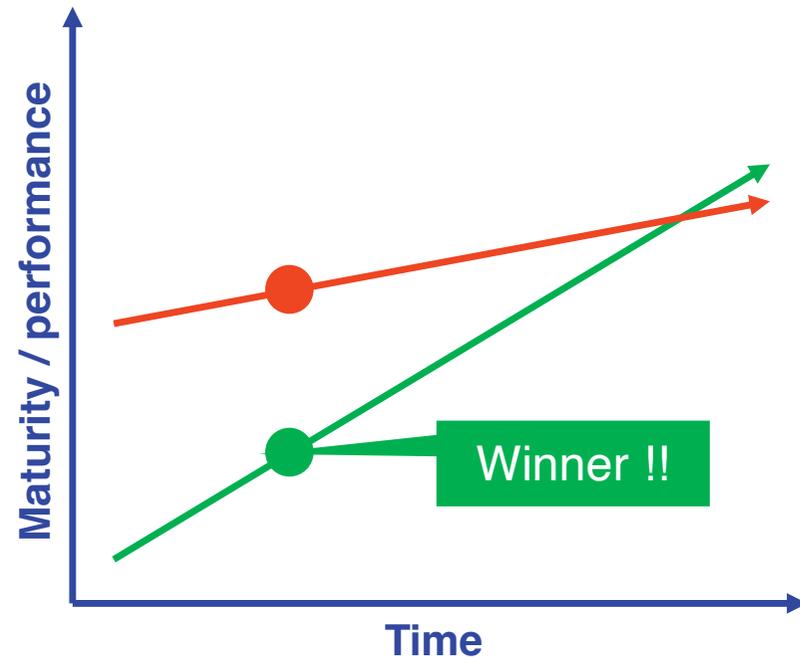


The name of the game is to establish and maintain a winning pace in your service transformation.

Status-quo



Pace of transformation



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moreMomentum is a global service community for B2B manufacturers that inspires, empowers and develops service leadership and development teams.

Stay current

Develop teams

Boost service initiatives

Global heads of service

Regional service leaders

Young service talents

Service marketing & sales leaders

Service innovators

Service-product managers

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Community Meetings

Service Transformation Monitor

Service Transformation Academy

Advisory & Coaching

Our promise: the best conference for service



Focus



In-depth



Unbiased



Continuity

How

Focused theme

3 summits per year

Limited speakers

In-depth discussions

Practitioners only

No sponsors

Post-summit report

A POCKET SIZE GUIDE TO
Change Management
During Service Transformation

IFS | FUTURE of FIELD SERVICE

A Pocket Size Guide to
Change Management
During Service Transformation

Ideas and best practices from Konica Minolta, Schneider Electric, Tetra Pak and McKinstry Co in conversation with our Sarah Nicastro.

[Read Summary](#) [Download Guide](#)

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Insightful advertiser

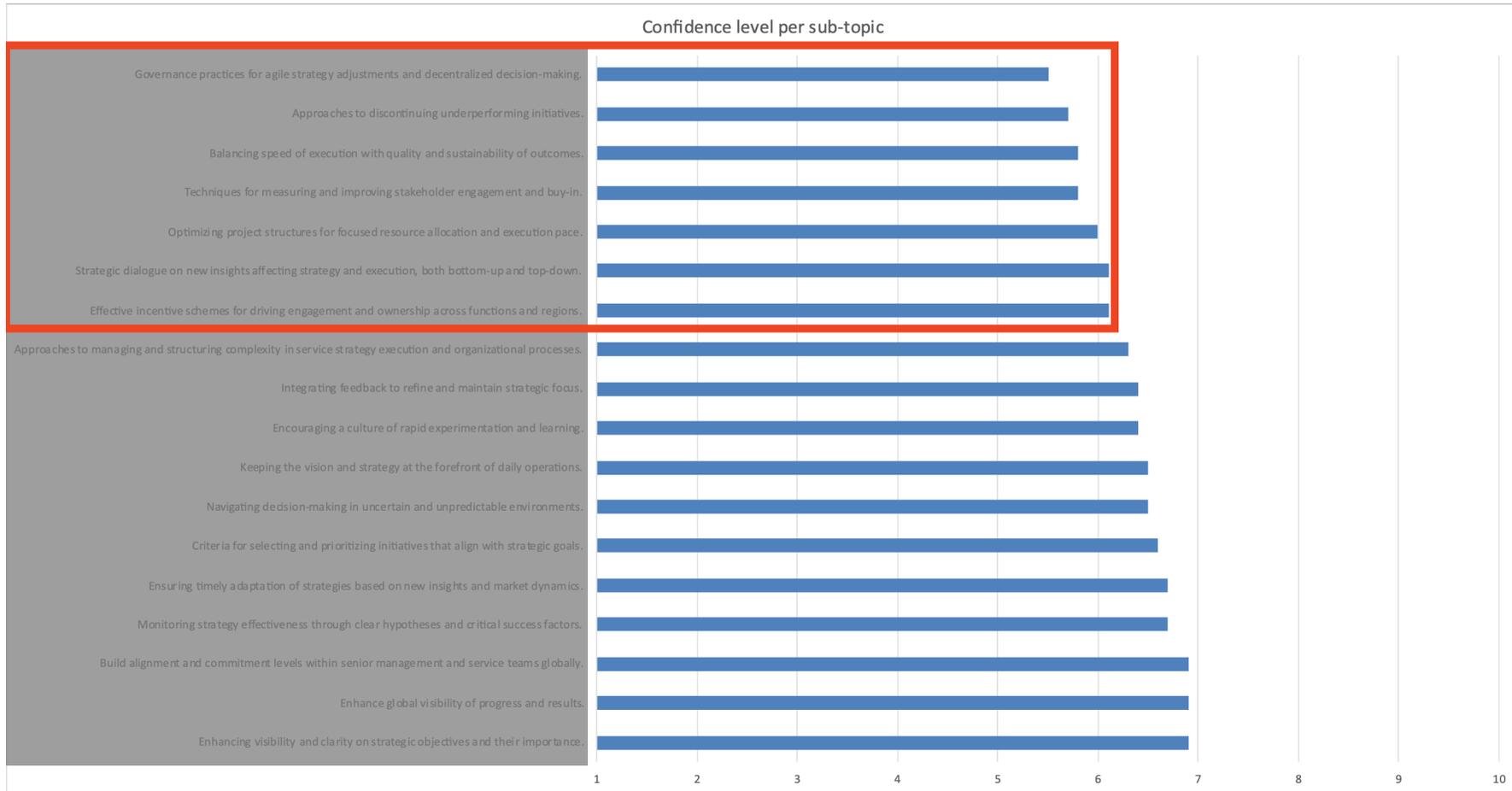
Benefits for you:

- Additional insights
- Lower ticket fees

Practitioners Only Policy

- No sponsors at event
- No influence on agenda
- No data of participants (unless you fill out the form)

Confidence level per sub-topic



Confidence level per sub-topic

Governance practices for agile strategy adjustments and decentralized decision-making.

Approaches to discontinuing underperforming initiatives.

Balancing speed of execution with quality and sustainability of outcomes.

Techniques for measuring and improving stakeholder engagement and buy-in.

Optimizing project structures for focused resource allocation and execution pace.

Strategic dialogue on new insights affecting strategy and execution, both bottom-up and top-down.

Effective incentive schemes for driving engagement and ownership across functions and regions.

Priority per sub-topic



Balancing speed of execution with quality and sustainability of outcomes.

Navigating decision-making in uncertain and unpredictable environments.

Ensuring timely adaptation of strategies based on new insights and market dynamics.

Techniques for measuring and improving stakeholder engagement and buy-in.

Optimizing project structures for focused resource allocation and execution pace.

Criteria for selecting and prioritizing initiatives that align with strategic goals.

Keeping the vision and strategy at the forefront of daily operations.

Mastering Service Strategy Execution

1

Buy-In,
Engagement,
and Ownership

2

Strategic Focus
and
Prioritization

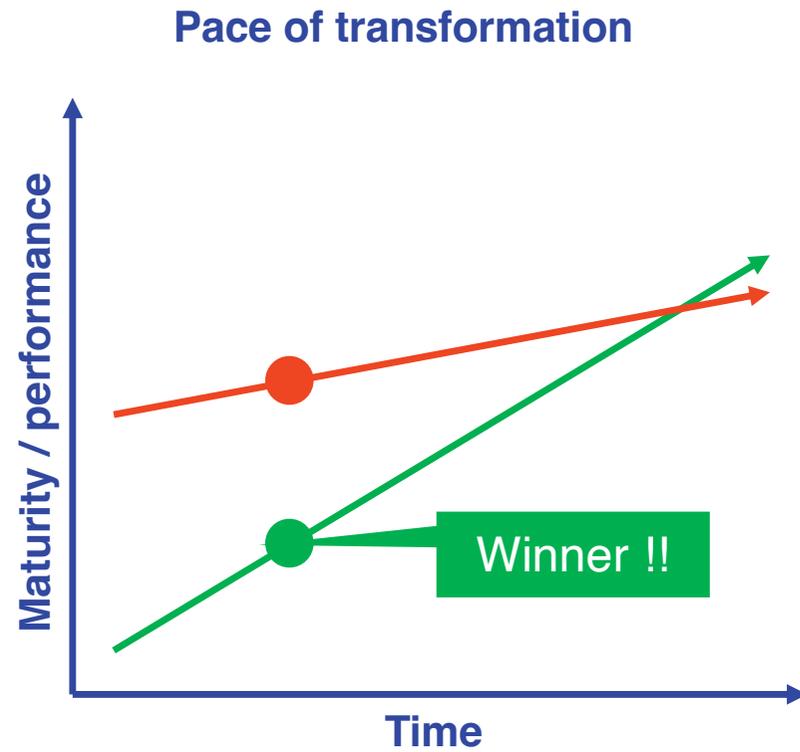
3

Accelerating
Execution Pace

4

Agility and
Adaptability

Result: Winning mindset and high pace



Agenda today

- 10:30** Opening
- 11:00** Paolo Dazi – Konecranes
- 11:45** Martin Wendel – INNIO Group
- 12:30** Networking lunch
- 13:30** Clinten van der Merwe - Tomra
- 14:15** Jan Tjurin - Nokia
- 15:00** Networking break
- 15:30** Discussion – Buy-In, Engagement, and Ownership
- 17:40** Summary of the day
- 18:00** Networking drinks
- 19:00** Dinner

Agenda tomorrow

- 8:00 Discussion – Strategic Focus and Prioritization**
- 10:05 Networking break**
- 10:25 Discussion – Accelerating Execution Pace**
- 12:30 Networking lunch**
- 13:15 Discussion – Agility and Adaptably**
- 15:20 Wrap up & closing**
- 15:30 Goodbye (or networking)**

Introduction of team



Danielė Masiulytė
Community Manager
moreMomentum



Florian Zimmermann
Co-moderator
TK Elevator



Matt Skipworth
Co-moderator
Terex Corporation



Xander Hillewaere
Moderator
Motrac



Maarten Wijnheijmer
Co-moderator
Partner moreMomentum



Alexander Sassenberg
Co-moderator
Partner moreMomentum

Introduction of team



Carmen Boekee
Note taker (student)



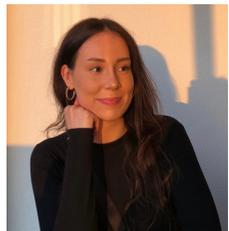
Marie Noelle Wojtun
Note taker (student)



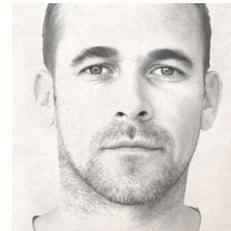
Tessa Beverdam
Note taker (student)



Shiva Farbod
Note taker (student)



Lisa Sienkiewicz
Note taker (student)



Elwin Hofman
Video- & Photography

Summit Portal

Checkout the portal for this Service Transformation Summit

- Agenda
- Participants
- Profile of the speakers
- Recourses after the summit (recordings, presentations)

Password: Summit-202403



- Agenda
- Speakers
- Participants
- Recording presentations
- Slides
- Post-summit report
- Photos



During the Summit, we will have interactive moments via a polling app (Mentimeter)

- Quick polls
- Submit your questions for the Q&A

Social media

Like or share our posts

Use tags in your own posts

#ServiceTransformationSummit
#ServiceStrategyExecution



Confidentiality

Discussions not recorded
(no audio by film crew)

Respect confidentiality of each other

Photo's and video

- For you to download
- Could be used for promotions
Let us know if you have objections



Diverse speakers panel



General
Mgmt.



Commercial
Mgmt.



Telecom



Waste
handling



Cranes



Energy



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Q&A with IA

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