



Transformative Networks

2024 Futures Conference · March 12–13 · Washington, D.C.

Re-Wiring for the Future: Architecting the Beautiful Messiness of Tech-Driven Evolution in Historically Successful Organizations

Presenters

Jennifer Leonard

Founder

Creative Lawyers

jen@creativelawyers.net

484.410.9868



Bridget McCormack

President & CEO

American Arbitration Association

mccormackb@adr.org

734.355.1721



Session Abstract

Success can sometimes be at odds with innovation. Join the Honorable Bridget McCormack and Jen Leonard as they explore how leaders of established and high-performing organizations can sustain core services while creating a roadmap for the future.

The speakers will offer an overview of leading research on effective innovation and digital transformation efforts. They'll then discuss how these principles might falter when they

collide with human psychology and organizational dynamics—especially in firms with a proven track record—and how leaders can respond.

The session will touch on topics like overcoming fear and loss aversion, harmonizing core values with the rapid pace of technological advancements, and the importance of establishing new ways to embrace emerging and undiscovered markets.

Highlighting a real-time case study from the American Arbitration Association, the session will describe how a highly successful organization is strengthening its core services while adapting to an era of transformative technology.

Throughout, the discussion will emphasize the role of visionary leadership—how to inspire and support others through change, excitement, and doubt, shaping a future that's both innovative and aligned with the firm's enduring principles.