OBEYA association
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Obeya Summit 2026 – Call for Speakers
General Outline & Speaker Instructions

Theme: Where Humanity Meets Performance

The 2026 Obeya Summit convenes at a decisive moment. After years in which organizations invested heavily in human-centered, behavioral approaches, the pendulum is shifting toward a renewed emphasis on measurable performance, governance, and operational clarity.

Rather than accepting a false choice between the human and the quantitative, the Obeya Summit seeks contributions that demonstrate how Obeya enables both—how organizations achieve better results precisely because they create the conditions for better human judgment and collective intelligence.

Obeya is no longer an emerging curiosity used by pioneers and early adopters. It is a maturing discipline. The next leap forward depends on evidence: analytical validation of when Obeya works, why it works, and how it measurably improves business performance. Speakers at the Obeya Summit 2026 are expected to address this new frontier.

Purpose of the Obeya Summit 2026
The Summit is the global forum where the Obeya discipline advances through real-world evidence, sector-specific insight, and high-quality practice. Contributions must strengthen the field's credibility and demonstrate how Obeya impacts system-level performance, strategic execution, and organizational value creation.
This year's theme, "Where Humanity Meets Performance," challenges speakers to show how Obeya brings together the cognitive strengths of people with the clarity required for high-velocity, high-quality decision-making—especially as automation, AI agents, and algorithmic operating models expand across industries.
The Summit aims to shift dialogue upward: toward decision makers, executives, and budget owners who determine how organizations govern themselves. Contributions should therefore speak not only to practitioners, but also to leaders responsible for performance, investment, and transformation.

1. Contribution Guidelines
The Summit provides a global stage for advancing Obeya as a professional discipline with session that are
- Rigorous: Grounded in data, research, and validated practice
- Practical: Directly useful and applicable for organizations
- Insightful: Introducing new ways to view governance, alignment, and performance
- Human: Recognizing people as central to organizational judgment
- Future-Oriented: Offering clarity on how Obeya shapes the next era of management

Submissions must make a clear and rigorous contribution to the evolution of Obeya as a professional discipline. As such, we expect:

Evidence-Based Practice - Concrete organizational experience, supported by data, visuals, and performance metrics. Stay away from concept-only contributions.

Demonstrated impact on Performance - A clear position on how Obeya improved financial, operational, cultural, or governance outcomes. Quantitative or qualitative evidence strengthens the submission.

Sector-Specific Relevance - Tailored Obeya approaches across industries. How insights apply in sectors/domains such as:
- Healthcare
- Government & municipalities
- Energy & sustainability
- Financial services
- IT & digital organizations
- Large industrial and manufacturing sectors

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SUMMIT
2026

Human-Centered Decision Making - Illustrations on how human judgment, meaning-making, and cross-functional collaboration remain essential in an era of automation and AI augmentation. Based on how Obeya enhances clarity of responsibility and group decision quality and its effects on projected business results.

AI & Obeya (Special Topic) – Exploring how Obeya interacts with AI-driven operations, how AI agents shape decision cycles, how Obeya integrates automated analytics, and when and where human oversight becomes more—not less—critical.

Areas of Specific Strategic Interest for 2026
- Performance management systems powered by Obeya
- Portfolio governance and complex project steering
- Large-scale program orchestration
- Transformation governance models (including digital & AI transformations)
- Value-chain-wide coordination using connected Obeya networks
- Operational boards and continuous performance improvement
- Product development and innovation using the Six Panels
- The interface between Obeya and AI-driven decision-making
- Sector-specific Obeya design principles
- Evidence of Obeya maturity progression and the impact of multi-room systems

2. **Know Your Audience**
Indicate your audience by knowledge level and by role/orientation.
Knowledge Level: Beginner | Intermediate | Expert
Role / Orientation:
- Obeya professionals (Builders, Hosts, Coaches)
- People starting with Obeya
- Contributors to an existing Obeya
- Decision makers focused on performance
- Other

Sessions are encouraged to speak not only to practitioners, but also to decision makers shaping governance, investment, and transformation agendas.

3. **Preferred Session Format**
- Keynote-Style Insight
- Case Study
- Practitioner Deep Dive
- Applied Research / Academic Contribution
- Workshop or Interactive Session

4. **Pre-Summit Paper (Required for selected speakers)**
All accepted speakers submit a short paper (approx. 1,000–2,000 words) summarizing their session. These papers support Summit promotion and will be shared with participants.

The paper should:
- Show relevance to today's business environment
- Include quantitative or qualitative performance evidence
- Describe the Obeya approaches used
- Provide sector context
- Offer insights aimed at organizational decision makers
- Be written in clear, professional English

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