

The 2009

Employee Engagement, Retention & Loyalty Seminars

Justifying Your Engagement Program in a Tight Economy

June 23–24, 2009
The Conference Board Headquarters
New York, NY

Looking Inward:

Engage Your Workforce to Strengthen Your Organization

June 23, 2009

The Conference Board Headquarters – Conference Center, 3rd Floor
New York, NY

Looking Outward:

*How to Keep Your Business Running in a Troubled Economic
Environment via Engaged Employees*

June 24, 2009

The Conference Board Headquarters – Conference Center, 3rd Floor
New York, NY

To register, call 212.339.0345, fax 212.836.9740 or visit
www.conference-board.org/retention

Employee Engagement, Retention & Loyalty Seminars

June 23–24, 2009

Day One

Looking Inward:

Engage Your Workforce to Strengthen Your Organization from the Inside

Tuesday, June 23, 2009

Registration and Continental Breakfast: 8–8:30 am

Welcome: 8:30–8:35 am

Gregg Mauro

Conference Program Director

The Conference Board

Laying the Ground Work:

Chairwoman's Introduction

8:35–9 am

Beverly Kaye

Founder & Chief Executive Officer

Career Systems International

One Page Talent Management:

Building Better Leaders, Faster

A 9–10:30 am

What would happen if you ignored all of the consulting advice, “best practices” and HR traditions for designing talent processes and focused instead on how to ensure they really worked? Avon Products recent restructuring demanded talent processes that would support their new structure, drive engagement and ensure a constant focus on rapidly building talent. Given the state of their talent processes at that time, a radical redesign was needed. In response, Marc Effron and his team chose to create every talent process from the ground up, starting with the question, “What is the simplest possible way to achieve this objective?” The result was One Page Talent Management—a radical philosophy and set of processes that throws out traditional HR bureaucracy and replaces it with simple, practical and fact-based tools. In this session you’ll:

- Learn how the Talent Management team at Avon is accelerating talent growth, engagement and culture change with One Page Talent Management
- See how to radically simplify your talent management processes while adding even more value
- Hear how to use accountability and transparency to guarantee success
- See the metrics that prove that One Page Talent Management works!

Marc Effron

Vice President, Talent Management

Avon Products

Refreshment Break: 10:30–10:45 am

Employee Engagement, Retention & Loyalty Seminars

June 23–24, 2009

Getting Buy-In From the Top:

Demystifying Analytics and Applying Business Impact to Talent Initiatives

B 10:45–11:45 am

Previously, it was all about employee satisfaction—now engagement is the buzzword. But what’s most important to senior leaders worldwide is not the score, but rather the results, in terms of dollars and cents (especially given today’s tight economy). Luxottica knows what to do with that over-abundance of under-utilized data. Presenters will share how they’ve taken full advantage of their data by examining it from a people point-of-view and tying it directly to the bottom line. In fact, many HR initiatives are being measured in this way, and hard dollar returns can be predicted in terms of employee productivity and retention just to name a few. You will hear how analysis and measurement are a top priority in Luxottica’s Executive Suite. Presenters will share how HR has connected their people metrics to business outcomes and will present some of their successful initiatives.

Carol Spicer
Vice President Human Resources
Luxottica Retail

Robin Wilson, Esq.
Senior Director, HR Technology & Analytics
Luxottica Retail

Pratt & Whitney Case Study:

Operationalizing Employee Engagement to Sustain Industry Leader Status

C 11:45 am–12:30 pm

At Pratt & Whitney, a division of United Technologies Corporation, employee engagement is so much more than an HR initiative. It has been incorporated into the way they do business, globally. To sustain their leadership position in this highly competitive industry, Pratt knows they must be future-focused, that quality is everything and that the employee plays a critical role in driving quality. When launching a new business operating system several years ago, they included employee engagement among their measurements, recognizing the impact employees have in customer behaviors, change and business results. In addition to learning experiences being pushed out globally for both the managers and their employees, Pratt has undertaken several initiatives to drive employee engagement. One belief they hold is that engagement is not just the responsibility of the organization and the manager, but that the employee, too, can play a role. In fact, as new change initiatives are implemented, employees are key players on the teams, which have resulted in employee buy-in and improved engagement. Also, as survey results are collected from their 38,000 employees, more than 200 employee teams are assigned to specific initiatives to drive improvement. Join this presentation to learn more about Pratt & Whitney’s employee engagement best practices and some of their remarkable business results.

Elizabeth Frechette
Employee Engagement Center of Excellence
Pratt & Whitney

Luncheon: 12:30–1:30 pm

Employee Engagement, Retention & Loyalty Seminars

June 23–24, 2009

Case Study:

Retaining and Engaging Grand Performers at Grand Hotels

D 1:30–2:30 pm

At Kessler, quality is number one. Building grand hotels with precise attention to every detail, and then operating them to ensure the highest level of guest satisfaction expected at luxury hotels, demands grand talent. Without those grand performers onboard and engaged every day, guest satisfaction can suffer. To grow without them is nearly impossible. Ellen Weitzel will share Kessler’s engagement initiatives and best practices that have launched a new engagement mentality throughout all of their properties. Impacting all levels of their resorts, from GMs to hospitality employees, corporate to architects, she will share some of their key learnings and business results.

Ellen Weitzel
Senior Vice President, Human Resources
Kessler Collections

Refreshment Break: 2:30–2:45 pm

Interactive Session:

Building and Sustaining an Engagement Culture — The 5 Critical Steps

E 2:45–4:15 pm

Losing quality people hurts. Organizations that build effective processes into their talent management strategies cultivate environments that attract and develop talent, foster satisfaction, increase loyalty, improve productivity and drive bottom-line revenues.

Combining years of research and experience, this session will detail the roles of three critical stakeholders and present the five essential phases for truly successful talent initiatives. This proven five-step process strengthens organizational capabilities, maximizes internal practices and impacts talent results for the greatest ROI.

The presenter will illuminate how to create and sustain an engagement or retention initiative through specific recommendations that can be applied immediately.

You will:

- Learn the vital messages and defined roles that must be shared with managers, employees and senior leaders.
- Understand the crucial questions that must be considered in order to effectively diagnose organizational needs.
- Grasp how to choose where to begin designing, delivering, tracking and sustaining practical, yet innovative solutions.
- Gain several specific ideas for improving existing initiatives.

Day One Wrap Up

F 4:15–4:30 pm

During this closing session, we will wrap-up the key issues covered during the seminar, and provide you with a list of the key take-aways and to dos you can share with colleagues and implement when you get back to the office.

Employee Engagement, Retention & Loyalty Seminars

June 23–24, 2009

Day Two

Looking Outward:

How to Keep Your Business Running in a Troubled Economic Environment via Engaged Employees

Wednesday, June 24, 2009

Registration and Continental Breakfast: 8–8:30 am

Optimism, Inclusion and Trust in a War Torn World

A 8:30–9:15 am

Rudolf Messinger

Chief Talent Management, Division of Human Resources

Unicef

Measure the Impact of Talent Retention

B 9:15–10:30 am

On any given day, 76% of the workforce is seeking other employment opportunities. What percentage of your talented employees are looking for new opportunities? And if they leave, how will it impact your competitive advantage and bottom-line? In this session, you'll learn a practical approach for implementing a strategic and proven method for managing talent retention and increasing the bottom line. We'll discuss the full impact of talent departure and why this issue is often misrepresented, misunderstood, or not fully explored.

In this session, you'll learn how-to:

- *Organize the Turnover Data* and specific methods for organizing and monitoring turnover data to gain support from senior management.
- *Monetize the Turnover Costs* by accurately monetizing the turnover cost and demonstrate the negative financial impact of turnover to the organization.
- *Analyze the Cause of Turnover* utilizing an effective methodology to accurately pinpoint the cause of turnover.
- *Actualize the Retention Solution* by selecting and implementing the right solution.
- *Realize the Impact and ROI* by reviewing the tools needed to accurately measure the financial impact of a retention solution and calculate ROI.

This strategic, accountability approach to talent retention will be illustrated through a case study that demonstrates the positive impact of coaching to retain new hires.

Lisa Edwards, M.S., PCC
Director, Global Learning & Development
Corbis

Jack Phillips, Ph.D.
Chairman
ROI Institute, Inc.

Refreshment Break: 10:30–10:45 am

Employee Engagement, Retention & Loyalty Seminars

June 23–24, 2009

Case Study

Performance & Engagement in a High-Turnover Environment

C 10:45–11:45 am

How does a scientific organization with a history of high turnover and quick quits implement a major employee engagement and retention initiative while undergoing unprecedented organizational change? Here's the story of one such endeavor and the business results that have the entire organization buzzing. Silliker, Inc. a relatively de-centralized organization, first engaged leaders at all levels and gained buy-in to focus on both process and people by first looking at their own engagement. Armed with data from engagement surveys, client loyalty studies, and business metrics, Silliker has forged new relationships with its workforce and re-tooled business processes that are delivering remarkable results! During this session, you'll learn:

- How Silliker created engaged and enthusiastic leaders
- Employee engagement and retention metrics improved at all levels
- Why Silliker changed its corporate recruitment strategy
- How leader accountabilities were implemented and accepted
- Why Silliker's North American results have attracted the attention of leaders throughout their world-wide organization

See how Silliker is not only sustaining progress, but picking up speed in changing their climate everyday. Their performance based culture now focuses on creating and retaining highly engaged employees.

Dan Clark
Vice President, Human Resources and
Organizational Development
Silliker

Luncheon: 11:45 am–12:45 pm

It's a Marathon...not a Sprint: What's the Next Challenge after Engagement?

D 12:45–2 pm

Communicating and then measuring associate engagement are critical first steps in creating a foundation of support for this culture-changing initiative. A crucial next step is involving associates from all levels of the organization in achieving success. Over the past two years, the team at Morrison Healthcare Food Services has aggressively communicated the importance of associate engagement. For the past year a sustaining effort has been in place to ensure that this message stays fresh. In this session you will learn the next steps of the process including how:

- Morrison is providing tools to help associates accept personal responsibility for career development.
- Talent is tracked in a large organization to ensure a completely prepared pipeline.
- Lessons learned are being used to improve the messaging.
- Including engagement resources in communication of personal responsibility ensures associate ownership.

Chris Brink
Director of Customer Service
Morrison Healthcare Food Service

Catherine Cape
Director of Learning & Development
Morrison Healthcare Food Service

Refreshment Break: 2–2.15 pm

***Interactive Session: Engagement Best Practices During Troubling Times:
Keeping Staff Engaged, Productive and Present in an Environment
of Layoffs and Downsizing***

E 2:15–4:15 pm

Today's managers are expected to build a work environment in which their key employees thrive, constantly learn and give their discretionary effort to their organization. Talent-minded managers know that if their organization is to be productive and competitive, they must not only "hang on" to good people, but also continually develop them in order to meet constantly changing business needs. Finding and keeping talent is critical to an organization's ability to improve profitability, manage costs, grow by acquisition, innovate, develop new products and services, and uncover new markets. We'll discuss how every manager's contribution to the organization's mission and strategic goals is highly correlated to his or her ability to retain and engage talented, highly skilled, knowledgeable people. We'll help you to:

- Understand the significance of key (research-based) engagement and retention factors, other than pay
- Identify the roles and responsibilities of the manager in the retention and engagement equation
- Learn several practical, low-to-no-cost and hands-on strategies that leaders at all levels can apply immediately

***Tying It All Together:
Summary of Key Take-Aways***

F 4:15–4:45 pm

During this closing session, we will wrap-up the key issues covered during the seminar, and provide you with a list of the key take-aways and to dos you can share with colleagues and implement when you get back to the office.

Beverly Kaye
Founder & Chief Executive Officer
Career Systems International

**To register, call 212.339.0345, fax 212.836.9740 or visit
www.conference-board.org/retention**

Employee Engagement, Retention & Loyalty Seminars

June 23–24, 2009

Register your team by phone, fax or on the web at www.conference-board.org/retention
 Phone Customer Service at 212 339 0345 8:30 am to 6 pm ET Monday through Friday
 Fax completed registration form to: 212 836 9740
 Mail The Conference Board, Inc., P.O. Box 4026, Church Street Station, New York, NY 10261-4026
 Please print or attach a business card; for additional registrants, duplicate this form.

Name _____

 Title _____

 Department _____

 Company _____

 Address _____

 City _____
 State _____ Zip _____
 Telephone () _____ Fax () _____

 E-mail _____

Payment

Check payable to The Conference Board for \$ _____.
 Charge to my: American Express Discover MasterCard Visa
 Acct. No. _____ Exp. Date _____
 Signature _____ Date _____

*Cancellations subject to penalty of \$500 administration fee up to two weeks before. No refund after two weeks before seminar.

Register

June 23, 2009 (#994009-1) **Registration Fees** payable in advance in U.S. dollars*
 June 24, 2009 (#995009-1)

Workshops Location	One Day Workshop	
The Conference Board	<input type="checkbox"/> Associate	\$995
Headquarters	<input type="checkbox"/> Non-Associate	\$1,095
3 rd Floor Conference Center	Two Day Workshop**	
845 Third Avenue	<input type="checkbox"/> Associate	\$1,795
(Between 51 st and 52 nd Streets)	<input type="checkbox"/> Non-Associate	\$1,975
New York, NY 10022		

For a listing of local hotels, please contact Customer Service at 212 339 0345.

**Save almost \$200 when you sign up for both days. To receive this special offer, fax this registration form or call customer service.
 The Conference Board and the torch logo are registered trademarks of The Conference Board, Inc. Program subject to change
 March 2009

**To register, call 212.339.0345, fax 212.836.9740 or visit
www.conference-board.org/retention**