

# HR Daily Advisor 2018

## Igniting Engagement for Performance and Retention

March 8-9 | Savannah, GA

### Agenda

#### MAIN CONFERENCE DAY 1 | Thursday, March 8, 2018

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#### Registration & Breakfast

7:00 a.m. – 8:00 a.m.

#### Welcome Remarks from BLR's *HR Daily Advisor*

8:00 a.m. – 8:15 a.m.

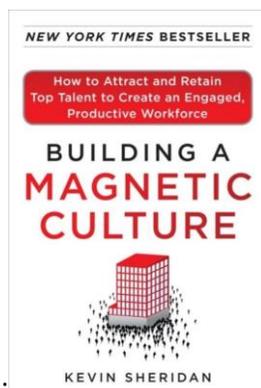
Get a high-level view of the state of employee engagement, workplace culture, and wellness programs—and the all-important correlation among the three—as BLR's *HR Daily Advisor* editors share some of the latest developments impacting what truly makes a best place to work.

#### Kickoff Keynote: Building a Magnetic Culture—How to Attract & Retain Top Talent to Create an Engaged, Productive Workforce

8:15 a.m. – 9:15 a.m.

*Presented by: Kevin Sheridan, Employee Engagement and Management Expert and Best-Selling Author*

To become the best in the business, it is essential to employ the best people. But how do employers build a staff that is ready and able to take an organization to its next level? Inspired by the best-selling book, this dynamic keynote focuses on how to attract talented employees to the workplace, empower them, and sustain an environment in which they are more likely to stay. Drawing on years of research and real-world examples from his consulting experience, Kevin Sheridan gives you the strategies and tactics to transform your organization by creating and maintaining a magnetic culture.



You'll learn:

- How to redefine employee engagement
- The bottom line benefits of employee engagement
- Why recruiting the right hire matters so much
- The top 10 engagement drivers and related best practices
- The importance of embracing diversity and inclusion
- How to perfect the missing “secret sauce”—FUN
- Tips for creating an environment of shared ownership for engagement
- Plus, you’ll get a personally autographed copy of Kevin’s best-selling book, *Building a Magnetic Culture!*

### **10 Ways to Make Your Company a Best Place to Work**

9:30 a.m. - 10:30 a.m.

*Presented by Sangram Vajre, Terminus*

Companies strive to make those coveted top 10, 50, 100 best places to work lists that job sites, media outlets, and publishers unveil annually, such as Glassdoor, Fortune, Forbes—the list goes on. What are the common themes among small-to-mid size employers that consistently make the cut? This session, featuring Terminus, which has been recognized as the #1 Best Place to Work by *The Atlanta Business Journal*, #1 in Employee Appreciation by *The Atlanta Journal-Constitution*, and one of the Top 50 Best Workplaces in the U.S. by *Inc. Magazine*, will reveal:

- Why some workplaces are marked for greatness—and tell-tale signs that others won’t make the cut
- Standout qualities that top workplaces share related to culture, employee engagement, work/life balance, and other important areas

### **Exhibits Open**

10:00 a.m. – 6:00 p.m.

### **Networking, Exhibits & Refreshments**

10:30 a.m. – 11:00 a.m.

### **Employee Engagement to Drive Business Success: ROI You Can Take to the Bank (and to the CEO)**

11:00 a.m. – 12:00 p.m.

*Presented by: Jill Christensen, Jill Christensen International*

Disengaged employees can be a death knell for business. HR consultancy McLean & Company found that a company can kiss goodbye \$3,400 of every \$10,000 spent on a disengaged employee’s salary. In the United States alone, this adds up to \$350 billion in lost productivity its research concludes. On the flip side, an engaged workforce drives growth and profitability. This session will deliver:

- Cold-hard facts the C-suite won’t be able to ignore on why your organization needs to invest in employee engagement

- Tips on effective ways to measure and analyze your current employee engagement efforts against the competition
- And much more!

### **A Proven Formula for Aligning Corporate Culture with Business Strategy**

12:15 p.m. – 1:15 p.m.

*Presented by: Lisa Rueth, Cultivate Leadership*

Does your company's culture match where the business leaders want the organization to go? How can you tell? It's time to roll up your sleeves as we dive into examining whether the cultural DNA of your company matches where the company is heading—and what you can do to get it back on track if things are currently misaligned. You'll learn:

- Why and how to intentionally design your culture so that it sustains your vision, goals and strategic plan
- What to measure (and how) to determine if the current culture will support or sabotage the true strategic business priorities
- Examples of how a talent management strategy and organization's design can influence culture in a meaningful way

### **Networking Lunch**

1:15 p.m. - 2:15 p.m.

### **Afternoon Breakouts**

2:15 p.m. - 3:15 p.m.

Choose from:

#### ***Wellness & Benefits***

#### **Total Rewards Communications: Powerful Messaging to Get Buy-In from Your Best Employees**

*Presented by: David Janus, Charlton Consulting and Ryan Grier, Connect Your Benefits*

You've invested a lot of time and money in your wellness program and lifestyle benefits. The problem is that employees don't seem engaged and aren't participating the way you had hoped. This session, led by a benefits communication expert and an industry leader in lifestyle benefits, will deliver a road map for educating the workforce on your company's benefits through total rewards statements and other strategic communications that foster engagement and gets them to actually take advantage of—and appreciate—the valuable resources available to them. You'll learn:

- How to make the business case for total rewards communications
- The top 5 reasons benefit communication strategies fail
- Research indicating the best ways to greatly increase the odds of employee engagement in this area

- Whether you should employ a generationally varied approach to benefits communication, and if so, what's the best way to go about this
- Mistakes to avoid when refining your communication campaigns so your efforts to engage the workforce don't backfire
- What non-traditional voluntary benefits are and how they can increase buy-in for all of your benefits
- How to measure the use and engagement of non-traditional voluntary benefits

### ***Engagement & Culture***

#### **The Performance Feedback Loop: Trends in Coaching and Mentoring—And What's Really Working and Why**

*Presented by: David Creelman, Creelman Research*

There was a push to replace traditional annual performance reviews, and many larger employers like Adobe, Microsoft, IBM, Deloitte, Dell, and General Electric hopped on the bandwagon. But, recent research suggests that doing away with formal ratings might backfire. CEB reported that at organizations where performance-rating systems had been abandoned, employee performance dropped by 10 percent. Engagement went down, too, by 6 percent. This session will provide:

- Research into why the promises of fixing the performance management system never seem to pan out
- What sabotages an organization's efforts to promote ongoing performance management, and insights into how to rid your company of what's hindering its ability to move forward
- Examples of what successful organizations are doing to nail their ongoing performance management efforts
- Why managers don't do ongoing coaching on their own—and smart ways HR can get them to jump into action

### **Networking, Exhibits & Refreshments**

3:15 p.m. - 3:45 p.m.

### **Afternoon Breakouts Continue**

3:45 p.m. - 4:45 p.m.

Choose from:

### ***Wellness & Benefits***

#### **Healthcare on the Fringes: Approaches to Wellness Plan Incentive Redesign—How to Keep ACA-Era Costs Down, Wellness Incentives Compliant, and Benefit Plan Offerings Consistent with Your 'Engagement End Game'**

*Presented by: Ashley Gillihan, Esq., Alston & Bird LLP*

Right now, the ultimate fate of the Affordable Care Act remains to be seen, and the \$69 billion proposed merger between CVS and Aetna is being billed as a potential game-changer in terms of how medical

treatment is rendered. What's the practical impact of the latest healthcare plan trends—both inside and out of the political arena? Come 2019, employers are likely going to need to redesign their wellness plan incentives, as federal regulations sit in legal limbo. Consider, too, that employers need to balance the goal of providing the workforce and their dependents with affordable, quality health care options against what works best for the financial bottom line. This session will delve into what businesses can do to improve plan offerings to make them more cost friendly—so employees truly recognize their value—while ensuring their alignment to underlying business objectives.

### **Engagement & Culture**

#### **Generation Cohort: The Postnormal Shift to a Holistic Workforce**

*Presented by: Yvette Montero Salvatico, Kedge, LLC*

Technology, social media, and complexity are uniting generations through passion-oriented cohorts rather than socio-historical cohorts, and companies that match employees to their passions will result in better retention, teamwork, and organizational results. Yvette Montero Salvatico previously led efforts at The Walt Disney Company to establish Future Workforce Insights to identify future workforce trends and leverage foresight models and techniques to assess potential threats and impacts, emerging ideas, and exciting opportunities. She'll share her research on the shifting workforce of the future and the concept of the Generation Cohort. You'll learn:

- An overview of trends that point to a shift in the concept of “generations.”
- The importance of incorporating trends from outside of your industry.
- How to reframe issues like “generational warfare” as opportunities instead of threats.
- How the research-backed idea of Generation Cohort leads to higher employee engagement and retention.
- How to capitalize on the Generation Cohort concept in your organization.

### **Networking Happy Hour**

4:45 p.m. – 6:00 p.m.

### **Exhibits Close for the Day**

6:00 p.m.

## **MAIN CONFERENCE DAY 2 | Friday, March 9, 2018**

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### **Early Bird Meet-Up (Power Walk)**

6:00 a.m. - 6:45 a.m.

### **Breakfast**

7:00 a.m.

### **Exhibits Open**

7:00 a.m. – 3:15 p.m.

### **Opening Keynote: Applying Design Thinking to Strengths**

8:00 a.m. – 9:00 a.m.

*Presented by: John K. Coyle, The Art of Really Living*

Through the metaphor of sport, Olympic silver speed-skating medalist, NBC sports analyst, TEDx presenter, and the founder and CEO of The Art of Really Living, John K. Coyle will teach you how individuals and teams within your organization can use innovation to identify and leverage their unique strengths (and design around weaknesses) to achieve exceptional performance. His energetic and empowering talk will:

- Introduce you to the concept of “design thinking,” and the possibilities it opens
- Demonstrate how innovation can lead to breakthrough performance by 1) deciding what to fix and what *not* to fix; and 2) zeroing in on what you—and your teams—do best
- Help you identify when and what to delegate or outsource

### **Teamwork Makes the Dream Work: How to Create and Manage Effective, Collaborative, and Inspired Teams**

9:15 a.m. – 10:15 a.m.

*Presented by: Margaret (Magi) Graziano, Keen Alignment*

Exceptional teamwork can take your company from good to great. This session will reveal the secrets workplaces that rock share for establishing and maintaining cultures that are collaborative and positively impact their business goals. You'll learn:

- How to create a seamless flow of communication—a key challenge many employers face amid today's distributed workforce
- How to keep team goals aligned with the company's trajectory, and to know when it's time to mix teams up (and how to do so in a way that delivers the most bang)
- How to manage an open forum where employees are rewarded for sharing new ideas
- And more!

### **Networking, Exhibits & Refreshments**

10:15 a.m. – 10:45 a.m.

### **20 Budget-Friendly Tricks for Enhancing Company Culture**

10:45 a.m. – 11:45 a.m.

*Presented by Briana Searcy, Stoneridge Software*

Nap pods; unlimited, free food, laundry service—these are just some examples of employee perks that companies like Google provide to the workforce. But, Google, and companies like it, have deep pockets that many small-to-mid-size employers just don't have. And, when thinking about organizational culture, perks are just one slice of the pie. To truly embrace and enhance business culture, workplaces need to pay close attention to other factors, too, such as employee engagement, collaboration, values, and personal and professional goals. This session will provide:

- Low-to-no cost ways that work for boosting your company's culture
- Strategies for improving your workforce's experience day in and day out
- How to foster team-based collaboration to drive engagement
- How to evaluate whether employees trust or distrust your company—and why this matters so much
- How to develop a solid feedback loop to foster employees' feelings of fulfillment

### **Proactive Employees = Productive Employees!**

11:55 a.m. – 12:55 p.m.

*Presented by: Vanessa M. Terzian of Terzian Law Partners, APC and Author of Executors, Trustees and Beneficiaries*

We are a reactive society that is governed by a reactive government... Why should I be proactive? For that matter, why should my company be proactive? Is this new thinking? Could this be useful to those employees that are faced with responsibility? Having your employees "think" proactively could save them and your company time and money down the road. This session will demonstrate how being proactive will make a more productive, happy, and engaged employee.

You'll learn

- What employers can and should be doing to support their employees
- Tips on how to communicate with your employees about dealing with an aging loved one
- Legal issues your employee or their loved one(s) may be facing and how your company can help without overstepping
- What legal documents the organization should have in place
- The potential cost and benefit of using pre-paid legal plans to get those documents in place

Plus, you'll get a free copy of Vanessa Terzian's book, *Emerging Trends!*

### **Networking Lunch**

12:55 p.m. – 1:55 p.m.

### **Afternoon Breakouts**

1:55 p.m. – 2:55 p.m.

Choose from:

#### ***Wellness & Benefits***

#### **The Evolution of Corporate Wellness Plans—And Their Impact on the Financial and Strategic Bottom Line**

*Presented by: Darrell Moon, Orriant*

Can workplace wellness programs translate into bottom line financial and strategic results? You bet they

can! The Centers for Disease Control and Prevention estimates that individual and family health issues saps productivity at U.S.-based companies to the tune of \$1,685 per employee (or collectively) \$225.8 billion per year. The link between wellness and health, and engagement and overall business success shouldn't come as a total surprise. Healthier people are often happier and experience lower rates of absenteeism. Wellness programs may also be a big benefit for companies looking to boost retention rates and their recruitment efforts. But, how are today's wellness plans different from those of the past, and what can businesses expect in terms of the return on investment when rolling out new initiatives to employees' financial health, trends in parental and caregiver leave, bettering mental and emotional health, managing stress and anxiety and more? This session will cover:

- Research demonstrating incentives today's employees want and those they likely could care less about
- How data-driven incentives work, and examples of the leg up they may provide
- Financial assistance that could entice workers grappling with crippling college and other debts
- Vacation and paid time off policy design to boost wellness
- How to establish a wellness committee to figure out wellness plan offerings that are right for your specific workforce
- And more!

### ***Engagement & Culture***

#### **People Analytics and Surveys: Changing the Conversation from Engagement to Experiences**

*Presented by: Scott Mondore, Ph.D., Strategic Management Decisions (SMD)*

The most comprehensive business impact study of employee surveys unearths surprising workplace elements that are key to driving actual business outcomes. Rather than repeat the same tired talking point of "only 30% of employees are engaged", Strategic Management Decisions (SMD) has updated its latest three-year study of employee surveys and its direct, cause-effect impact on the true bottom line. During this session, SMD Co-Founder Scott Mondore will share revealing insights into the impact engagement has on business outcomes and address whether engagement is worthy of all the hype in the context of your employee surveys. During this session, you'll learn:

During this session, you'll learn:

- The key drivers of business outcomes from employee surveys across industries
- The impact of engagement on actual business outcomes
- How to make the employee survey process more impactful for all leaders at all levels in your organization
- And more!

### **Networking & Refreshments**

2:55 p.m. – 3:15 p.m.

## **Exhibits Close**

3:15 p.m.

## **Afternoon Breakouts Continue**

3:15 p.m. – 4:15 p.m.

Choose from:

### ***Wellness & Benefits***

#### **Wearables at Work: How You Can Revolutionize Productivity with Technology**

Wellness programs can help lower health care costs and boost productivity in the workplace, since absenteeism rates may diminish when workers aren't sick as often. Many employers have rolled out or are considering launching wearables-based initiatives to help employees stay on track with fitness and overall health goals. Others are taking it a step further by inserting wearables into company identification badges so they can track and measure employee well being. For instance, Humanyze, a Boston-based start-up, has launched an opt-in "Sociometric Badge," a microwearable that collects data on the workforce and analyzes it to identify trends. Badge sensors track posture, location, tone, and conversation speed. This is certainly an emerging area, and during this forward-facing session, HR leaders will learn:

- The latest statistics on why companies are rolling out wearables-based initiatives right now—and examples of companies that are experiencing desired results
- How to tell if the cost of investing in wearables is really worth it for your company
- Examples of how wearables may be used to measure employee satisfaction, retention, safety, and other key employment issues
- Tips for rolling out wearables-based wellness programs and how they fit into company strategy concerning incentives
- Legal, security, and privacy concerns to watch out for when collecting wearables-related data from the workforce

### ***Engagement & Culture***

#### **The 'Me Too' Movement: Does Your Culture Make the Business Vulnerable to Sexual Harassment Claims? How to Tell and How to Fix It**

*Presented by: Mark Schickman, Esq., Freeland Cooper & Foreman*

The accusations of sexual impropriety by Hollywood A-listers, politicians, and broadcast journalists continue to fly. And, every week it seems like the accused and their employers are drowning in a sea of #MeToo claims, which can prove devastating to businesses accused of perpetuating a "boy's club" mentality that fosters a culture of harassment and even turns a blind eye to it. According to a new *NBC News/Wall Street Journal* poll—nearly half (48 percent) of currently employed U.S. women surveyed reported that they had experienced an unwelcome sexual advance or verbal or physical harassment at work. Thus, this is a widespread problem nationwide, and one that requires HR's thoughtful attention. Whether you have a serial harasser in your workplace or not, it's important that your overall culture doesn't encourage or quietly condone this type of unlawful, demoralizing, and disengaging conduct. This

timely session will examine recent cases illustrating the ways in which aggressive business practices may foster a culture that breeds harassment claims, including the latest allegations against many business executives currently in the news due to allegations of their reprehensible conduct. You'll learn:

- How the tone of a workplace may foster or thwart harassment culture—and signs that a company may be particularly vulnerable to costly legal claims against it
- How to evaluate whether your company leaders' communications and their actions align with efforts to maintain a harassment-free culture
- How employment agreements can help or hurt you when responding to sexual harassment complaints
- What to do if one of your company leaders is accused of harassment or other unlawful—and publicly damaging—sexual misconduct
- What never to do while investigating allegations of sexual harassment at work
- How to manage a situation when multiple alleged victims come out with claims against one or more members of your workforce
- How to restore trust in your company following bomb-shell allegations of “me too” harassment against one or more members of your team—as recent history has shown, it can happen to any workplace, at any time

### **Conference Adjourns**

4:15 p.m.

*\*Agenda subject to change.*