

HR Daily Advisor

Igniting Engagement for Performance & Retention

March 8-9, 2018
SAVANNAH, GA



Registration & Breakfast

7 a.m. – 8 a.m.

Exhibits Open

7 a.m. – 6:00 p.m.

Welcome Remarks from BLR's HR Daily Advisor

8:00 – 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

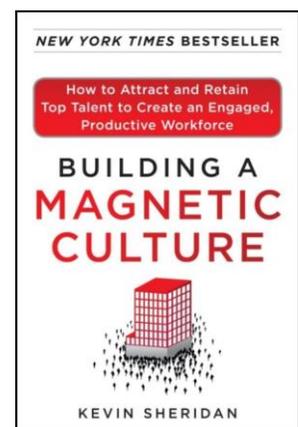
8:15 a.m. – 9:15 a.m.

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.

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 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

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 pm. – 1:15 p.m.

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 it's so important to identify your company's *true* strategic business priorities—regardless of what everyone *says* the focus should be on, e.g., innovation, efficiency, customer service, employment brand, quality, or other attributes
- * What to measure (and how) to determine if the current culture is misaligned with the business strategy
- * Examples of how a talent management strategy 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

You've invested a lot of time and money in your wellness program. 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, 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.

- * 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

Engagement & Culture

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

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 the most effective ways to provide feedback to today's workforce
- * Examples of workplaces where the traditional performance ratings scheme has fallen by the wayside, what it was replaced with, and to what extent it's been successful
- * Innovative performance management strategies supervisors and managers can use to make the evaluation process more meaningful
- * How to evaluate what should stay and what should go when evaluating your company's performance management system against your culture and your competition
- * Examples of companies that are successfully using social media to ensure a real-time, meaningful feedback loop

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

Measuring Wellness Program Success: Evaluating ROI or VOI to Align Your Initiatives with Company Goals

Return on investment (ROI) or value of investment (VOI)—which should you be measuring to evaluate the success of your wellness program? The answer is it depends, as the right choice often depends largely on company culture and program size.

This session will explain:

- * Examples of how business culture and goals factor into employee wellness program success
- * Why measuring just the ROI of wellness programs may not give you the information you need
- * How to articulate the invaluable benefits your wellness program offers, and measure them against objective data, such as productivity, retention, absenteeism, and more, to get to a truer sense of the VOI
- * Examples of rock-solid, measurable wellness plan goals
- * How to evaluate the style of your wellness program to tell if ROI or VOI is the right method for measuring whether its working or not

Engagement & Culture

Intellectually and Developmentally Disabled Workers: How Companies Are Tapping This Talent Pool to Enhance Culture and Drive Business Success

Eighty-five percent of intellectually and developmentally disabled (IDD) individuals are unemployed in the United States, representing a strong pool of talent that largely goes untapped, noted *DirectEmployers*. It added that the Institute for Corporate Productivity research shows that over a five-year period, over 33 percent of high performance organizations employing IDD workers experienced increased market share, customer satisfaction, and profitability and said their IDD employees were good matches for their open positions. This session is chock full of stories illustrating why hiring and developing talent with IDD is good for promoting a culture of diversity and inclusion, and the business's bottom line.

You'll learn:

- * Business and talent benefits of hiring workers with IDD
- * Examples of high-performance organizations with IDD hiring and talent development strategies that work
- * The tax subsidies that may be available, which can translate into cost savings for employers
- * And more!

Networking Happy Hour

4:45 p.m. – 6:00 p.m.

Day 2

Early Bird Meet-Up (Mindful Meditation or Power Walk)

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

Breakfast

7:00 a.m.

Exhibits Open

7 a.m. – 3:15 p.m.

Opening Keynote

8:00 a.m. – 9:00 a.m.

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

9:15 a.m. – 10:15 a.m.

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.

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

Panel: Company Leaders Who Practice What Their Cultures Preach

11:55 a.m. – 12:55 p.m.

This panel brings together C-level executives from a variety of industries that represent some of the nation's top small-to-mid size employment brands to share how their approach to talent management supports their respective footholds as leading innovators, efficient product producers, all-star customer service providers, and more. Their companies have achieved great business success and their insights will provide actionable ways your company leaders can earn the workforce's respect, trust, and buy-in into your culture, too, depending on what your strategy business focus is.

You'll learn:

- * What these company executives have done to partner with departmental leaders to steer their positive culture on the straight and narrow course to success
- * Their expectations for employee engagement surveys
- * Examples of changes they've made to production processes, management structure, and learning and development-based strategies as a result of employee feedback and people analytics so their culture is better aligned with their strategic goals
- * And much more!

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

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 Employee Engagement Surveys: Letting Your Data Shape Your Company Into a Workplace that Rocks

Engaged workers care, disengaged workers don't—and your business will pay for it. Annual employment engagement surveys can still be a useful tool for taking a barometer on employee commitment. The problem is the results rarely lead to proactive changes. Businesses that approach engagement more holistically, by marrying engagement surveys with people analytics have a better chance of success. People analytics can deliver valuable insights into whether employees believe their ideas are valued, how involved they are in making decisions, and whether there's room for their growth at the company. This session will cover:

- * The most meaningful ways people analytics can be used to get a pulse on engagement/disengagement at your company
- * How to effectively use engagement surveys in conjunction with your people analytics
- * And more

Networking & Refreshments

2:55 p.m. – 3:15 p.m.

Afternoon Breakouts Continue

3:15 p.m. – 4:15 p.m.

Choose from:

Wellness & Benefits

Wearables: A Fab Find for Boosting Engagement?

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

Research-Driven Management Strategies for Meeting the Needs of Today's Multi-Gen Workforce

Baby boomers continue to retire at a steady rate, and there are three other generations at work now, too—the Gen Xers, the Millennials, and the emerging Gen Z workforce. Companies are faced with the big dilemma of how to effectively manage and lead these diverse subsets of the employee base. Right now, Millennials (Gen Y) represent the largest workforce segment, according to Pew Research Center's analysis of the 2015 U.S. Census Bureau data. That means Millennials are also taking on more management roles. But do Millennials want to rework the way things are currently managed by their baby boomer and Gen X counterparts? And if so, how? This session will provide the latest research on what it takes to lead and manage in this multi-generational workforce.

You'll learn:

- * What employees from each generation tend to value most—and how to manage them accordingly
- * How millennials tend to manage and lead compared with their Gen X and baby boomer counterparts
- * Tips for ensuring that every generation of your business's workforce leaders have the support they need to excel in their management roles
- * Key performance indicators (KPIs) every workplace needs to measure efficiency and productivity in the multi-generational age of work
- * Strategies for engaging new and emerging leaders in a way that resonates with their professional development and personal learning styles

Conference Adjourns

4:15 p.m.