

Attract. Engage. Retain.

# TalentCon 19

The Employee Experience Revolution  
March 12-13 | San Antonio, TX

RECRUITING > ONBOARDING > PERFORMANCE MANAGEMENT > METRICS & MEASUREMENTS > LEADERSHIP DEVELOPMENT > WELLNESS & BENEFITS > CULTURE > CHANGE MANAGEMENT

## AGENDA

### DAY 1 | TUESDAY, MARCH 12, 2019

#### **Kickoff Keynote: Why EX Is HR's Biggest Strategic Power Play Yet**

8:00 a.m. – 9:00 a.m.

*Presented by: Mark Levy, Backstage Capital*

Forward-thinking companies like AirBnB have carved out a game-changing role for HR devoted to employee experience (EX). And, the burgeoning chief employee experience officer (CEEO) position has a critical business mission: to tap into the needs of the workforce as a means to keep them engaged, which is an important driver of employee performance, organizational growth, and talent retention. Whether you have the budget right now to devote an entire job to EX or not, there is much to be learned from those currently serving in the capacity as CEEO. There is a lot to be learned about the shift to EX, including the fact that it should not be a budgetary challenge, and this case study will reveal:

- Revolutionary insights on how CEEOs are promoting company values and developing a more strategic role for HR within the organizational structure and how small-to-mid-size companies without big budgets can translate big-company ideas into actionable plans to enhance their organizations' employee experience
- Tips on what a CEEO from one of the nation's top employment brands does to get the right people into the organization, regardless of which jobs are open at a given time
- Winning strategies for reaching the end goal of better candidate attraction, onboarding, performance management, retention, and employee engagement
- How their company made diversity and inclusion a top priority—and how it's paid off
- A game-plan for jumpstarting EX focus at your company, including tips on how to get the CEO's buy-in and create a successful transition to an EX mindset and ways of working

#### CANDIDATE ATTRACTION & RECRUITING

#### **The Rules of Engagement for Candidate Attraction: How What You're Doing—Or Not Doing—Could Be Sabotaging Your Recruitment Efforts**

9:10 a.m. – 10:10 a.m.

*Presented by: Adela Schoolderman, Expert Velocity and Alexis Smith, Anheuser-Busch*

In today's flourishing economy, jobseekers have the upper hand in many ways—and businesses need to adapt their approach to recruiting so that they can make the process as easy and impactful as possible. To succeed at recruiting, it's important to pay close attention to how candidates perceive your organization and what their experience is throughout the process. By the end of this session, you'll have a road map for evaluating how your company's current recruiting practices are helping or hurting your goal of attracting talent that's not only right for a given job but is right for your business's culture, mission, and values.

This session will cover:

- How to evaluate the strength of your organization's external-facing persona—what do you want to communicate—and how—to social media users, website visitors, etc.? And, what does your current persona really say about your company's value proposition, your culture, and your brand?
- How candidate personas can effectively be used to attract talent that aligns with your company's present and future needs
- The latest—and greatest—ways to create a candidate attraction strategy that's engaging, easy to use, and stands out to candidates
- How to walk through each step of your hiring process—from the application process to the offer or the rejection—to identify deficits that could be tanking your underlying recruiting strategy
- Examples of well-structured candidate journeys and the biggest mistakes to avoid when designing or revising your candidate attraction strategy
- How to bring your brand and strategy to life in all touchpoints of the candidate journey and ideas on how to break the mold and be innovative with candidate experiences
- Effective ways to coach your hiring managers and interviewers through their role in the candidate journey
- How to effectively use communication, coaching, and feedback loops to sustain solid connections with candidates
- Suggestions on process-improvement committees you can launch to support technology, diversity and inclusion, core values, and core branding improvements

### **Networking Break, Refreshments & Exhibits Open**

10:10 a.m. – 10:30 a.m.

### ONBOARDING

#### ***Onboarding in B Flat: How to Apply Design Thinking to Build a World-Class Onboarding Program, Improve Customer Experience, and Reduce Turnover***

10:30 a.m. – 11:30 a.m.

*Presented by: Chris Williams, Root Inc.*

Onboarding is one of the most important touchpoints of the new employee experience because if you fail at onboarding, there's a good chance you'll lose talent. In fact, 25 percent of new hires will quit

within the first 90 days of employment if they aren't happy. The cost of identifying and onboarding a replacement could be as much as nine months of that employee's salary! So, if you fail at onboarding, your company is likely going to tank in the retention department too. That has huge implications for your customer experience. To nail employee engagement and achieve healthy retention rates (not to mention customer retention)—it's critical to invest in your onboarding experience. It's time to take the focus off of the process-driven aspects of onboarding and opt for a more human-centric—and strategic—approach that serves your company's needs and ensures a stellar customer experience, all while enhancing new hires' expectations. Chris Williams, a Managing Director of Root Inc., has helped some of the world's largest organizations revamp their approach to onboarding and deliver a clearer, more dedicated focus on creating and sustaining an exceptional employee experience. His *Onboarding in B Flat* program is designed to unleash the truth about what's working and what's not with your current onboarding practices.

You'll learn to:

- Apply design thinking principles to your onboarding approach, so your efforts resonate well with all sectors of your workforce—from Millennials and younger subsets of the workforce to Gen Xers and Baby Boomers
- Consider several types of employee preferences when designing or re-designing your onboarding program
- Build a strong onboarding experience that sets your company apart from others
- Align new hires' personal goals to your company's purpose from day one, so those employees feel connected, engaged, and pumped about performing at a high level
- Create meaningful opportunities for new hires to connect with coworkers and managers from day one
- Design and build a world-class onboarding experience

## **Lunch**

11:30 a.m. – 12:30 p.m.

## PERFORMANCE MANAGEMENT

### **Fixing Today's Broken Performance Management System by Designing Feedback, Performance, and Development Goals Around Personal Employee Fulfillment**

12:30 p.m. – 1:30 p.m.

*Presented by: William A. Schiemann, Ph. D., Metrus Group*

Traditional performance management approaches aren't working well—and there are good reasons why. To succeed, the workplace of today must be more agile and adaptive to business and market demands. This, in many cases, means more frequent organizational restructurings, shifting resources and business priorities, the integration of new technology, and finding new ways of completing work. But, where does your talent fit into this equation? Nowadays, many businesses are focused taking new

approaches to goal setting and appraisal systems, but without a concurrent and continued focus on how the company is engaging its people, the new way of addressing performance management is likely to fail because an on-going dialogue about performance is a key facet to employee engagement success. To succeed at performance management in today's environment, it's important to take a holistic approach that factors in the personal fulfillment for each employee, and this session will show you how.

We'll cover:

- Examples of performance management strategies designed to align employees' personal goal with your business goals to bolster performance and retention
- How companies with the most forward-thinking approaches to performance management are helping the workforce attain personal fulfillment while excelling at business performance
- Multi-generational issues that factor into performance management as a piece of the employee experience pie
- What HR can do to align organizational and employee goals in a more effective and holistic manner
- How to identify which skills employees want to develop and find a way to align their development goals with your business needs to optimize their personal fulfillment and your company's growth
- How to create a framework for identifying the fundamental competencies and skills for each role—and career mapping examples that show how those skills and competencies can be linked to employees' personal goals to drive their productivity, satisfaction, and retention
- The role career mapping can play in your succession planning strategy

## METRICS & MEASUREMENT

### **People Analytics: How to Develop a Continuous Listening Structure and Cross-Functional Data-Sharing Pipeline—and How to Interpret and Act on That Data to Align with Your EX Strategy**

1:40 p.m. – 2:40 p.m.

*Presented by: Maribeth Sivak, PMP, SPHR, ITILv3, Deloitte Consulting LLP*

It's clear that making an investment in improving EX throughout the employment lifecycle can give you a competitive edge. But, getting to the point of actually improving your current talent-management system is the end-game—to get where you want, it's important to take a data-driven approach so you can interpret relevant data and take actions to enhance EX. That's where people analytics and particularly the concepts of continuous listening and data-sharing come in.

This session will explore:

- What continuous listening is and successful methods for collecting and analyzing your workforce's feedback regarding how they're managed, presented with opportunities for professional growth, etc. to pinpoint ways to improve their EX and your business outcomes

- How social networking and company blogs can be used to mine for data on employees' perceptions about their experience at various stages of the employment lifecycle
- How to strike the right balance so you're not gathering everything under the sun in way of feedback and how to test whether your feedback-collection process does a good job at providing data that's relevant and comprehensive to provide meaningful insights
- How to use direct, indirect, and inferred feedback from performance management discussions and other communications, as well as relationship and transactional surveys, to get the data you need to make informed decisions related to your people
- The #1 challenge organizations face and how to develop a cross-functional data-sharing and integration strategy to bust through the traditional siloed HR approach to data collection and analysis

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

2:40 p.m. – 3:00 p.m.

### LEADERSHIP DEVELOPMENT

#### **HIPO Development Programs: How to Shape High-Potential Talent Through Customized Experiences**

2:40 p.m. – 3:40 p.m.

*Presented by: Joan Peterson and Gregg Thompson, Bluepoint Leadership*

Are your high-potential employees (HIPOs) satisfied with the learning and development experiences you provide? If you're not paying close attention to how you cater to this important segment of your workforce, you're at a big disadvantage.

This session will cover:

- The distinguishing traits HIPOs share and how to identify who within your organization is likely a HIPO
- How to evaluate how your HIPO-development program stacks up against the competition
- Why all the formal and informal training in the world means nothing if you don't give HIPOs challenging experiences from which they can build and grow competencies
- Why it's important to focus on *how* HIPOs are presented with opportunities to learn in your workplace
- How to identify the external and internal factors that shape HIPOs, so you can create customized experiences that align with their professional and personal aspirations
- The importance of recognizing the difference between high potential and high performing employees and how to capitalize on HIPOs key attributes to develop them into leaders as part of your succession planning strategy
- And more!

### **Closing Keynote**

4:10 – 5:10 p.m.

### **Networking Reception**

5:10 p.m. – 6:15 p.m.

## **DAY 2 | WEDNESDAY, MARCH 13, 2019**

### **CULTURE**

#### **Workshop | Culture Mapping Techniques for Better EX: Charting Your Path to Talent Attraction and Retention**

8:00 a.m. – 10:15 a.m.

*Presented by: Dave Mastronadi, School of the Possible*

We're busting out the sticky notes for this one! A culture mapping expert will walk you through how to evaluate the many moving parts of your company's culture and where there's room for improvement. The goal of this intensive exercise is to get your thinking about how to actively engage the workforce to create inspired employee experiences. By the end of this session, you'll have a better sense of which internal and external activities your company is currently using to sustain a strong culture, which activities you're not incorporating but could, and how those activities fit into your overall cultural pillars, which likely include your core mission and values, communication, employer-sponsored events, leadership, the work environment, diversity and inclusion, learning and development, benefits and perks, employee recognition, community involvement, and more. And, because each attendee will be performing this visualization exercise, at the end, you'll have a roadmap on the table in front of you that you can snap a picture of to take back to the office and share your thoughts on how your company can grow and improve your culture and your employee experience.

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

10:15 a.m. – 10:30 a.m.

#### **Peer Roundtables**

10:30 a.m. – 11:15 a.m.

### **WELLNESS & BENEFITS**

#### **The Latest Strategies for Improving the Benefits Experience, Attracting and Retaining Talent While Lowering Costs –Hot Topic Power Talks!**

11:20 a.m. – 12:15 p.m.

#### **Hot Topic Power Talk #1—Behavioral Economics: Using Neuroscience for Smart Incentive- and Recognition-Based Program Design**

11:20 a.m. – 11:50 a.m.

*Presented by: Melissa Van Dyke, The Incentive Research Foundation*

If your incentives and rewards programs don't initiate a positive response in the audience they're designed for—your employees—what good are they? For years, employment incentives and recognition focused on extrinsic motivators—think cash bonuses, awards, etc. But, if you don't have a grasp on what really motivates your workforce to act, you're missing an integral piece of the puzzle. And, if you don't make it easy for employees to take advantage of what you've got to offer, you could lose them. Consider, too, that big data is playing an increasing role in the future of employee benefits. Data analytics offer employers insights into how to improve their benefit plan performance all while driving costs down. By employing a mix of cloud and mobile computing technologies, many companies are also seeing increased engagement in their benefits programs.

We'll cover:

- How to structure your incentive and recognition programs with an eye on behavioral economics, a psychology-based principle predicated on user emotions
- Incentives, rewards, and recognition in a new way—a way that will help you identify how to design and launch workforce motivation programs to achieve better performance, employee morale, and retention
- Ways to leverage mobile to inform the workforce about what you offer and increase the odds of their participation and engagement

**Hot Topic Power Talk #2—Fostering Stress Resilience to Unlock Workforce Potential**

11:55 a.m. – 12:25 p.m.

*Presented by: Laurie Warren MSN, Warren Wellness LLC*

Paid sick and family leave, smoking cessation, medical screenings, fitness and weight loss program reimbursements—these are just a few of the benefits companies offer to address a growing body of research suggesting employees want more out of work than just a paycheck. Today's employees seek an environment that fosters their mind, body, and spirit. But everyday stressors often overpower employees, and the negative effects can manifest through anxiety, unhappiness, absenteeism, and a lack of productivity and focus. And, while many employment benefits are designed to be coping mechanisms for stress management, to truly get your employees to a place where they're able to unlock their potential requires you to think beyond what you can do to help employees managing stress. Through the practice of stress resilience employees are better equipped to handle what comes at them in the course of a day—whether it's a work, family, or financial issue that's commanding their attention.

This insightful talk will teach you:

- The business case for making stress resilience a top wellness-based priority, and how it differs from stress management

- Science-backed data demonstrating why helping nurture a stress-resilient workforce should be a top wellness priority for your organization
- How stress resilience works
- Tips on how company executives, supervisors, and managers can do their part to create and foster a stress resilient culture

### **Lunch**

12:25 p.m. – 1:25 p.m.

### **CHANGE MANAGEMENT**

#### **How to Apply Consumer-Based Marketing Techniques to Engage Employees During Times of Transition or Turmoil**

1:25 p.m. – 2:25 p.m.

*Presented by: Neil Bedwell, Local Industries*

To drive meaningful change requires buy-in and influence from the bottom, not just the top. This session aims to dispel myths about what it takes to engage employees in organizational change—from new vision and values, to new processes and technologies, to structural transformation. As change marketing experts Neil Bedwell and Andrew Osterday explained in a recent *HR Works* podcast, 79% of executives say engaged employees are a key driver of performance and 90% of HR leaders recognize the value of employee engagement. Research proves that companies with highly engaged employees outperform those with low engagement by 250%. So, if engagement is so critical, why do many business leaders struggle to improve it? The fact is that 70% of employees remain actively disengaged and a majority of HR professionals admit that companies are bad at turning employee data into action. So, what can be done about it? Fortunately, a lot provided you're willing to commit to a union between marketing and HR. Through this marriage, your business will be better poised to attain markedly improved employee engagement.

During this session, you'll learn:

- Why preaching things like “we need a change in mindset” and “we need to change our attitude, people” is likely to sink efforts to smoothly manage changes in the workplace
- A game plan for sparking impactful conversations with your people about how to develop their suggested approaches, policies, methods, and ideas to support change-based initiatives
- How to write a compelling change messaging using storytelling techniques to get critical buy-in from your people on why something needs to be done differently
- How to help your people become “owners of change” —so they feel empowered to work out effective solutions with help from the managerial and executive teams
- How to apply consumer-grade marketing principles to drive real cultural change, establish a formidable employment brand, and enhance employee-to-customer interactions

- How to *really* put the focus on your company's most important asset—your people—by treating them more like consumers
- How to evaluate the way you communicate with employees, and how to tell if your message and methods for communicating align
- Tips for enlisting the C-suite and HR's other business partners to adopt your vision for treating employees as consumers to enhance EX—and, in turn, foster engagement
- How to apply 3 essential human motivations—growth, impact, and relationships—to build a belief system that works

**Conference adjourns**

2:25 p.m.