



## Publications

### [China Center Deep Dive Exchange Session Report: Military Tensions in Northeast Asia and the South China Sea](#)

29 September, 2017 | China Center Publications

In mid-September 2017, The Conference Board China Center convened nearly two dozen member company executives to compare perspectives and discuss what steps MNCs can take to dimension, plan for, and mitigate risks accompanying the increasingly tense geopolitical environment in East Asia.

### [25 Truths about Joint Ventures](#)

11 April, 2017 | Conference KeyNotes

More and more, companies are looking to joint ventures: to help topline growth, allay local fears about loss of intellectual property to foreign competitors, and to help companies enter new international markets.

### [The Broken American Dream—Viewed through the Lens of Europe](#)

07 April, 2017 | Executive Action Report

In their new book [Sustaining Capitalism](#), authors Steve Odland and Joseph Minarik at the [Committee for Economic Development](#) (CED) of The Conference Board detail solutions for restoring trust in the American system. What can Europe learn from proposed solutions for the United States?

### [Putting It All Together – Employee Engagement. Innovative Approaches. Sustainable Outcomes](#)

01 March, 2016 | Conference KeyNotes

Companies used to show they cared by writing checks. Today, their societal missions are far-reaching and intensive. Why? Millennials demand it, the world needs it, and safe and prosperous communities benefit business.

### [The Conference Board Economics Watch®. European View](#)

18 December, 2015 | Economics Watch Reports

Euro Area economic recovery shows some signs of a slowing pace.

Special topic: The European Commission's investment plan is unlikely to change the subdued investment outlook in the short term.

### [Giving in Numbers: 2015 Edition](#)

21 September, 2015 | Research Report

An in-depth analysis of 2014 corporate giving and employee engagement data from 271 of the world's leading companies.

### [Communicating Social Impact](#)

19 June, 2015 | Research Report

How do corporations authentically and effectively communicate the successes of their social initiatives and investments to stakeholders? Find out how leading organizations have effectively integrated promising communications practices into their work.

### [Integrating Sustainability into Your Core Businesses—A Road Map](#)

04 May, 2015 | Research Report

This report identifies work processes, tools, and experiences that can help practitioners build or strengthen sustainability programs in their companies.

### [Giving in Numbers: 2014 Edition](#)

21 October, 2014 | Research Report

An in-depth analysis of 2013 corporate giving and employee engagement data from 261 of the world's leading companies.

### [Measuring the Impact of Corporate Social Investments](#)

26 September, 2014 | Research Report

Social change is inherently difficult to capture, but there is growing interest among corporate social investors in demonstrating actual deeper impact. This report highlights select aspects of measurement and provides guidance.

### [On the Record with Charles Allen](#)

08 September, 2014 | Executive Action Report

"Retaining people in the profession is definitely our biggest issue," notes Charles Allen, CEO of accounting/consulting firm Crowe Horwath LLP. He tells us how his firm approaches this key human capital challenge.

### [Creating Personal Emotional Connections with Employees and Customers: Insights from The 2014 Extending Your Brand to Employees Conference](#)

01 August, 2014 | Conference KeyNotes

Defining and living your company's larger purpose so that employees engage emotionally ensures that they, as ambassadors, best represent your company brand to customers.

### [What's the Big Idea? Stuart Crainer sees more interest in management thinking than ever before.](#)

28 April, 2014 | The Conference Board Review

UK writer Stuart Crainer explains rising interest in management thinking and what his Thinkers50 project aims to accomplish.

### [Who's Holding You Accountable? Christine Bader wants to fill companies with corporate idealists.](#)

28 April, 2014 | The Conference Board Review

A Q&A with "corporate idealist" Christine Bader, who spent nine years at BP and now seeks to aid those who want to help corporations both do good and do well.

### [Why CEOs Need to Care about Trust in Business](#)

24 April, 2014 | Executive Action Report

Capitalism depends on public trust for its legitimacy. If public trust in business is low, governments and regulators act. But what are the business and governance standards that establish confidence?

### [Sustainability Matters 2014: How Sustainability Can Enhance Corporate Reputation](#)

22 January, 2014 | Research Report

Brand recognition and reputation are among the most valuable intangible assets of any company. In turn, sustainability initiatives have the potential to significantly impact corporate brand and reputation.

### [Developing Leaders: Voices from India](#)

16 December, 2013 | Research Report

Leadership development is more critical than ever—and some companies have cracked the code. Learn what top companies in India are doing now to prepare tomorrow's leaders.

### [The Link between Human Capital and Sustainability](#)

05 December, 2013 | Executive Action Report

A good understanding of the link between human capital and sustainability can help company directors identify how investing in the right sustainability programs can drive significant improvements in human capital.

### [Giving in Numbers: 2013 Edition](#)

17 September, 2013 | Research Report

Fifty-nine percent of companies recommitted to their communities by giving more to charity in 2012 than they did before the recession took hold in late 2007.

### [The 2013 Extending Your Brand to Employees Conference KeyNotes Report](#)

13 August, 2013 | Conference KeyNotes

Your brand is only as strong as your employees, so build an emotional connection to the brand that allows them to live your purpose and exhibit brand-specific behavior.

### [Of Ill Repute: A Q&A with Jonathan Macey](#)

15 July, 2013 | The Conference Board Review

Yale law professor Jon Macey laments that no one on Wall Street seems to care about reputation anymore.

### [Managing Contractors and Ensuring Safety in Emerging Markets](#)

30 May, 2013 | Council Perspectives

Although emerging markets beckon with new business opportunities, they also present major health and safety challenges that foreign investors need to clearly understand.

### [Best Practices for Developing Change Leadership in Turbulent Times](#)

22 May, 2013 | Executive Action Report

Leaders in charge of businesses affected by Hurricane Katrina share how they led through the crisis and how these methods can be translated to planned initiatives for change in organizations.

### ["Just Say No": If only fighting bribery were that simple](#)

15 April, 2013 | The Conference Board Review

An expansive look at bribery today and how both companies and individual executives should handle sticky situations.

### [Workspace: Face-to-Face Fallacies](#)

15 April, 2013 | The Conference Board Review

Columnist Alison Maitland looks critically at workplace strategies of Google and Yahoo!, calling them "retrograde attitudes from Internet giants."

### [The Happiness Premium: What Companies Should Know about Leveraging Happiness in the Workplace](#)

28 March, 2013 | Executive Action Report

A focus on employee happiness makes for a holistic approach to the idea of contentment in the workplace, and can greatly influence company performance overall.

### [Corporate Philanthropy with a Global Footprint](#)

08 March, 2013 | Research Report

The context of global giving is changing. Investment, not philanthropy, is the preferred terminology and approach internationally, as this snapshot of the state of global corporate philanthropy illustrates.

### [The Bar Is Rising on Sustainability Leadership](#)

23 January, 2013 | Director Notes

In a reflection of ongoing corporate efforts to define and achieve sustainability goals, real performance on sustainability is rising. On the other hand, stakeholders' perceptions about organizations' performance are declining.

### [Will Your People Be Ready? Top executives reveal how they are addressing today's meteoric pace of change.](#)

16 January, 2013 | The Conference Board Review

Two dozen top executives discuss how they're managing their people to deal with the increasing rate of change.

### [Corporate Philanthropy in China: A Practitioner's Guide for Foreign Donors](#)

21 November, 2012 | Research Report

This report describes China's nonprofit sector and the challenges for foreign donors who wish to get involved with Chinese nonprofits. It also gives suggestions for identifying and partnering with organizations.

### [Think Different? Real diversity means getting past groupthink.](#)

08 October, 2012 | The Conference Board Review

How is it possible that organizations have achieved outward diversity but not diversity of thought? This article explains.

### [The Marketing Monster: When executives begin to believe their own hype.](#)

08 October, 2012 | The Conference Board Review

BP offers a cautionary tale about how a company can fall victim to its own deceptive empowerment marketing strategy. An excerpt from Jonah Sachs' book "Winning the Story Wars."

### [Leveraging Corporate Security for Business Growth and Improved Performance: The Transformative Effect of 9/11](#)

11 September, 2012 | Council Perspectives

Security has become a core function, embedded in disciplines like finance, law, human resources, quality, supply chain, marketing, and operations.

### [Education and Corporate Philanthropy: Focus Funding for Maximum Impact](#)

09 August, 2012 | Council Perspectives

Developing a lens through which to evaluate each potential corporate philanthropy program is critical to success and maximizing impact.

### [Theory to Practice: Management by Imitation](#)

09 July, 2012 | The Conference Board Review

Columnist Michael Raynor explains how a biography of a leader—even Steve Jobs—cannot serve as a good blueprint for one's own life.

### [Water Worries: How Incorporating Long-Term Risk into Strategic Planning Pays Off](#)

11 June, 2012 | Council Perspectives

How companies manage risk, opportunity, and scarcity today will determine the long-term value they create for stakeholders and society, and the world's dwindling water resources are a pivotal case in point.

### [Giving in Numbers: 2012 Edition](#)

05 June, 2012 | Research Report

How and how much do Fortune 500 companies donate? This report analyzes 2011 trends among 214 companies, including 62 of the top 100.

### [The 2011 Corporate Contributions Report](#)

29 November, 2011 | Research Report

This report is based on the 2011 edition of The Conference Board Corporate Contributions Survey, which gathered data on charitable contributions made by U.S.-based companies in FY2010.

### [Making the Business Case for Corporate Philanthropy](#)

01 August, 2011 | Director Notes

This report discusses the issues surrounding corporate philanthropy and provides practical recommendations to companies and boards for increasing the accountability and transparency of corporate giving programs.

### [Leading Outside—and Inside—the Lines](#)

30 June, 2011 | Executive Action Report

Drawing on the work of Jon R. Katzenbach and Zia Khan, this Mid-Market Conversation Starter suggests ways in which informal networks can help address business problems.

### [Does CEO Education Matter?](#)

17 May, 2011 | Director Notes

This report analyzes data on the education of 1,800 individuals who served as CEOs of Standard & Poor's Composite 1500 companies to determine the effect of education on CEO turnover and firm performance.

### [Competitive Intelligence: A Critical Tool for Innovation](#)

28 April, 2011 | Council Perspectives

The "next big thing" could hit at any time and revolutionize your industry, leaving you with outdated products, processes, partners, and business models. Competitive intelligence (CI) can provide critical insights into what your competitors are doing.

### [Building Sustainable Integrity into Organizational Strategy and Operations](#)

25 April, 2011 | Executive Action Report

To protect a company's integrity, there must be a strong ethics, compliance, and integrity program in place—one that is fully integrated into the organization's mission, strategy, and operations.

### [What's the Story?](#)

01 April, 2011 | The Conference Board Review

Narrative, character, drama—Peter Guber knows how to get your attention.

### [Investing in CSR to Enhance Customer Value](#)

15 February, 2011 | Director Notes

This report, which is based on the analysis of 163 articles from the most relevant empirical literature on the subject, offers a number of practical recommendations to business leaders embarking in CSR programs for their companies.

### [Employers and U.S. Public Education – Facilitating an Open Discussion about the Role of Business in U.S. Public Schools](#)

04 February, 2011 | Council Perspectives

A guide to be used by employers to discuss with employees why they invest in education and how employees can engage in those programs as well as become better consumers of education.

#### [Program Inventory](#)

### [Watch What You Say!](#)

03 January, 2011 | The Conference Board Review

Business talk communicates less than you want—and more than you mean.

### [Leadership as Performance Art](#)

09 November, 2010 | Executive Action Report

While acting skills are sometimes useful for leaders of companies, there can be no excuse for dissembling on important cultural values.

### [Culture Crash](#)

01 October, 2009 | The Conference Board Review

A Lehman Brothers insider reveals why the firm's best traits turned out to be its worst.

### [The Role of the Board in Turbulent Times: Leading the Public Company to Full Recovery](#)

25 September, 2009 | Research Report

The Role of the Board in Turbulent Times offers corporate directors guidance on how to approach their oversight responsibilities during a period of financial distress.

### [The Role of the Board in Turbulent Times... CEO Succession Planning](#)

12 August, 2009 | Executive Action Report

Management succession is one of the most critical strategic risks a corporation faces and a favorite topic of discussion on the role of the board in business crises.

### [Waddayaknow? Knowledge Management Can Be an Organization's Key to Survival](#)

21 May, 2009 | Executive Action Report

This Executive Action report uses three case studies to build a business case for implementing Knowledge Management, and provides tips for making KM work.

### [The Role of the Board in Turbulent Times: Avoiding Shareholder Activism](#)

15 April, 2009 | Executive Action Report

This report provides board members with a checklist of issues they should consider addressing in their relations with shareholders and, in particular, how to avoid a costly and disruptive battle with an activist investor.

### [Why Are We in Business?](#)

02 March, 2009 | The Conference Board Review

Ad man Roy Spence wants to know what your purpose is.

### [Corporate Governance Handbook 2007: Legal Standards and Board Practices](#)

06 July, 2007 | Book

This handbook is intended to be an easy-to-use compendium of rapidly evolving laws and rules and the best practices adopted by leading companies.

### [The Nuts and Bolts of Execution: Putting Ideas to Work](#)

30 June, 2006 | Executive Action Report

Execution links strategy with results, but it's not a prescribed program; those who understand execution don't confuse activity with accomplishment.

### [The Role of U.S. Corporate Boards in Enterprise Risk Management](#)

29 June, 2006 | Research Report

Evolving legal developments make a robust ERM oversight process more important than ever for directors, who acknowledge in increasing numbers that overseeing risk is part of their role.

### [Defining Corporate Governance Best Practices to Add Firm Value](#)

20 September, 2005 | Executive Action Report

European family-controlled public companies tend to perform less well in the stock market than their American counterparts. Would best practices followed by family firms in the United States be helpful examples for similar enterprises in Europe?

### [Why Ethical Leaders Are Different](#)

10 May, 2005 | Executive Action Report

Ethical leaders understand that top leadership support of ethics programs, open debate, and institutional sustainability are crucial to effective decision-making.

### [Corporate Citizenship in the New Century: Accountability, Transparency, and Global Stakeholder Engagement](#)

23 July, 2002 | Research Report

This report, based on the views and experiences of corporate managers of citizenship programs, CEOs, and board members at over 700 companies, examines the state of global corporate citizenship practices, expectations, and trends.

### [Corporate Citizenship in the New Century: Accountability, Transparency, and Global Stakeholder Engagement](#)

23 July, 2002 | Executive Summary

This report, based on the views and experiences of corporate managers of citizenship programs, CEOs, and board members at over 700 companies, examines the state of global corporate citizenship practices, expectations, and trends.

### [The Expanding Parameters of Global Corporate Citizenship](#)

10 June, 1999 | Research Report

The parameters of sound corporate citizenship have moved beyond traditional monetary grants to encompass concerns such as sustainable development, human rights, and the quality of life needs of outside constituencies.

## **Webcasts**

### [Collective Leadership: A New Model To Reinvent Organisations - Part 1](#)

15 September, 2016 | Special Webcast

Join this 2-webcast series in which we will explore how Collective Leadership creates business value and impact for leaders who are seeking new ways to drive and sustain organisational health.

### [What Does the Brexit Decision Mean for Your Business](#)

07 July, 2016 | Special Webcast

Find out what our economists and business practitioners are saying about Brexit as they respond to business leaders' questions about how to manage during and after the transition period. CPE credit available

### [Is Short-term Behavior Jeopardizing the Future Prosperity of Business?](#)

31 March, 2016 | Special Webcast

This webcast will discuss existing trends that are putting sustainable capitalism under pressure, the drivers of corporate short-termism, and offer recommendations corporate executives, board members, and investors can take to rebalance business to a longer term view.

### [Driving Revenue Growth Through Sustainable Products: The BASF Story](#)

09 November, 2015 | KnowlEdge Series®

BASF reported sales of €15 billion on solutions that contribute to sustainability in the value chain. Learn the secret of its success, including how it assessed its portfolio of products for sustainability contribution.

### [Book Discussion: The Conscience Economy - How a Mass Movement for Good Is Great for Business](#)

04 November, 2015 | Special Webcast

Steven Overman, Chief Marketing Officer at Kodak, explains how the Conscience Economy helps decision makers manage, innovate and thrive in a new world where “doing good” matters as much as “doing well.”

### [Driving Revenue Growth Through Sustainable Products and Services \(featuring Caterpillar\)](#)

30 September, 2015 | KnowlEdge Series®

Caterpillar’s portfolio of sustainable products and services generated almost \$10 billion in 2014, accounting for 18% of the company’s total sales and revenues. Join us to learn the secret of their success, bring your questions and discover how to apply these strategies to your business.

### [The DNA of High-Performing Organizations: A Culture of Excellence at American Express](#)

15 June, 2015 | KnowlEdge Series®

Experts will discuss key insights from the research report *DNA of High-Performing Organizations* and hear from the CHRO of American Express on how the company aligns its resources and organizational capability to support critical business issues.

### [The Importance of Culture in Driving Performance](#)

07 April, 2015 | Special Webcast

Discover the four core components of a High Performance Operating Model Framework. Hear how creative storyteller and change catalyst Kevin Finke partnered with HBO, FOX, and others to build and transform both internal and external cultures.

### [Building Communities and Relationships with Talent at Lockheed Martin](#)

23 March, 2015 | KnowlEdge Series®

New research, plus Marvin Smith of Lockheed Martin, who provides a close look at talent communities, which are part of the company’s long-term strategy to find and attract scarce talent.

### [Giving in Numbers: 2015 Survey Explained](#)

12 February, 2015 | Special Webcast

CECP and The Conference Board provide guidance on completing the 2015 Giving in Numbers survey.

### [Impact Measurement in the Age of Strategic Philanthropy](#)

09 December, 2014 | KnowlEdge Series®

Explore the latest thinking on measuring social impact. How do you frame impact in the context that is right for your company? What is the best way to gather and use data? Ask questions of our experts and take philanthropy to the next level.

### [Barrier-Breaking Practices for Employee Brand Engagement](#)

20 November, 2014 | Conference KeyNotes

How do you inspire thousands of employees around the world to live your brand when no one has time, there’s no budget, and brand information is perceived as irrelevant, time consuming, and deathly dull? Learn how SAP did it with “easy” in mind.

### [New Trends in Corporate Giving](#)

05 November, 2014 | Special Webcast

How does your company compare to the leading corporate givers? We will share data from 261 companies, major trends since the recession, and differences by industry and geography.

### [A Case Study from New Balance: Designing Opportunity with Our Values](#)

23 October, 2014 | Conference KeyNotes

Are your employees proud to work for you? At New Balance 97 percent of the organization’s associates say they are proud to be part of the company and wish to remain with it. Learn from their leaders how you can achieve similar results.

### [Strategy Engagement from the Heart](#)

06 October, 2014 | Special Webcast

Learn from the best with a case study from Nationwide Children’s Hospital on their commitment to extending their brand of ‘Everything Matters’. Hear how they conducted a comprehensive communication audit, built a holistic channel strategy, personalized executive communication and designed a winning multi-media engagement.



### [Book Discussion: Centered Leadership](#)

10 September, 2014 | Special Webcast

What enables some talented people to rise to the top and live their full ambitions at work and in life, while others stop short? Joanna Barsh answers that question based on her latest book, *Centered Leadership*.

### [What Social Impact Bonds Mean for Corporate Philanthropy](#)

11 June, 2014 | KnowlEdge Series®

How can the process of developing, measuring, and achieving metrics through a social impact bond model guide corporate philanthropy departments and foundations as they build social impact measurement frameworks?

### [The Grey Area: Stimulating Ethical Dialogue in Organizations](#)

10 June, 2014 | Special Webcast

According to recent research by The Conference Board, building trust with employees, customers, and the public is a critical leadership challenge.

### [A CEO's View of CSR, Risk, and Reputation Management, Part II](#)

20 May, 2014 | Special Webcast

Hans W. Decker, retired CEO & vice chair of Siemens USA, shares additional perspectives on CSR, corporate responsibility, ethics, and compliance in the second of two webcasts.

### [Developing Gold Medal Leadership Characteristics Part III](#)

15 April, 2014 | Special Webcast

Learn how to apply next-generation leadership skills to achieve outstanding performance by gaining insight from world-class athletes and their coaches.

### [501\(c\)'s and the Proposed Political Activity Rules: Implications for Business](#)

02 April, 2014 | Special Webcast

This winter, the IRS and Treasury Department issued proposed regulatory changes for 501(c)(4) organizations, also known as "Social Welfare Organizations". What do companies need to understand about the proposed rules?

### [What Happened to Goldman Sachs](#)

31 March, 2014 | Hot Off The Press

Steven G. Mandis writes an insider's history that offers invaluable perspectives to business leaders interested in understanding and managing organizational drift in their own firms.

### [Developing Gold Medal Leadership Characteristics Part II](#)

25 March, 2014 | Special Webcast

Learn how to apply next-generation leadership skills to achieve outstanding performance by gaining insight from world-class athletes and their coaches.

### [Developing Gold Medal Leadership Characteristics Part I](#)

27 February, 2014 | Special Webcast

Learn how to apply next-generation leadership skills to achieve outstanding performance by gaining insight from world-class athletes and their coaches.

### [Book Discussion: Quest for Exceptional Leadership](#)

14 February, 2014 | Special Webcast

Join Ravi Chaudhry as he discusses his book, *Quest for Exceptional Leadership*, which offers viewers lessons on how to map out their own personal path to becoming an exceptional leader.

### [Giving in Numbers: 2014 Corporate Giving Standard Survey](#)

07 February, 2014 | Special Webcast

Representatives from CECP and The Conference Board will discuss changes to the Corporate Giving Standard (CGS) Survey for 2014 and field questions from survey respondents.

### [Leadership & Culture Failure: Preventative Strategies & Tools](#)

23 January, 2014 | Special Webcast

In this interactive conversation, three ethics, compliance, risk, and leadership development experts will analyze the material risk of leadership and culture failure and suggest practical preventative solutions.



### [How to Build Trust—Before Your Next PR Crisis](#)

09 January, 2014 | Special Webcast

Dick Martin discusses what PR officers and CEOs must do to meet the challenges of an environment where communication strategies are shifting and corporate reputation are always under threat.

### [The Art of Change Management: Lessons from the Trenches](#)

08 January, 2014 | Conference KeyNotes

During this webcast, change management leader Brenda Brinson will share how to “keep it simple and get it done” and clarify the needs of individuals, teams, and organizations.

### [Social Services in a Multi-Channel World](#)

28 November, 2013 | Special Webcast

How has the rise of the mobile customer and the “always on, always social” behavior associated with this new consumer changed the way companies think about the customer experience?

### [Giving in Numbers](#)

24 October, 2013 | Special Webcast

Join representatives from the Committee Encouraging Corporate Philanthropy and The Conference Board for a discussion about the 2013 edition of the Giving in Numbers report and trends in giving.

### [The Key To Cultural Adaptation for a Global Workplace](#)

18 October, 2013 | Special Webcast

Building global communities requires leaders who can adapt their leadership style to be effective in various cultures in which they work while retaining their authenticity.

### [Flawed Assumptions: Where your business thinking goes wrong](#)

17 October, 2013 | Special Webcast

In a free-ranging conversation, Michael E. Raynor of Deloitte explores how faulty thinking—more than problems in execution—is at the root of failures in innovation, strategy, and basic problem-solving.

### [Be the Person You Want Others to See](#)

07 October, 2013 | Conference KeyNotes

This session will help you enhance your executive presence and transform the way you motivate, influence and inspire your listeners.

### [Tapping the Power of The Female Vision](#)

03 October, 2013 | Conference KeyNotes

Sally Helgesen, a global leadership expert, will show how women can strengthen their leadership brand and benefit their organizations by articulating and acting on their vision.

### [The First-Time Leader: BRAVE Leadership Model](#)

03 October, 2013 | Special Webcast

This webcast is geared to new or rising first-time leaders and those supporting them. Topics include deciphering the skills for taking charge of new teams and an overview of the BRAVE leadership framework for team development from smaller starter teams.

### [Leading Transformative Change](#)

26 September, 2013 | Special Webcast

Andrea Ayers, CEO of Convergys, shares how to lead transformational change to become a profitable industry leader. Join this webcast to learn how you can apply these principles to your organization’s efforts to drive transformational change.

### [Determinants of Job Satisfaction](#)

25 September, 2013 | Special Webcast

Using The Conference Board job satisfaction survey, we uncover the determinants of job satisfaction, how they vary across different groups of workers, locations, and how they impact employee retention.

### [Defining & Living the Vision to Drive a One-Company Culture](#)

12 August, 2013 | Conference KeyNotes

This session will explain how Harris RF Communications, with its global reach, clearly defined its vision, aligned its leaders and processes, and are engaging employees to live the vision and create a common culture for marketplace success.

### [The Yum Learning Zone: Yum Brands' Learning Transformation Journey](#)

28 June, 2013 | Special Webcast

Learn how Yum Brands has improved its customer service scores, its level of customer recommendations, reduced training time and turnover and has a more consistent understanding of its desired culture through the application of learning technologies.

### [Internal Branding: A Winning Relationship with Your Employees](#)

29 May, 2013 | Conference KeyNotes

Executives from Dell and Ford Motor Company will discuss how to create internal brand ambassadors, live the brand promise and activate the core beliefs and values of the organization.

### [Book Discussion: Management Reset](#)

10 May, 2013 | Special Webcast

Edward Lawler III and Dr. Christopher Worley, co-authors of Management Reset, discuss their book and provide insights that business leaders and Human Capital practitioners can apply to achieve "sustainable effectiveness."

### [Trust in Business](#)

08 May, 2013 | Special Webcast

Trust in business after the Financial Crisis of 2007/08 is again a challenge for the business community. On this webcast, Jon Spector, president and CEO of The Conference Board will discuss the challenges and solutions with two thought leaders in the area.

### [The Corporation of the Future: Integrating Trust and Sustainability with Creating Shareowner Value](#)

07 May, 2013 | Special Webcast

Tomorrow's Company, an important think tank in the U.K., has been for some time exploring the most appropriate corporate form for both business and society. This spring, it is hosting discussions on this subject by our webcast speaker, Prof. Colin Mayer.

### [The Culture of Ethics](#)

02 May, 2013 | Special Webcast

So you think you have established a solid culture of ethics within your organization but are now facing internal issues with your program. During this webcast, hear from experts on this hot-button issue and how to address these internal issues head on.

### [How We Work \(Part 2\)](#)

28 March, 2013 | KnowlEdge Series®

Reconsidering facilities demands a thoughtful look at your business needs and your current and future workforce. How do you create a workspace that reflects your culture and empowers your employees to do their best work?

### [How We Work \(Part 1\)](#)

14 March, 2013 | KnowlEdge Series

Who makes up the workforce at our companies today? How do our employees work? We will examine what today's multi-cultural, multi-generational workforce needs to help their companies meet their objectives.

### [Good Business? Ethics and Corporate Social Responsibility](#)

28 February, 2013 | Special Webcast

During this webcast, hear from speakers from the upcoming 2013 Ethics & Shareholder Value Summit. They will discuss how acting ethically and responsibly is good for business and will share examples of the good, the bad, and the ugly of this practice.

### [Developing a High-Performance Culture](#)

28 February, 2013 | Special Webcast

A dramatic case study from the 2012 London Games on staying centered under pressure and organizational resilience.

### [Care to Dare – Unleashing Astonishing Potential Through Secure Base Leadership](#)

26 February, 2013 | Special Webcast

George Kohlrieser, Author of Care to Dare - Unleashing Astonishing Potential through Secure Base Leadership, explains how becoming a secure base leader releases extraordinary potential in others and frees them from the fears that hold them back.

### [Human Capital Watch™: Raising Engagement/U.S. Job Satisfaction](#)

20 February, 2013 | Human Capital Watch™

In the 2012 edition of The Conference Board Job Satisfaction Survey, respondents indicated higher levels of job satisfaction for the first time since the recession began in 2008.

### [Change Management: Transformation at the San Diego Airport Authority \(Webcast\)](#)

01 February, 2013 | Conference KeyNotes

How did the new San Diego Airport Authority face the ultimate leadership challenge; defining the future of the organization in a way that built trust, integrity and ownership at all levels and across multiple disciplines?

### [A European Perspective: The Role of Ethics in Responsible Investing](#)

29 January, 2013 | Special Webcast

Many say that Europe is ahead of the curve when it comes to responsible investing. Hear first-hand from several investors that have taken this approach, how ethics plays a role, challenged companies on their practices, and how to make it work.

### [20 Shortcuts on Organizational Change](#)

21 January, 2013 | Special Webcast

Organizational change management is a difficult topic to get our head around. There is no right or wrong in this field, but there are gurus and patterns that every practitioner builds on.

### [The Turnaround: Driving and Sustaining True Change](#)

16 January, 2013 | Conference KeyNotes

This case study shares insights on the approach and tactics used to help drive and sustain true change, and ultimately turn the tide of growth and success.

### [Corporate Philanthropy in China](#)

05 December, 2012 | Special Webcast

Anke Schrader, Researcher, The Conference Board China Center, will share current best practices for corporate philanthropy programs in China and will discuss factors that must be considered in order to implement these programs effectively.

### [Unethical Behavior and Financial Incentives](#)

04 December, 2012 | Special Webcast

Why do ethical people sometimes behave unethically, even despite an organization's best efforts to implement a strong ethics and compliance program? This webcast explores research and the impact of ethical decision-making and financial incentives.

### [Shift to Brilliant Employee Brand Experiences: The Vuja de Moment](#)

26 November, 2012 | Conference KeyNotes

Join us for a reprisal of the highly rated keynote presentation from the last Extending Your Brand To Employees Conference. This session defines a seven-step framework to reignite your brand.

### [Inspiring Employees. Inspiring the World](#)

31 October, 2012 | Conference KeyNotes

Social media is helping Dell deliver on two global collaborative initiatives. This webcast focuses on how these programs use social media to create broader connections.

### [Let Go & Lead! Innovative Thinking from Influential Leaders](#)

24 September, 2012 | Special Webcast

This webcast will share perspectives on what it means to lead in today's ever-changing world; a world where leaders feel less and less in control.

### [Book Discussion: All In](#)

17 August, 2012 | Special Webcast

Join us for our August book discussion webcast, featuring author Chester Elton, as he discusses his latest book, All In: How the Best Create a Culture of Belief and Drive Big Results.

### [Enabling Innovation: Vision, Culture & Talent](#)

06 June, 2012 | Conference KeyNotes

Innovation is a top C-level challenge. Of key importance for innovation is finding the right people with the right skills to make innovation happen. Companies also need leaders with a vision and a culture that fosters innovation.

### [Unleashing the Power of Social Media Within Your Organization](#)

28 March, 2012 | Conference KeyNotes

APCO Worldwide and Gagen MacDonald have teamed up to commission a groundbreaking research study to survey employees on the use of social media in the workplace and its impact on employee engagement and internal communications.

### [Working at the Intersection of Human Resources, Ethics and Compliance – The Need for Collaboration](#)

18 January, 2012 | Special Webcast

An ethical culture that is based on more than legal compliance is likely to enhance performance. According to research by The Conference Board, “ethics and social responsibility” are among the top 10 skills employers find important among new employees.

### [Leadership Experience: D-Day at Normandy](#)

12 January, 2012 | Special Webcast

The Normandy Experiential Program has proved to be a powerful and effective exercise for organizations that want to align a team, either by bringing together a disparate group of global leaders or galvanizing an intact senior management team.

### [The Apollo Program at Kennedy Space Center](#)

13 December, 2011 | Special Webcast

Apply the lessons of the race to the moon to your business and professional goals. This new program draws on the leadership lessons of the manned space flight effort over the 10-year period of The Apollo Program.

### [Driving Leadership Performance Through Work Life Balance \(Part 3\)](#)

21 November, 2011 | KnowlEdge Series

Learn how busy leaders can recover more than one hour of their time each day in order to gain control of their calendar, and stay focused and prepared for key moments.

### [Driving Leadership Performance Through Work Life Balance \(Part 2\)](#)

14 November, 2011 | KnowlEdge Series

We translate the science of world-class endurance athletes to realistic fitness goals for the business lifestyle. Learn how leaders can develop an individualized plan for exercise, nutrition and their resilience to stress.

### [Driving Leadership Performance Through Work Life Balance \(Part 1\)](#)

07 November, 2011 | KnowlEdge Series

Leaders who believe they don't have time for the personal life report feeling drained and being distracted while they are at work.

### [The Apollo Program at Kennedy Space Center](#)

05 October, 2011 | Special Webcast

Apply the lessons of the race to the moon to your business and professional goals. This new program draws on the leadership lessons of the manned space flight effort over the 10-year period of The Apollo Program.

### [Engagement is the New Change Management](#)

04 October, 2011 | Conference KeyNotes

This Conference KeyNotes Webcast will reprise a session from the 2011 Change Management Seminar. The discussion will examine four principles that can support high engagement change processes: • Widening the circle of involvement • Connecting people and ideas • Creating communities for action • Promoting fairness

### [Research Partners for Global Corporate Philanthropy](#)

10 August, 2011 | Special Webcast

Corporate philanthropy professionals are invited to attend this webcast to learn more about the nature and scope of the project; the time and financial commitment; and the output of the group and how it will benefit and enhance their current international philanthropic pursuits.

### [Engaging Your Employees in the Business Strategy](#)

28 July, 2011 | Conference KeyNotes

This Conference KeyNotes Webcast from the Extending Your Brand to Employees pre conference workshop will feature executives from Kaiser Permanente, Motorola and Bridge Consulting discussing how to engage employees in the business strategy and deliver on the brand promise.

### [Ethical Leadership: Implications for Human Capital Professionals](#)

16 June, 2011 | Special Webcast

This webcast will discuss real life examples that were used to create a culture of ethics, drivers that impact a successful culture change, and the impact of reality on the implementation of best practices.

### [Ethical Leadership: Building a Culture that Supports Ethical Behavior](#)

15 June, 2011 | Special Webcast

This webcast will discuss why the effort to build a culture of ethics is so important and a values-based cultural approach vs a consequence - compliance approach.

### [Pairing Corporate Philanthropy with Diversity and Inclusion](#)

07 June, 2011 | Special Webcast

This webcast will discuss how companies are increasing the coordination between corporate philanthropy/community affairs departments and corporate initiatives around diversity and inclusion.

### [Helping Employees Contribute to Business Success](#)

05 May, 2011 | Conference KeyNotes

This Conference KeyNotes Webcast on Extending Your Brand to Employees will feature executives from Convergys and Prudential Financial discussing how to engage employees in the business strategy and deliver on the brand promise.

### [Mobilize Your Organization: Digital Media Goes Mainstream in Support of Corporate Functions \(Part 3\)](#)

19 January, 2011 | KnowlEdge Series

Explore how digital media are 'going mainstream' and becoming an integral part of the core functions of corporations.

### [Mobilize Your Organization: Digital Media Goes Mainstream in Support of Corporate Functions \(Part 2\)](#)

08 December, 2010 | KnowlEdge Series

Explore how digital media are 'going mainstream' and becoming an integral part of the core functions of corporations.

### [Mobilize Your Organization: Digital Media Goes Mainstream in Support of Corporate Functions \(Part 1\)](#)

01 December, 2010 | KnowlEdge Series

Explore how digital media are 'going mainstream' and becoming an integral part of the core functions of corporations.

### [Economic Impact on Corporate Citizenship and Sustainability Initiatives](#)

15 September, 2010 | Conference KeyNotes

This Conference KeyNotes Webcast will provide highlights of The 2010 Corporate Citizenship and Sustainability Conference (June, 2010).

### [The Emergent Organization: Enabling Change and Growth Through Digital Media \(Part 3\)](#)

29 July, 2010 | KnowlEdge Series

This final session will examine a company that used social media and other digital applications to create teams and integrate cultures after a major transition.

### [The Emergent Organization: Enabling Change and Growth Through Digital Media \(Part 2\)](#)

22 July, 2010 | KnowlEdge Series

This session will discuss internal uses of digital media for large companies to remain agile enough to recognize and embrace new opportunities

### [The Emergent Organization: Enabling Change and Growth Through Digital Media \(Part 1\)](#)

15 July, 2010 | KnowlEdge Series

This session will present a case study from a company that has transformed its core business model by empowering consumers through the innovative use of digital media.

### [Corporate Citizenship through Employee Volunteerism \(Part 3\)](#)

19 November, 2009 | KnowlEdge Series

For global companies committed to truly global programs, how can non-U.S. employees be more engaged in the company's community involvement efforts?

### [Corporate Citizenship through Employee Volunteerism \(Part 2\)](#)

12 November, 2009 | KnowlEdge Series

How do younger workers differ from their older counterparts when it comes to volunteering? How can they best be engaged?

### [Corporate Citizenship through Employee Volunteerism \(Part 1\)](#)

05 November, 2009 | KnowlEdge Series

This session will discuss skills-based and capacity-building volunteerism programs

### [Corporate Contributions in Hard Times: How Companies are Managing the Economic Downturn](#)

23 June, 2009 | Special Webcast

This webcast will go beyond the statistics and hear directly from companies on how they are adjusting their contributions programs in response to the current economic downturn

[Designing and Delivering Engaging Competency-Based Inclusion Training](#)

04 June, 2009 | Special Webcast

This webcast will discuss how companies can best work toward a common mission through analyzing the learning outcomes, methodologies, and curriculum elements of their Diversity and inclusion programs.

[Identifying and Measuring Ethical Culture](#)

08 November, 2005 | Special Webcast