The 3rd Annual Strategic HR Conference
Aligning Human Capital to Your Business Strategy
April 5-6, 2017
The Westin Times Square
New York, NY

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Day One
Wednesday, April 5, 2017
Registration and Continental Breakfast: 8:00 - 9:00 am
Introductory Remarks: 9:00 - 9:15 am
Denise Sinuk, Conference Program Director, The Conference Board
Ed Betof, Conference Chair
9:15 - 10:00 am
Keynote Address: Aligning Community Involvement with Employee Engagement and Business Results
National Life’s core values are Do good. Be good. Make good. These values have been woven throughout everything the company does, from its active community involvement to agent and employee engagement resulting in sustained double digit sales growth. In a highly regulated, highly competitive environment, companies need strong engagement to recruit, retain, and prosper well into the future.
Mehran Assadi, President and CEO, National Life Group
10:00 - 10:45 am
Case Study: How Aflac Uses a Career Success Center as a Strategy to Develop and Retain Employees
Aflac has developed a strategy for employee retention and leadership development based on career development. Much of this development is focused on the middle which has been traditionally left out of leadership development programs. The focus of the program is on continuous development and promotion from within. This case study will feature a discussion of the program and the success and impact on engagement and retention.
Matthew Owensby, Senior Vice President, Chief Human Resources Officer, Aflac
Networking Reception Break: 10:45 - 11:00 am
11:00 - 11:45 am
Making HR Strategic with SaaS Technology
Join David Pumpelly, for a deeper look into what Strategic HR really is and how Avature enables engagement and service delivery to help organizations have a direct impact on their competitive position in the marketplace. During his session, he will cover topics such as candidate experience, employee engagement, and the metrics that really matter to HR.
David Pumpelly, Vice President Enterprise Talent Solutions, Avature
11:45 am - 12:30 pm
Aligning Business Strategy and Human Capital with a Focus on Safety and High Reliability
Hospitals have increasingly been focusing leadership development programs that link business strategy to human capital for the purpose of building a culture of high reliability. The program helps build upon leadership capabilities that focus on the wellbeing of the patient and patient safety. This type of program is growing in popularity in businesses where the action of the employee is key to client and customer safety. The focus of the program is on cultural transformation which focuses on changes in the traditional ways employees communicate and on safety and high reliability. This case study will focus on becoming a high reliability organization and the steps taken to reach this high standard of performance.
Inez Stewart, Senior Vice President, Johns Hopkins Health Systems
Networking Luncheon: 12:30 - 1:30 pm
1:30 - 2:30 pm
Stop Chasing Employee Engagement
Stop chasing employee engagement. It’s flawed. It’s broken. The numbers haven’t changed in decades. So just stop wasting your time and money.
You need to be focusing on the journey of strategic engagement. It’s not a moment in time and it happens when employees understand company strategy and the impact of their roles on outcomes. Getting there requires preparation, planning and a process. The best part – it’s totally achievable, if you’re willing to go on the journey.
Join this highlight interactive and engaging session, to hear why strategic engagement puts your organization on a positive and transformational journey. You’ll hear from one company and the journey they’re taking their people on with successful results. You can expect to walk away with:
- A proven approach to driving strategic engagement and transformational change
- Tackling behavioral or cultural barriers preventing successful engagement
- Lessons learned on the journey to success that you can apply in your own organization
Gary Magenta, Chief Change Architect, Root
Patrick Barrett, Director, Training and Development, United Rentals
John Schantz, Vice President, Strategic Accounts, Root
Concurrent Session F-1: 2:30 - 3:15 pm
Digital Transformation: What Is It? Why Should HR Care?
Digital transformation is a hot topic in business, yet many people have only a fuzzy idea what it means. HR strategists need a deep understanding of what digital transformation entails, its business impacts, and the implications for every area of human capital: organizational design, leadership, employer branding, talent acquisition, talent management, employee engagement, learning and development, performance management, compensation and benefits. Ramp up your digital knowledge at this session so you can influence your company’s digital strategy.
Dr. Mary B. Young, Principal Researcher Human Capital, The Conference Board

Concurrent Session: F-2: 2:30 - 3:15 pm
What Your C-Suite Needs from HR
For nearly 30 years, HR has been talking about the proverbial seat at the table, but generally speaking, has made little uniform progress in ensuring that every organization sees the strategic value and role of HR. HR will share insights from some non-HR suite leaders based in the Washington DC region on what they want to see from their senior-most HR executives, along with some interesting findings from a recent study on Human Capital Management perceptions. Join this interactive session and walk away with some specific areas you can use to more effectively engage the non-HR C-Suite leaders in your organization.

Kerry Morgan, Chief Marketing Officer, HR Certification Institute

Networking Refreshment Break: 3:15 - 3:30 pm

3:30 - 4:15 pm
Aligning Talent Acquisition with Your Leadership Strategy: Find More Radical Leaders
Smart talent acquisition of top talent increases our ability to employ the right organizational initiatives and exhibit the right leadership approaches needed to make change stick. Talent acquisition leaders must constantly be on the lookout for radical leaders. What is radical leadership? It is "leading in ways that few others have the stomach to lead; while blazing new trails for next level leaders along the way." During this session, you will learn the 6 traits that make up "Jo’s Radical Leadership Trait Theory," how to identify them and why they are important for the future of talent acquisition and your overall business strategy.

Joanne Rencher, Chief Business and Talent Officer, The Girl Scouts of the USA

4:15 - 5:00 pm
Your C-Suite Pipeline Ready? Developing Leaders for High Impact Roles
Are you growing your leaders to be the next CEO? CEO and C-suite changes can occur quickly or over a long period of planning. Are your executives ready to take on C-suite roles when the opportunity arises? New research from The Conference Board highlights how organizations are developing and building their senior leadership pipeline, specifically for C-Suite and CEO positions. What developmental opportunities and processes can support candidate’s readiness for the C-Suite? Leading organization practices will be profiled.

Amy Lui Abel, PhD, Managing Director, Human Capital, The Conference Board
Rebecca Ray, PhD, Executive Vice President, The Conference Board

Closing Remarks: 5:15 - 5:30 pm

Networking Reception: 5:30 - 6:30 pm

Day 2
Thursday, April 6, 2017

Continental Breakfast: 7:30-8:30 am

8:30 - 9:15 am
Transforming a 100 –Year-Old Business to Cultivate a Culture of Simplicity
TIAA has been the industry leader in Not-For-Profit retirement solutions for nearly 100 years, but like every industry TIAA’s business model is being reshaped by powerful forces like intense competition, rapidly evolving customer expectations and technology advancements. Adaptive culture and employee engagement are key to winning this in this new environment, and TIAA is embarking on a multi-year change management initiative to empower its employees and transform much of its business. At the heart of this transformation is a culture movement designed to embrace simplicity in everything they do. Learn how TIAA is reinventing itself by becoming simple, fast and flawless.

Josh Greenwald, Senior Vice President of Human Resources, Institutional Financial Services, TIAA

9:15-10:00 am
Aligning Talent Innovation with Business Strategy
How does a large technology organization like Cisco maintain its competitive advantage amidst intense disruption and complexity? By making talent innovation a core competency. In fact, applying a business-centric approach to executive talent development is only the table stakes for success. This session explores why smart organizations must go beyond established ideals to accelerate the readiness of their executive portfolio. Open innovation, next-generation collaboration, multi-sided executive assessments, board involvement in talent management, designing careers differently, and leading-edge talent analytics are just a few of the tools used to build a talent brand based on innovation.

Cassandra Frangos, Vice President Global Talent and Organizational Development, Cisco

Networking Refreshment Break: 10:00 – 10:15 am

10:15 - 11:00 am
Case Study: Aligning Workforce Planning with Your Business Strategy
Disruptive changes to business models will have a profound impact on the employment landscape over the coming years. Many drivers of transformation will have a significant impact on job creation to job displacement and will lead to a widening skills gap. In many industries and countries, the most in-demand occupations did not exist 10 or even 5 years ago and this pace of change is only going to accelerate. In this scenario, organizations need to identify and measure skill gaps with the new business model in mind and take help from HCA to enable people transformation.

Piyush Mathur, Global Head of People Analytics, Nielsen
11:00-11:45 am

**Strategic HR Initiatives in Talent and Performance Management at PepsiCo**

Companies are reinventing their talent management systems at a rapid pace in order to be more responsive to strategic business needs. PepsiCo is in the midst of such a transformation. Like many companies, they are rethinking most of their major talent systems – including performance management. Hear about the key questions they considered when designing their performance management system, how they linked it to their broader talent strategy, and how they are implementing their new design to ensure sustained culture change.

**Christopher T. Rotolo**, Ph.D, Vice President, Enterprise Talent Management and Organization Development, **PepsiCo**

11:45 am - 12:30 pm

**Panel Discussion: Future Challenges and Strategic HR Trends**

The focus of this closing panel will shift toward the future where corporate executives will discuss where they see their efforts shifting as they move toward specific HR challenges and prepare for the future.

Conference Adjourns: 12:30 pm
REGISTRATION INFORMATION

Online  www.conferenceboard.org/strategicHR
Email   customer.service@conferenceboard.org
Phone  212.339.0345

8:30 am – 5:30 pm ET, Monday – Friday

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Fees do not include hotel accommodations.

Location
Westin Times Square
270 W 43rd St
New York, NY 10036
Tel: (212) 201-2700

Cancellation Policy
Full refund until three weeks before the meeting. $500 administration fee up to two weeks before the meeting. No refund after two weeks before the meeting. Confirmed registrants who fail to attend and do not cancel prior to the meeting will be charged the entire registration fee.

Team Discounts per Person
For a team of three or more registering from the same company at the same time, take $300 off each person’s registration. One discount per registration. Multiple discounts may not be combined.

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