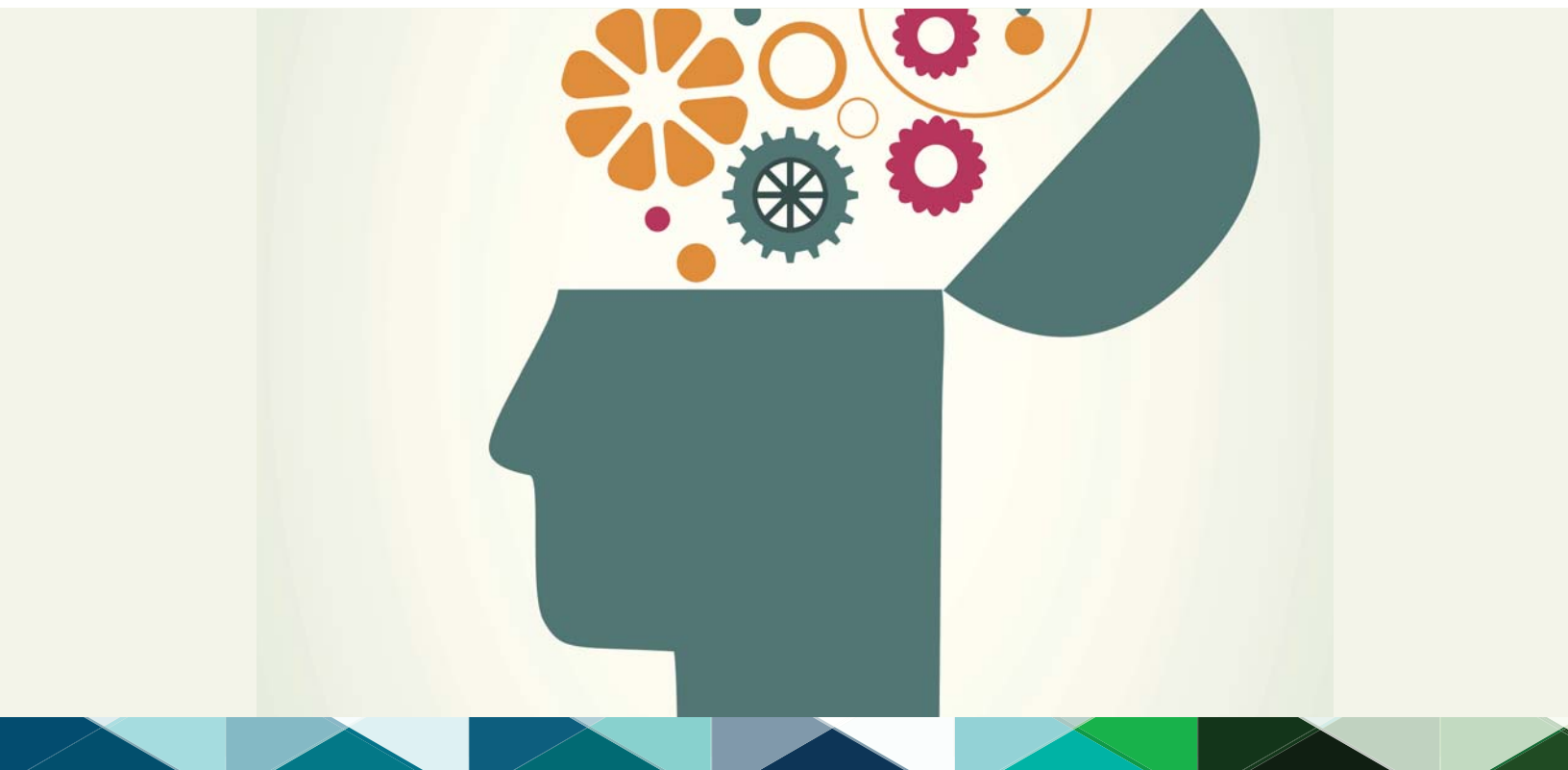


The Science, Application and Benefits of Mindfulness



The Relevance of Mindfulness for Business: Evidence, Applications and Impact SEMINAR

May 2-3, 2016
The Conference Board
Conference Center
New York City

www.conferenceboard.org/mindfulness

About This Seminar

A growing body of organizational and scientific research indicates that there is a broad set of benefits associated with the development of mindfulness skills. This event will address the science, application and business benefits of mindfulness.

Mindfulness is understood as the capacity to maintain a moment-to-moment awareness of thoughts, feelings, perceptions and the environment around us.

This two-day business forum will explore mindfulness as a foundational mental habit for transformational business leadership, culture and organization development, employee engagement, resilience and well being. A mixture of mindfulness theory, research, use cases and experiential, immersive practices will be presented so that participants get a robust sampling of the current state of mindfulness solutions as they are being implemented in high performance business settings.

Highlights

- Overview of the science, business benefits and return on investment of mindfulness initiatives
- Case studies featuring prominent companies that implement mindfulness programs, with lessons learned and best practices for bringing mindfulness into businesses
- Future directions and resources for implementing mindfulness in business settings

Day 1

Registration: 11:30 am – 12:00 pm

Welcome & Introduction: 12:00 – 12:30 pm

Mindfulness and Business Leadership: Why, What and How

Mindfulness has been generating strong interest lately, with a wide range of industry sectors implementing programming. Learn why, including an overview of the science, practical applications and business case.

Rich Fernandez, Conference Board Program Director & Co-founder, **Wisdom Labs**

12:30 – 1:00 pm

Mindful Work: How Mindfulness is Changing Business from the Inside Out

Many of America's largest companies, such as General Mills, Target, Google, and Aetna, have built extensive programs to foster mindfulness practices among their workers. This is because—as employees and employers are discovering, and psychologists and cognitive scientists have confirmed—mindfulness has tangible benefits. For workers, meditation lowers stress, increases mental focus, and alleviates depression. For companies, a more mindful workforce is more productive. David Gelles follows up from his recently published book *Mindful Work* and will detail the profound impact mindfulness can have on the world of work.

David Gelles, *New York Times* Business Journalist, Author of *Mindful Work*, in conversation with **Rich Fernandez**

Lunch / Networking: 1:00 – 2:00 pm

2:00 – 2:45 pm

Activating Company Values Through Mindfulness: The Journey at Starbucks

Being present, accountable and purpose-driven are core values at Starbucks. Recently different groups across the business - from corporate functions to to retail leaders - have turned to the tools of mindfulness to help operationalize these company values and deliver on Starbucks commitment to deliver “performance through the lens of humanity.” Learn about how Starbucks has been applying mindfulness approaches to enable employees to exercise resilience, improve their daily interactions and be their best.

Martin Tracey, Chief Talent Officer, **Starbucks**

Networking Break: 2:45 - 3:00 pm

Break: 2:50 – 3:00 pm

3:00 – 3:45 pm

How Mindfulness Can Enable a Culture of Sustainable High Performance and Innovation

Moving Mindfulness tools, practices and learning solutions from stand-alone programs to cultural norms are have the biggest impact in the workplace by enabling ways of working that can foster sustainable performance and enhanced innovation. Hear about Google's experiments and success stories of how to integrate mindfulness into a high performance work culture.

Bill Duane, People Development, Google

Break: 3:45 – 4:00 pm

4:00 – 4:45 pm

Experiential Practice Session: Google Mindfulness Training Best Practice Immersion

Participants will get a preview of some of the core mindfulness tools and practices that are used widely at Google. These tools and practices effectively extend mindfulness offerings from a programmatic solution to more of a diffuse cultural norm. Information about free access to these mindfulness tools will also be shared.

Bill Duane, People Development, Google

Break: 4:45 – 5:00 pm

5:00 – 5:20 pm

The Neuroscience of Mindfulness In Business

Mindfulness is described as an evidence-based form of brain training that is firmly rooted in neuroscience. Dr. Olivo will outline how mindfulness tools and practices benefit the brain and help us work smarter and better together, citing the latest and most rigorous research.

Dr. Erin Olivo, College of Physicians & Surgeons,
Columbia University

5:20 – 5:50 pm

Experiential Practice Session: Exploring Mindfulness Firsthand

A deep dive and experiential learning session that will engage participants in several neuroscience-based mindfulness practices that have beneficial effects in the workplace, including tools and practices that enhance focus, mental clarity, resilience, well being and creativity.

Dr. Erin Olivo, College of Physicians & Surgeons,
Columbia University

Day 2

9:00 – 9:30 am

Establishing a Business Case and Launching a Mindfulness Initiative in a Results-Driven Environment

What are some of the best practices in creating a business case for mindfulness within an organization? Learn about what has and can be done to make the pivot in moving the mindfulness offerings from “nice to have” to a “value-added” business initiative.

Jennifer L. Collins, Senior Vice President, LaSalle Hotel Properties

9:15 – 10:00 am

Experiential Practice Session: La Salle Mindfulness Training Best Practice Immersion

What do mindfulness practices look like in a hard-charging, results-oriented environment? This session will offer participants a variety of direct experience s of mindfulness practices that are useful in high performance environments, including guided relaxation and visualization practices, mindset training and other practices.

Jennifer L. Collins, Senior Vice President, LaSalle Hotel Properties

10:00 – 10:45 am

Case Study: Launching a Mindfulness Initiative at Ford Motor Company

There are numerous challenges and opportunities in launching mindfulness in an established industry such as automobile manufacturing- but mindfulness is still garnering great interest and getting implemented. Success has as much to do with employee interest and need as it does with leadership vision and commitment. Learn how mindfulness came to Ford Motor Company and how it is supporting some key company initiatives.

Mark Higbie, Strategic Advisor, Ford Motor Company,
in conversation with Rich Fernandez

Break: 10:45 – 11:00 am

11:00 – 11:45 am

Case Study: Employee and Customer Benefits from Harvard Pilgrim Healthcare's Mindfulness Based Learning Platform

How and why Harvard Pilgrim Healthcare initially started an internal mindfulness program, and how that program evolved into one of the major wellness benefits offered not only to Harvard Pilgrim's employees and but also as a major offering to their client base. Presenters will share best practices related to program content and instructor qualifications, as well as data gathered from the over 5,000 individuals who have participated the programs.

Tara Healy, Program Director for Mindfulness-Based Learning,
Harvard Pilgrim Healthcare
Jon Roberts, Operations Manager, Mindfulness Based Learning,
Harvard Pilgrim Healthcare

11:45 am – 12:30 pm

Experiential Practice Session: Harvard Pilgrim Healthcare Mindfulness Training Best Practice Immersion

Mindfulness is an evidence-based set of useful mental habits that anyone can cultivate. This session will focus on firsthand, interactive mindfulness exercises to go beyond concepts and theories and give participants some experiential learning that have been delivered in a variety of organizational settings. Emphasis will be placed on clear, practical tools for application to working life.

Tara Healy, Program Director for Mindfulness-Based Learning,
Harvard Pilgrim Healthcare

Lunch: 12:30 – 1:30 pm

1:30 – 2:15 pm

Experiential Practice Session: Ford Motor Company Mindfulness Training Best Practice Immersion

Delivering mindfulness training in a highly practical format that has direct application to work is a critical adoption factor in any organizational mindfulness training offering. This session is designed to let participants experience some of the concrete, relevant, work-related mindfulness experiences and tools that are delivered at the Ford Motor Company, partially as a use case for what and how to deliver these tools in a more established industry.

Rich Fernandez, Conference Board Program Director & Co-founder,
Wisdom Labs

Break: 2:15 – 3:00 pm

3:00 – 3:45 pm

Best and Next Practices In Mindful Organization & Leadership Development

Panel & Q & A with speakers from Day 1 & 2

3:45 – 4:30 pm

What's next: Mindfulness Resources Available To Business Leaders, Future Directions

Rich Fernandez, Conference Board Program Director & Co-founder,
Wisdom Labs

REGISTRATION INFORMATION

Online www.conferenceboard.org/mindfulness

Email customer.service@conferenceboard.org

Phone 212.339.0345 8:30 AM – 5:30 PM ET, Monday – Friday

Pricing:	
Members	\$1,795
Non-Members	\$1,995

Fees do not include hotel accommodations.

Location

The Conference Board Conference Center

845 Third Avenue (Between 51st and 52nd St), 3rd Floor

New York, NY 10022

Customer Service 212.339.0345

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 \$150 off each person's registration. One discount per registration. Multiple discounts may not be combined.

