The Engagement Institute™
2015 FALL SUMMIT

The Critical Difference Highly Engaging Leaders Make

Pre-Conference
October 21, 2015
Half day: Manager as Coach
Half day: Love ‘Em or Lose ‘Em

Conference
October 22 - 23, 2015
United States Patent and Trademark Office (USPTO)
Alexandria, VA

www.conferenceboard.org/engagementsummit
Pre-Conference Workshop
Manager as Coach: A Five Step Process for Stakeholder-Centered Coaching
Wednesday, October 21, 2015

There is a strong correlation between how effective individuals are in their jobs (including how positively they feel about their accomplishments at work) and their level of engagement.

In this half day workshop, you will learn a framework and five step process to coach employees on issues that are important to them and that will contribute to their sense of accomplishment and, in turn, engagement.

Stakeholder-centered coaching is based on an employee working to improve on an interpersonal behavior that is agreed upon with the manager and supported by key stakeholders who become part of the change process. The manager and employee collaborate on an action plan based on stakeholder input and a series of check-ins, feedback and suggestions for moving forward to help guide the change process. Ultimately, results are measured by a survey of stakeholder perception of improvement and the employee documents what has happened, why and what learning will be taken into the future.

Key takeaways of this half day workshop:
- A comprehensive “Playbook” on Stakeholder Centered Coaching
- A 7 step process for leaders to engage stakeholders
- A 5 step process for Stakeholder Centered Coaching
- Hands on experience applying both the 5 and 7 step processes
- A clear roadmap to help your employees improve and become more engaged

Benefits of Attending:
- Walk out with a clear path to help every employee become more engaged in a time efficient manner.
- Become more engaged yourself while performing your role as a coach.
- Influence a much wider set of organizational members by involving stakeholders in a manner that impacts their own level of empowerment and engagement.

Workshop Presenters:
Chris Coffey, Master Certified Coach & Practice Leader (Americas), Marshall Goldsmith Stakeholder Centered Coaching
Frank Wagner, Master Certified Coach & Practice Leader (Americas), Marshall Goldsmith Stakeholder Centered Coaching

Agenda
Engaging Employees through Stakeholder Centered Coaching

Lunch 12:00 - 1:00 pm

1:00 pm
Welcome, Objectives, Agenda & Workbook, Ground-Rules
In this section the participants are oriented to the skill practice nature of the workshop. The fundamental purpose of the training is the increasing the readiness of managers to apply sound, coaching skills to help employees feel more engaged by achieving a positive long-term change in behavior that is important to them and their job.

Phase 1: Start Smart
SKILL PRACTICE IN TRIOS – SET EXPECTATIONS WITH EMPLOYEES
The conversation around describing the disciplined process of involving stakeholders to change behavior is practiced by the manager as coach.

FEEDFORWARD EXERCISE
All the participants engage in a practice session where they act as both coaches and recipients of coaching while using the “Ask, Listen, Thank” skills associated with checking in with Stakeholders.

SKILL PRACTICE IN TRIOS – REHEARSAL – COMMUNICATE THE GOAL
This skill practice session deals with the ins and outs of conducting an actual rehearsal with an employee on how to communicate the start to this important conversation with stakeholders.

SKILL PRACTICE IN TRIOS – REHEARSAL – ENROLL THE STAKEHOLDERS
This skill practice session deals with creating and practicing how to gain the commitment of stakeholders and explain to them how to play their role effectively.

Phase 2: Implement Suggestions
3:00 pm
Action Plan Stakeholder Suggestions – Part 1 & Part 2:
These two skill practice sessions deal with how to turn stakeholder suggestions into actionable behavioral steps within a concrete monthly action plan.

AFTER ACTION ASSESSMENT – DAILY CHECKLIST
This skill practice deals with using a specific form of After Action Assessments, called an AAR, with an employee to discuss the prior weeks results from the Daily Checklist.

Phase 3: Sustain Success
BEHAVIORAL REINFORCEMENT
This skill practice session deals with how to pay attention to here-and-now behavior while action planning with an employee while coaching.

Adjournment: 5:00 pm
Pre-Conference Workshop

Love ‘Em or Lose ‘Em: The How To’s of Leaders’ Must Do’s

Workshop Sponsor:

Registration and Lunch: 12:00 – 1:00 pm

Workshop: 1:00 – 5:00 pm

Research shows that a leader’s perspective and belief about managing others and the resulting actions they take predict the likelihood that talented people will not only continue to work for your organization, but will bring their best effort to work every day. Leaders, in fact, have more power and influence in the employee engagement and retention equation than anyone else. What they don’t have is the “know how” of the “must do’s” for every employee on their team.

In Love ‘Em or Lose ‘Em: The How To’s of Leaders’ Must Do’s, Career Systems International’s Beverly Kaye and Beverly Crowell will introduce practical, proven strategies busy leaders can use in everyday interactions with their employees to inspire, engage and motivate. While often considered “common sense stuff,” the how of employee engagement is all too often “uncommonly practiced.” Leaders at every level need simple, yet powerful actions they can take during the course of a normal work day to show employees that they matter.

At the same time, organizations must recognize that engagement is not square of the shoulders of leaders. The session will look at how employees can take ownership of their job satisfaction and how the organization must support both with more than just an annual engagement survey and action plan. Drawing upon years of client experience, the session will shed light on what it takes to move engagement off a piece of paper and into the hearts and minds of all employees.

Key Take-Aways:

• Learn the cause and costs of disengagement and accept your role in the solution.
• Walk away with the words, strategies and actions, along with a proven process to follow that includes strategies and actions you can take immediately.
• Gain the competence and confidence to hold Stay Interviews and build a focused, loyal and enthusiastic workforce.
• Understand the approach and results taken by organizations who have had multi-year engagement initiatives.
• Practice with a career model designed to address one of the main retention/engagement issues.

Benefits:

• Help leaders understand, and own, their role in engaging and retaining talent and empower them with full accountability for talent management within their business unit.
• Develop critical skills to build more meaningful workplace relationships in order to unleash the full potential and capabilities of your direct reports.
• Interact with colleagues to understand their lessons learned and test your own assumptions
• Leave with a game plan for how to use the ensuing two days most effectively

Workshop Presenters:
Dr. Beverly Kaye, Founder and Chairwoman, Career Systems International
Beverly Crowell, Executive Vice President, Career Systems International

Conference

Day One: Thursday, October 22, 2015

Agenda

Breakfast and Registration: 8:15 – 9:15 am
Welcome and Opening Remarks: 9:15 – 9:30 am
Rebecca L Ray, Ph.D., Executive Vice President, Knowledge Org Human Capital Lead, The Conference Board
9:30 – 11:00 am
The Research Fellows of The Engagement™ Institute Discuss Seminal Research: The Critical Difference Highly Engaging Leaders Make
Following the “DNA of Highly Engaging Cultures” report in 2014 which profiled top organizations for employee engagement, The Engagement Institute™ continues its exploration by examining the impact “highly engaging” leaders at all levels have in supporting not only an engaging culture but also organizational success. This session, delivered by members of the 2015 Research Fellow co-hort of The Engagement Institute™, will reveal the elements these “highly engaging” leaders have in common, the organizational processes that support them, the view from the employee re: engaging leaders and the behaviors practiced by the leaders at the various levels. Organizations participating in the study include Mahindra and Mahindra, Quicken Loans, Caterpillar, Wipro, The Coca-Cola Company, US Patent & Trademark Office, McDonald’s, The Mayo Clinic, US Army Audit Agency, Cardinal Health, Accenture, Deloitte, Teach For America, Hewlett Packard, Hyatt, BASF and General Mills.

Presenters:
Tom McGough, Senior Associate, Talent Strategy, Booz Allen Hamilton
Ali Gamache, Director, Learning and Talent Development, IDEXX Laboratories, Inc.
Samantha Hetzel, Senior Director, Performance & Talent Management, Thomson Reuters
Jay Long, Innovation Accelerator, Michelin North America

Networking Break: 11:00 – 11:30 am
Lisa Sterling, Vice President of Dayforce Talent Management, Ceridian

Empowering Employee Engagement and Career Growth Through Technology

Annual employee engagement surveys simply can’t keep pace with the rapid rate of change in the workforce and the influence of technology. Employees’ expectations about the pace and trajectory of their careers, as well as their overall employment experience, continue to evolve. People want to be in the driver’s seat of their career and the degree to which an organization enables this affects overall engagement and organizational culture. Join Lisa Sterling, Vice President, Dayforce Talent Management, as she discusses the technological changes impacting the way we grow and develop our people, as well as the tools and considerations for employee empowerment.

Growth Through Technology

Empowering Employee Engagement and Career Growth Through Technology

11:30 am – 12:30 pm
Panel Discussion: The Organizational Impact of Highly Engaging Leaders
Reflecting the research by the 2015 Research Fellows and research team of The Engagement Institute, a joint initiative of The Conference Board, Sirota Consulting and Deloitte Consulting, this session will cover the highlights of research to identify what some of the world’s greatest organizations do to build highly engaging cultures and the leaders who make the critical difference. Hear from executives at profiled organizations and learn what these organizations do differently to build and sustain highly engaging leaders.

Co-Moderators:
Rebecca Ray, Ph.D., Executive Vice President, Knowledge Organization, The Conference Board
Kelly Kuras, Manager, Employee Engagement Strategies, General Motors

Panelists:
Lisa George, Vice President, Global Talent Management, Cardinal Health
Melissa Price, Lady of the Vault and Keeper of the Coffee, Quicken Loans
Stephen Swenson, Medical Director, Office of Leadership and Organization Development, The Mayo Clinic

Networking Break: 2:45 – 3:15 pm

Concurrent Sessions: 1:30 – 2:45 pm
Reimagining Recognition (Concurrent Session)

In this session Tony Boatman, the former Head of Marketing for Microsoft’s Xbox business, will share his experience, vision and tactics for how you can better integrate Recognition into your organization. Patontheback.org is his response to a ‘Recognition Industry’ that has lost its way. A recent study from The Engagement Institute found that 64% of highly engaged organizations integrate recognition into their engagement activities. Formal Programs & Policies (rewards, recognition, etc.) that drive engagement were found to be one of the 8 key elements of a highly engaging culture. Leaders and managers from highly engaged organizations consistently recognize and reward valued cultural behaviors as well as accomplishments of individuals, teams and the organization itself in both formal and informal ways.

Tony Boatman, Founder, Peer to Peer Systems
(www.patontheback.org)

4:30 – 5:30 pm
Keynote: The Free Agent Nation
Carl Camden, CEO of Kelly Services, a global workforce solutions company that manages external talent for corporations around the world, will describe fundamental changes that have occurred in the nature of work. In response to globalization and fast-changing technology, entire categories of jobs are disappearing even as new categories emerge. No longer tethered by the old social contract, companies and workers are navigating a more fluid definition of work, one in which skilled talent is increasingly choosing to pursue a “free agent” workstyle. Many more people around the globe work under new forms of employment: part-time, temporary, contract, even fractional workers who put in their hours where and when they can. Carl will share insights on how these trends are influencing employee engagement and how companies need to respond.

Introduction by:
Jonathan Spector, CEO, The Conference Board

Carl Camden, CEO, Kelly Services

Cocktails: 5:30 – 6:30 pm

Sponsored by:
Deloitte
SIROTA
Day Two: Friday, October 23, 2015

Breakfast: 8:15 – 9:15 am
Welcome and Opening Remarks: 9:15 – 9:30 am
Rebecca L Ray, Ph.D., Executive Vice President, Knowledge Org
Human Capital Lead, The Conference Board
9:30 – 10:45 am
Keynote: Career Development as a Key Engagement Driver
Cathy is internationally-renowned for being among the first to
design and implement a systemic response to the changing
workforce. She holds dual roles as Deloitte Consulting LLP’s
talent game-changer and leader of Deloitte’s corporate citizenship
agenda, driving the firm’s collective societal impact. Cathy is a
U.S. patent-holder and the bestselling co-author of several books
including *The Corporate Lattice* (Harvard 2010) and *Mass Career
Customization* (Harvard 2007).
Cathy Benko, Vice Chairman and Managing Principal,
Deloitte Consulting LLP
Break: 10:45 – 11:15 am
11:15 am  – 12:30 pm
Panel Discussion: The Organizational Impact of
Highly Engaging Leaders
Executives of Organizations profiled in the Research Report share
their stories.
Co-Moderators:
Rosann Cavallaro, Organization Effectiveness, Apple, Inc.
Adam Pressman, Global Director of Client Partnership,
Sirota Consulting
Panelists:
Denise Beers-Kiepper, Senior Human Resources Business Partner,
Fifth Third Bank
Kristin McDonald, Global Manager, Employee Engagement &
Workplace Culture, The Coca-Cola Company
Fred Steckler, Chief Administrative Officer, US Patent &
Trademark Office
Lunch: 12:30 – 1:30 pm
1:30 – 2:30 pm
Keynote: What Motivates Me
After analyzing the results of 850,000 interviews, Elton and
his colleagues have discovered why so many people are not as
engaged and energized as they could be at work. They found
those who are happiest and most successful are engaged in work
that aligns with what motivates them. What Motivates Me offers
an extensively tested method to help people identify their core
motivators and figure out the disconnects between their passions
and their current work, and guides all those searching for joy and
engagement by asking the important questions - “What motivates
me?” and “What can I do about it?” Each attendee with a copy of
the What Motivates Me book and a free assessment.
Chester Elton, Author of new bestseller, What Motivates Me

Networking Break: 2:30 – 2:45 pm
2:45 – 3:45 pm
Keynote: Building Engaging Leaders from the Inside Out
Why are some leaders more effective than others? This question
has been at the center of leadership research for decades.
During this session, we will discuss how exceptional leaders and
organizations build a culture of engagement from the inside out.
During this discussion, we will
• Identify three critical factors that impact leader effectiveness;
• Explore the leadership behaviors that impact engagement and
performance;
• Show how organizations can build a strong leadership pipeline
through integrated assessment and development programs.
Patrick Hyland, Ph.D., Director of Research, Sirota Consulting
Concluding Remarks and Door Prizes: 3:45 pm
Conference Adjourns: 4:00 pm
REGISTRATION INFORMATION

Online  www.conferenceboard.org/engagementsummit
Email   customer.service@conferenceboard.org
Phone  212.339.0345
       8:30 AM – 5:30 PM ET, Monday – Friday

Conference Pricing:

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Pre-Conference Pricing:

Workshop: Manage as Coach

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Workshop: Love ’Em or Lose ’Em

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Fees do not include hotel accommodations.

Location
United States Patent and Trademark Office (USPTO)
600 Dulany St, Alexandria, VA 22314
(800) 786-9199

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.