



Engaging Organizations, Leaders, Employees & Communities: Innovative Approaches, Sustainable Outcomes



The Engagement Institute™ 2016 SUMMIT

Pre-Conference Seminar:
Experience the Quicken Loans Onboarding Program
November 2, 2016

Main Conference:
November 3 - 4, 2016
Quicken Loans
Detroit, Michigan

Sponsors:



Host Sponsor:



Reception Sponsor:

GENERAL MOTORS

Pre-Conference Seminar

Wednesday, November 2, 2016

Madison Building

1555 Broadway, Detroit, MI 48226

Registration: 11:30 am – 12 pm

Quicken Loans Tour: 12 – 1:30 pm

1:30 – 6 pm

Experience the Quicken Loans Onboarding Program

Quicken Loans Inc., the nation's largest online mortgage lender has for several years been named on *Fortune Magazine's* list of "100 Best Companies to Work for in America." Learn how Quicken Loans creates a culture of engagement and how its guiding principles build an environment of dedication and eagerness to succeed. Hear about the principles and philosophy behind the company ISMs and how they drive the organizational philosophy and success.

Experience the Quicken Loans Onboarding program as thousands of employees have and discover how the ISMs are immediately introduced and embraced by new employees. Learn how the onboarding program contributes to employee engagement and enables Quicken Loans to make the list of "100 Best Companies to Work for In America" year after year.

Welcome:

Melissa Price, CEO, dPOP!

Facilitator:

Sarah Hermsen, Sr. Onboarding Strategist, Quicken Loans

Networking Reception: 6 – 7 pm

Summit

Day 1: Thursday, November 3, 2016

Chase Building

635 Woodward Ave, Detroit, MI 48226

Registration and Continental Breakfast: 8 – 9 am

Welcome and Introductions: 9 – 9:15 am

Rebecca Ray, Ph.D., Executive Vice President,
The Conference Board

General Session A: 9:15 – 9:45 am

Keynote: Welcome to Detroit and the Quicken Loans Story

Introduction:

Melissa Price, CEO, dPOP!

Keynote Address:

John Fikany, Vice President of Development, Quicken Loans

Networking Refreshment Break: 9:45 – 10 am

General Session B: 10 – 11 am

Leading Organizational Engagement Efforts to Foster Enriched Communities

What impact can an organization and its employees have on a community? What kind of programs work? How are business

goals and community initiatives leveraged? What are the benefits for each stakeholder community? Hear from senior leaders about the ways in which they and their organization's employees have made a significant contribution to the Detroit Renaissance story.

Moderator:

Jon Spector, President and CEO, The Conference Board

Panelists:

Jim Ketai, CEO and Founder, Bedrock Management Services

Heidi E Magyar, Director, Community Outreach Programs,
General Motors

Suzanne Miller Allen, Director, Community Responsibility,
Blue Cross Blue Shield of Michigan

Veronika Scott, CEO and Founder, The Empowerment Plan

General Session C: 11 am – 12 pm

Strengthening Talent and Engaging Employees: The JPMorgan Chase Detroit Service Corps

In early 2014, JPMorgan Chase made a \$100 million commitment in grants and loans to improve Detroit's economy. But financial capital is just one of the resources JPMorgan Chase is bringing to bear in the effort to bolster Detroit's recovery. The JPMorgan Chase Service Corps is a unique program combining team-based, experiential leadership development with strategic philanthropic purpose. Through this program, some of the firm's most talented employees from around the world are putting their skills to work in Detroit on behalf of JPMorgan Chase's nonprofit partners, to help them strengthen their capacity to make a difference.

Hear from JPMorgan Chase's Head of Employee Engagement & Volunteerism, a Detroit Service Corps alumnus, and a non-profit organization that has received Detroit Service Corps volunteers and learn about the dual benefits of this program model and how employee engagement and volunteerism can be the banner under which these benefits unite.

Moderator:

Tara Cardone, Head of Employee Engagement & Volunteerism,
JPMorgan Chase

Panelists:

Regina Ann Campbell, Managing Director of Place-based
Entrepreneurship, TechTown Detroit

Robin Reuther, Executive Director, JPMorgan Chase, Service Corps
alumni

Lunch: 12 – 1:15 pm

General Session D: 1:15 – 2:30 pm

Research Highlights: DNA of Engagement – Highly Engaged Employees

What is different in those organizations with highly engaged employees? What do organizations and leaders do to foster a culture where employees know that they take ownership? Hear from the 2016 Research Fellows who explored these questions.

Natasha Matt-Hensrud, Learning & Development Advisor,
Leadership & Organization Development, Mayo Clinic

Casey Ervin, Regional Empowerment, Michelin

James Momon, Senior Director, Global Culture and Inclusion,
General Mills

Networking Refreshment Break: 2:30 – 2:45 pm

Concurrent Sessions E-1, E-2, E3, and E-4: 2:45 – 3:30 pm

E-1: An Organizational Approach to Engaging Employees For Good

Many companies have capitalized on existing yet untapped resources to build capability of their leaders at all levels in the organization. As companies expand their businesses around the world, more corporations are blending their leadership development and Corporate Citizenship functions. The results are stunning: attrition decreases as engagement increases, new mindsets are formed, and the business model adapts to global and local challenges. Plus, today's workforce is seeking ways to contribute meaningfully to their immediate and global communities. These companies have redefined their organizational approach to engage employees for social good and shared value. They implement unique leadership development practices through community service and offer proven methodologies to accelerate development, optimize application to their "day jobs" and future roles.

Moderator:

Amanda MacArthur, Chief Program Officer, **PYXERA Global**

Panelists:

John DiMarco, Program Manager, Corporate Service Corps, **IBM**

John Kolmer, Global Manager, Leadership Development,

The Dow Chemical Company

Kelley Schmidt, Sr. Principal IT Project Manager, **Medtronic**

E-2: Measuring the ROI in Employee Engagement

With increasing investments in employee engagement, the need for results often surfaces. For top executives, impact and ROI are desired. This session will trace the evolution of the accountability for employee engagement ending with the ROI Methodology, which captures six types of data, including impact and ROI. Exercises, examples, and case studies will keep participants engaged in this interactive session as they learn how to measure the financial ROI. Participants will leave with an action plan to connect engagement to business results.

Jack Phillips, Founder and CEO, **The ROI Institute**

E-3: Unlocking Your Organization's Full Potential: Strategies for Leaders, Managers and Employees

The world of work has become increasingly demanding over the past 15 years. Based on our research, we see that today's leaders, managers, and employees are facing a broad range of personal, professional, and organizational challenges. During this session we will discuss the main stressors and barriers that workers are facing and identify ways to build resilience, engagement and performance across the organization. Through an integrated series of discussions, we'll highlight how organizations can unlock the full potential of their workforce – from the top of the house to the front line – by building the right culture, encouraging reflective leadership, and creating a dynamic employee experience.

Patrick Hyland, Ph.D., Director of Research, **Sirota**

E-4: The Quicken Loans Headquarters Tour: A Space Designed for Collaboration and Inspiration

Quicken Loans Inc. is the nation's largest online mortgage lender and one of the companies featured in the Conference Board "DNA of Engagement" research report. With over 13,000 team members, creating diverse collaborative spaces that highlight the building's history and current team members' needs is indicative of the culture of Quicken Loans. During this tour we highlight the culture of downtown Detroit and how the Quicken Loans spaces feed into

that energy. Specifically you get a first look into developments on Woodward and the several iconic Detroit buildings that support Quicken Loans team members. Join the tour and understand how the creative culture and collaborative spaces in the workplace can increase engagement and why Quicken Loans is considered one of the best places to work in America.

Afternoon Refreshment Break: 3:30 – 3:45 pm

Concurrent Sessions F-1, F-2, F-3, and F-4: 3:45 – 4:30 pm

F-1: Employee Engagement, Leadership Development, and Social Impact: The Triple Win of Immersive Service Learning in the Tech Sector

Recent research shows that immersive service learning programs are among the most effective for developing employees' leadership skills and advancing employee engagement. These programs have the added important benefit of connecting employees with opportunities to effect positive social change - an opportunity that resonates particularly with millennials in the technology sector who are looking for a broader sense of purpose in their work. Hear from leading technology company representatives about how they are implementing innovative, team-based service learning programs to achieve the triple win of better engagement, better leaders, and better impact.

Moderator:

Julie Clugage, Executive Director, **Team4Tech**

Panelists:

Rebecca Wang, Senior Manager, Corporate Affairs,
Hewlett Packard Enterprise

Marisa Glassman, Citizen Philanthropy Program Manager,
VMware Foundation

Nicole Johnson, Product Marketing Manager, **Box**

F-2: The GM2020 Story: A Grass Roots Experiment In Employee Engagement

General Motors Company believes that building a winning culture is the key to accelerating business objectives and innovation in a changing industry. While GM has 200,000+ employees in over 70 countries, it believes that engagement is local, and personal. Learn what experiments and strategies GM has focused on to increase engagement by 50% for incumbent employees over two cycles of surveys.

GM will share their insights on network analysis theory and practical application to provide tangible approaches and ideas that will appeal to all industries and sectors. The story of how a hundred year old company with the 'soul of a start-up' creates emotional connections between their employees and company in the midst of an industry changing transformation is not to be missed.

Michael Arena, Ph.D., Chief Talent Officer, **General Motors**

Kelly Kuras, Manager, Employee Engagement Strategies,
General Motors

Laurie Asava, Senior Consultant, Strategy + Transformation,
General Motors

F-3: Corporate Volunteering & Employee Engagement: A Symbiotic Relationship

Employee Volunteering Programs and Employee Engagement: How are these two inextricably bound together for the good of the organization, employees and the communities they live in? What do the best partnerships look like? Hear about the ways in which internal organizational programs have far-reaching impact.

Alexander Parkinson, Senior Researcher and Associate Director, Society for New Communication Research,
The Conference Board

André Solórzano, Manager, Data Insights, CECP

F-4: The Quicken Loans Headquarters Tour: A Space Designed for Collaboration and Inspiration

Transportation to GM Headquarters: 4:30 - 5 pm

Networking Reception: 5 - 6:30 pm

Hosted by:

Michael Arena, Ph.D., Chief Talent Officer,
General Motors Innovation Xchange

Day 2: Friday, November 4, 2016

Chase Building,
635 Woodward Ave, Detroit, MI 48226

Registration and Breakfast: 8 - 9 am

9 - 9:15 am

Welcome to Day 2 of The Engagement Institute™ Summit

Rebecca Ray, Ph.D., Executive Vice President,
The Conference Board

General Session G: 9:15 - 10 am

The Engagement Institute™: The Journey So Far and What Lies Ahead

Rebecca Ray, Ph.D., Executive Vice President,
The Conference Board

Jeff Jackson, Partner, Experience to Lead

Networking Break: 10 - 10:15 am

Concurrent Sessions H-1, H-2, H-3, and H-4: 10:15 - 11 am

H-1: Transformation and Value: Moving from traditional philanthropy to a new model to achieve global impact

A close-up look at a change process undertaken by one of the world's most generous corporations. Key topics will include the design of the change process, new models of social innovation, defining social and enterprise value. Discussion will also include a new value model as well as a deep dive into employee engagement.

Michael Bzdak, Ph.D., Executive Director, Global Community Impact, Johnson & Johnson

H-2: Motivation Insights for Engaged Teams

While most managers know their true competitive advantage comes from their people, few know how to get their teams performing at full productivity and move the needle on employee engagement. If team members are dysfunctional - indifferent, misaligned, or combative - they will spend more time thinking about why the people sitting next to them should be fired than getting fired themselves.

This session, which challenges common thinking about engagement, offers a step-by-step method to help leaders to tailor their team members' work to better fit their core motivators. It will also share ideas for creating true engagement, alignment and unity in any work group. It helps managers understand the key productivity drivers of each team member and helps facilitate engagement conversations with teammates even in stressful times.

Chester Elton, Apostle of Appreciation, The Culture Works

H-3: Building Highly Engaged Teams that Perform at Their Best - Through Meaningful Work, Trust, and Empowerment

Many employee engagement programs are not as successful as they could be. Focusing solely on enterprise-wide interventions to increase engagement may limit the impact of these programs. Our research suggests that to "move the needle" on engagement, more emphasis needs to be placed at the team level. During this session, we will discuss the key levers that organizations can pull to build highly engaged and top performing teams. We will share leading practices around:

- Making work meaningful to employees and creating a sense of purpose
- Building trust in leadership
- Empowering teams to perform at their best

David Dye, Ph.D., Director, Human Capital, Deloitte

Paul H. Silverglate, Lead Client Services Partner, Technology Media Telecommunications, Deloitte & Touche LLP

H-4: The Quicken Loans Headquarters Tour: A Space Designed for Collaboration and Inspiration

Networking Refreshment Break: 11 - 11:15 am

General Session I: 11:15 am - 12 pm

Investing in Employees for Detroit's Transformation

Shinola, the design brand that is dedicated to creating watches, bicycles, leather goods and journals of the highest quality, has a mission to bring manufacturing jobs back to Detroit in an effort to revitalize the city. Hear from Jacques Panis, president of Shinola, on the company's key role in the Detroit Renaissance story and how he hires and motivates employees that take pride in the company's products, vision and community.

Jacques Panis, President, Shinola

Closing Remarks, Door Prizes, Next Steps: 12 - 12:30 pm

Rebecca Ray, Ph.D., Executive Vice President,
The Conference Board

REGISTRATION INFORMATION

Online www.conference-board.org/engagementsummit

Email customer.service@conferenceboard.org

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

Pre-Conference Seminar Pricing:		Conference Pricing:	
Members	\$505	Members	\$1,896
Non-Members	\$605	Non-Members	\$2,095

Fees do not include hotel accommodations.

Pre-Conference Location:

Madison Building
1555 Broadway
Detroit, MI 48226

Conference Location:

Chase Building
635 Woodward Avenue
Detroit, MI 48226

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.

