



The 2012

Corporate Diversity & Inclusion Conference

Integrity, Ingenuity, and Intersections:

Driving Inclusive Impact for Business Value

June 27–28, 2012 Hyatt Regency McCormick Place, Chicago

June 26, 2012 Pre-Conference Seminar

June 28, 2012 Post-Conference Lab



- Explore creative examples for meaningful execution and implementation
- Identify performance indicators and metrics for communicating impact across your organization
- Assess partnerships and relationships for sustaining diversity and inclusion through effective leadership

Presented with assistance from



MATTEL, INC.

Those who attend will


- Share next practices and policies to stimulate “new” thinking for differentiation with integrity and civility
- Compare and contrast approaches to global diverse talent management
- Network with diversity, talent management and human resources leaders across industries through informal learning and sharing of practical examples

Those who will benefit from attending

Chief Diversity Officers Across Businesses, Government, Military, Not For Profit and Profit, Diversity Practitioners, Legal Professionals, Compliance Officers, Business Line Leaders, Education & Learning Leaders, Human Resources Vice Presidents, Directors, & Administrators, Chief Talent Management Officers, and Organization Development Professionals and all who are passionate about diversity & inclusion advancement.

Partial list of previous participants of the Corporate Diversity & Inclusion Conference

Alcoa Inc.	David M. Hall Associates	Merck
Allstate Insurance Co.	Diversified Search LLC	MetLife
Ally Financial	Edison Mission Energy Co.	Microsoft Corporation
Altera Corporation	Energry Corporation	Monster Worldwide, Inc.
Alzheimer's Association	Ernst & Young	Oliver Wyman Group
American Express Company	Exelon	PepsiCo, Inc.
American Girl	Fannie Mae	Pfizer Inc.
Apollo Group Inc.	Federal Reserve Bank	PricewaterhouseCoopers LLP
Asperger Syndrome	FedEx Corporation	Ralph Lauren
Training & Employment	FedEx Kinko's	Redbox Automated Retail, LLC
Assurant	Fidelity Investments	Rockwell Collins
Baxter International Inc.	FMC Corporation	Sodexo, Inc.
Bechtel Corporation	Fox Entertainment Group Inc.	Southern California
Blue Cross and Blue Shield	General Mills	Edison Company
of Florida	Georgia Power Company	SUPERVALU Inc.
Booz Allen Hamilton Inc.	GlaxoSmithKline, LLC	The Procter & Gamble
Bristol Myers Squibb	Global Novations	Company
Caesars Entertainment	Greatheart Leader Labs	The Walt Disney Company
Cargill Incorporated	Hallmark Cards, Inc.	TIAA-CREF
Catalyst Inc.	Harley-Davidson Motor	True Blue Inclusion
Center for Creative	Company	Tyco International Inc.
Leadership	Hess Corporation	U.S. Federal Reserve System
Centers for Disease Control	Humana Inc.	Underwriters
Cisco Systems Inc.	Intuit, Inc.	Laboratories, Inc.
City University of New York	Kaiser Foundation Health	United Airlines
Comerica Bank	Plan, Inc.	United Parcel Service
Constellation Energy	Kraft Foods, Inc.	United Water
Group, Inc.	L-3 Communications	USAA
Corrections Corporation	Lockheed Martin Corporation	VallotKarp
of America	Manpower Inc.	Virtcom Consulting
Cravath, Swaine & Moore LLP	Mattel, Inc.	Walgreens
Dana Holding Corporation	McDonald's Corporation	Working Mother Media
Darden	Mercer Inc.	



Pre-Conference Seminar Tuesday, June 26, 2012

REGISTRATION AND CONTINENTAL BREAKFAST 8-9 AM

SEMINAR 9 AM-5 PM

A 9 AM-1 PM

'Gateway Events':

How to Turn Diversity Tension into Diversity Dialogue

How can you productively respond and communicate more effectively when diversity related tension occurs? Moments of tension and misunderstanding are inevitable when working with people whom we perceive to be different from ourselves. These moments might include: when we inadvertently utter an offensive comment, when someone around us says something offensive, or when we must discuss a diversity-related issue, but are concerned that it will create tension, bad-feeling, or embarrassment. These moments can, if handled correctly, serve as "Gateway Events" that lead to increased understanding and reduced bias. Additionally, you can achieve the following outcomes:

- Reduce time spent by managers intervening in diversity-related conflicts
- Increase workplace harmony and teamwork
- Reduce tension among diverse team members
- Reduce turnover due to increased comfort and an atmosphere of respect
- Reduce risk of employee complaints and potential litigation

In this session, you will learn skills to convert moments of dissension into "Gateways" for productive dialogue and increased understanding.

Sondra Thiederman, Author, *Making Diversity Work: Seven Steps for Defeating Bias*, President, **Cross-Cultural Communications**

LUNCHEON 1-2 PM

B 2-5 PM

Transgender in the Workplace: Enhancing Cultural Competence

The transgender phenomenon has become a leading-edge D&I issue for many of today's organizations. Nearly half of the Fortune 500 companies now have transgender-inclusive employee policies, and increasing numbers of states and municipalities are adopting laws that protect the rights of transgender workers. You will learn what transgender is, why it matters for organizations, and how to implement best practices for success in this rapidly growing area of business interest. You'll come away equipped with tools, resources and useful information to enhance your organization's cultural competence through transgender inclusion.

Vanessa Sheridan, Transgender Expert, bestselling author and national business consultant

Wednesday, June 27, 2012

REGISTRATION AND CONTINENTAL BREAKFAST 7:45–8:45 AM



INTRODUCTIONS 8:45–9 AM

Carole Weinstein, Conference Program Director, **The Conference Board**

A 9–9:45 AM

Reflections Forward: Current & Future Lenses

As a result of incessant domestic and global changes, the population growth of diverse groups skyrocketing, and technology, we all now live in a global marketplace. All organizations need to develop appropriate resources and skills in their workforce and suppliers in order to compete and enable diverse thought. Every company needs a strategic plan for diversity and inclusion that inspires and motivates all employees and suppliers to feel valued. These plans need clarity for execution, clearly identified competencies, and plans to track progress. In this session, you will hear from diversity leaders who will share how they are leading their workplaces and insights about where we are with strategy, skills development and sustainability for our future.

Moderator

Jon Spector, Chief Executive Officer, **The Conference Board**

Speaker

Graciela Meibar, Vice President Global Sales Training and Global Diversity **Mattel, Inc.**

Melissa B. Donaldson, Director, Diversity Networks and Communication **Walgreen Co.**

B 9:45–10:45 AM

Bias-Free Leadership: Your Competitive Advantage

This session will provide you with skills for overcoming the conscious and unconscious biases that often interfere with effective leadership, a key factor in sustaining any business. Through a focus on how conscious and unconscious bias interferes with the decision-making process, you will learn how to minimize the impact of bias on your ability to lead effectively, and model behaviors that facilitate improved ingenuity and intersections across your organization.

Sondra Thiederman, Author, *Making Diversity Work: Seven Steps for Defeating Bias*, President, **Cross-Cultural Communications**

NETWORKING REFRESHMENT BREAK 10:45–11 AM



Conference KeyNotes

Registration includes this summary of conference highlights
and a post-conference interactive webcast

CONCURRENT SESSION C1 11 AM–12:15 PM

Benefits and Advantages of Transgender Inclusion

Transgender Inclusion as a new area of business interest is rapidly becoming a focal point for many national and international organizations. In this session you will participate in a dialogue about why and how transgender inclusion is providing business advantages to forward-thinking companies, and how your organization can benefit from transgender inclusion.

Vanessa Sheridan, Transgender Expert, bestselling author and national business consultant

CONCURRENT SESSION C2 11 AM–12:15 PM

Collaborating Across Generations: Your Road Map to Employee Engagement

SESSION SPONSOR  GLOBAL INNOVATIONS

Achieving strategic goals can only happen by maximizing your human capital, and that means leading and motivating a range of people.

Developing a strategy to fully engage your multigenerational talent and removing barriers to effective collaboration has become a business imperative. Today's workforce has a broader age range—now representing four to five generations—than ever before. These employees express their diversity through a wide range of communication styles, technology usage, career expectations, and more. To achieve competitive advantage, organizations must engage the whole of this diverse workforce in a manner that promotes collaboration, innovation, and productivity. You will emerge with a greater understanding of: the business case for generational diversity; the multiple generations in today's workforce; behaviors that contribute to generational stereotyping and friction; stereotypes vs. generalizations; and, techniques for moving from friction to collaboration.

Mike Hyter, President, Global Novations

CONCURRENT SESSION C3 11 AM–12:15 PM

Strategically Creating A Culture of Trust and Inclusion: Engaging Leaders at All Levels

The retention of employees is very dependent upon the relationships they have with their managers and whether they feel valued, engaged, and connected to the organization as a whole. Having a strategy and action plan that shapes and fosters a culture of trust and inclusion is a critical component. In this session, you will learn how some corporate leaders are enabling such development through a strategic and integrated approach to coaching and supportive development, all of which drives the sustainability of D&I.

Jeffrey Smith, Associate Director, Global Diversity & Inclusion
The Procter & Gamble Company

LUNCHEON 12:15–1:15 PM

HOSTED BY 

Presentations

Available online in advance of the conference

CONCURRENT SESSION D1 1:30–2:45 PM

The inFactor in Action: Driving Value from the Convergence of Technology, Inclusion, and Collaboration

The “inFactor” points to the role that inclusion plays in driving true collaboration and accelerating the fulfillment of top priorities in any organization. In this session you’ll be intrigued by transformational next practices to drive value from the convergence of inclusion, technology and collaboration. These practices can be used at every level to leverage and enhance employee and client engagement.

Shari Slate, Chief Inclusion and Collaboration Strategist, **Cisco**
Joseph Bradley, GM, Internet Business Solutions Group, **Cisco**

CONCURRENT SESSION D2 1:30–2:45 PM

The Gender Inclusive Organization: A Fresh Perspective on Sustaining Women’s Progress

In this session, you will examine the current state of women’s progress from an inclusive and global perspective. How can we define the gender inclusive organization? What is the current status of women’s progress and retention on the global scale? How can we address the challenges and opportunities that we experience in our corporate workplace? In this session, you will learn how Mattel is breaking new ground in their global approaches to build an inclusive culture.

Graciela Meibar, Vice President Global Sales Training and Global Diversity
Mattel, Inc.

CONCURRENT SESSION D3 1:30–2:45 PM

D&I Advantage: Leveraging Diversity and Inclusion Beyond Compliance to Competitive Advantage

In this session you will learn why some diversity inclusion and initiatives fail, even if they are measured and sponsored by leadership. You will be able to build a framework for an integrated and compelling D&I agenda that aligns to and reinforces your business strategy and will generate a competitive advantage.

Lisa Finkelstein, Senior Principal Accenture Management Consulting, Human Capital & Organization Effectiveness, **Accenture**

NETWORKING REFRESHMENT BREAK 2:45–3 PM

CONCURRENT SESSION E1 3–4:15 PM

Executive Order 13583: Its Implications for the Workplace

Although Executive Order 13583 only applies to the federal workforce, U.S. corporations should still expect to be affected. The executive order requires coordination and consolidation of any existing statutory and regulatory compliance requirements. Thus, the EEOC and OFCCP will likely be emboldened in their private sector enforcement efforts. In addition, as federal agencies implement private sector best practices in their own workforces, they may require a broader cross-section of businesses to implement those same practices. EEO regulatory changes may emerge from the process and new Federal experience.

Edmund Cooke Jr., Esq, Senior Counsel, **Gordon & Rees LLP**
Darlene H. Smith, Founder & Principal, **Global Human Capital Strategies**

Call Customer Service at 212 339 0345

CONCURRENT SESSION E2 3-4:15 PM

Multiplicity of Asian Differences: An Updated View on the Global Market

In this session, you will hear from individuals who have experience across all borders building talent models. These models include adaptive leadership skills that manage talent in virtual teams across India. You will gain insights regarding cultural expectations. You will discover the impact on business and global perspectives and will learn how to attract, retain, and leverage Asian talent- especially the Chinese workforce. The following questions will be the main focus:

- What are the implications for companies where human capital needs to drive innovation and expansion with global mindsets?
- How do companies engage and incentivize across cultures with differentiating values?
- What are key aspects of corporate brands or cultures that support retention of Asian talent?
- What are cross generational talent management tactics? We will take a look at Gen Y's, a group of exceptionally talented individuals who hold onto some Chinese traditions, but question others.
- How do organizations overcome challenges related to communication styles, technological needs, and work flexibility?

Kitty Vorisek, Executive Vice President, **DHR International**

CONCURRENT SESSION E3 3-4:15 PM

Diversity 5.0

SESSION SPONSOR



In this session, you will learn how several workplaces have chosen to drive and link inclusive progress into business lines, shared people processes, and organizational structure/processes. You will learn how diversity can “enhance” the overall business strategy and how “diversity business skills” are helping to integrate diversity into core business processes, engage middle managers, and drive important monetary and non-monetary metrics.

Douglas Freeman, Founder and Chief Executive Officer, **Virtcom Consulting**

NETWORKING REFRESHMENT BREAK 4:15-4:30 PM

HOSTED BY



F 4:30-5:30 PM

Nature or Culture: The Paradox of Diversity

“Can’t we all just get along” has often been a refrain often heard from professionals frustrated by endless “PC” negotiated realities. These social practices and their underlying policies are put in place to stem the tide from more primordial forces unraveling the social fabric. In this session, you will explore a sociological perspective about the drivers of how people forge bonds of trust and most particularly, how to unlock and leverage these relationships to achieve loftier civic and civil goals.

Karen Stephenson, President, **Netform**

NETWORKING RECEPTION 5:30-6:30 PM

HOSTED BY



MATTEL, INC.

Thursday, June 28, 2012

CONTINENTAL BREAKFAST 7:30-8:30 AM

HOSTED BY



G 7:30-8:30 AM

Industry Talking Circles: What Is On Your Mind?

You will participate in industry related dialogues to shape common ground, explore common and unique needs, and learn about what is working, can be improved, and what is on the horizon. Industries represented will include government, financial services, technology, hospitality, healthcare, retail, law firms/legal and others.

H 8:45-9:30 AM

What About the White Guys? How Integrity Fuels a Global D&I Investment

SESSION SPONSORS



PEPSICO



Inclusion with integrity requires white male engagement, so this session will explore the emerging trend of white male leadership development. You will learn how PepsiCo and PricewaterhouseCoopers are strategically including white men: their business case, the learning curves and challenges, and how they intend to deliver business outcomes through white male inclusion. The presentation will also introduce the 2012 Study on White Men Leading Through Diversity & Inclusion, and a diagnostic tool to explore white male leadership development in your organization. The integrity demonstrated in white male inclusion will help you build new support and sustain a global D&I strategy.

Pamela Culpepper, Global Diversity and Inclusion Officer, **PepsiCo**

Chuck Shelton, Managing Director, **Greatheart Leader Labs**

Kevin Merkell, Partner, **PwC**

Conference KeyNotes

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and a post-conference interactive webcast

CONCURRENT SESSION 11 9:30–10:45 AM

Enabling Inclusive Behaviors to Foster an Inclusive Workplace

How do we foster an inclusive workplace culture that values all associates and fosters ingenuity and mutual respect? The session will discuss how to create a respectful working environment, how to make sure there are open communication channels where employees can feel empowered to bring their authentic self to work and feel comfortable connecting and sharing different perspectives, and how to make sure employees are able to collaborate with others to solve business challenges. This session will identify ways to enhance and improve your workforce practices with simple and positive everyday behaviors that promote inclusion.

Sharon Orlopp, Global Chief Officer of Diversity, **Wal-Mart Stores, Inc.**

CONCURRENT SESSION 12 9:30–10:45 AM

Effective Mentoring Skills Across the Career Cycle

Addressing workplace, life, and career issues for women differ at each stage of potential advancement. You will learn how to build a strong pipeline of female talent by targeting women's changing needs, realities, and professional goals over their life and career stages.

Debbie Phillips, President, **WFD Consulting**

Luana Slenk, Treasury Services Manager, Co Chair, Americas Women's Network, **BP**

CONCURRENT SESSION 13 9:30–10:45 AM

Diversity Value Index: Measuring the Business Value of Diversity and Inclusion

Empirical research, theory and the proven practices of organizations with well-defined diversity initiatives can show the benefits of a diverse workforce. But what is the real impact on business performance? To advance the field of diversity and inclusion, Diversity Executive magazine editors and researchers partnered with a team of senior diversity executives to develop a macro-strategic framework and model linking workplace diversity with business value. This framework serves as an advanced organizer for the model, which yields a diversity value index. In this session you will learn about this NEW robust, peer-based, benchmarking program and how you can be part of it. You will also receive a whitepaper.

Presenters

Jerry Prochazka, Director of Research & Advisory Services, **Media Tec Publishing**,
Magazines: *Diversity Executive*, *Talent Management*, and *Chief Learning Officer*

Cedric Thurman, Senior Vice President, **Jones Lang LaSalle**

NETWORKING REFRESHMENT BREAK 10:45–11 AM

CONCURRENT SESSION J1 11 AM–12:15 PM

The Power of the Hispanic Market:

Its Business Implications and how D&I is Part of the Equation

The biggest trend happening now in consumer marketing in America is the growth of the Hispanic market for the next 25 years, an unprecedented phenomenon. One out of six U.S. residents were Hispanic in 2010 and one of four will be in 2050!

Presentations

Available online in advance of the conference

There are many critical issues facing companies or institutions planning to enter or expand in the U.S. Hispanic market because “business as usual” or translating messages is no longer valid to be successful. In this session, you will learn opportunities and strategies for U.S. brands to understand, reach and service Hispanics, and generate a high ROI value and engage companies with the community through CSR.

Eduardo Crespo, Chief Executive Officer, **Hispanic Market Solution**
listenupespanol.com

CONCURRENT SESSION J2 11 AM–12:15 PM

The UN Global Compact: A Blueprint Partnership for Global Inclusion

As a voluntary initiative, the UN Global Compact seeks wide participation from a diverse group of businesses to set in motion changes to business operations so that the Global Compact and its principles become part of strategy, culture and day-to-day operations. A company is expected to publicly advocate the Global Compact and its principles via communications vehicles and is required to communicate with their stakeholders on an annual basis about progress in implementing the ten principles and undertaking partnership projects in support of broad UN goals. This session will showcase one participating company and how it links to progression with diversity and inclusion initiatives.

Caroline Kaeb, Visiting Assistant Professor
Northwestern University School of Law
Ursula Wynhoven, General Counsel, **UN Global Compact Office**

CONCURRENT SESSION J3 11 AM–12:15 PM

Employee Resource Groups

This session will overview what it takes to develop business resource groups, their planning, infrastructure, governance, building support, effectiveness tracking, and identifying factors.

Cheryl Morrison, Vice President, Organizational Development, Diversity & Inclusion, **HSBC - North America**
Tricia Myers SPHR, Vice President, NA Organization Development/ Global Wealth RM Program, **HSBC Bank, plc**

K 12:15–1 PM

Town Dialogue

In this final segment, you will be led by a facilitator to apply your learning from the conference to your organizational strategic plans and actions.

CLOSING COMMENTS 1 PM

Call Customer Service at 212 339 0345

Diversity Post-Conference Lab June 28, 2012

LAB ATTENDEES REGISTRATION AND LUNCHEON 1:15-2 PM

The Diversity Index: The Alarming Truth About Diversity in Corporate America...and What Can Be Done About It

LAB 2-5 PM

Does a racial ceiling still exist?

Meet the author of *The Diversity Index: The Alarming Truth About Diversity in Corporate America...and What Can Be Done About It*

In her new book, Susan Reed, an award-winning investigative journalist and columnist offers a rich review of diversity programs in corporate America. While it's true that more women and minorities can be found at the top of many corporations, troubling patterns have emerged. The partial application of diversity has resulted in the formation of a persistent white ceiling in corporate America as white women have outpaced people of color. More than 40 percent of the Fortune 100 corporations have no minorities among their executive officers. Minority females have fared the worst.

In addition, globalization has resulted in many corporations preferring multinational diversity to national diversity, and U.S. minorities and whites are losing out. The majority of Asian and Hispanic executive officers in the Fortune 100 were born outside of the United States. In large numbers, Canadian and European competitors are being promoted ahead of their American-born, white male counterparts.

Susan E. Reed, Award Winning Investigative Reporter and Columnist, *The New York Times*, *The Washington Post* and *The Financial Times Deutschland*, Author, *The Diversity Index: The Alarming Truth About Diversity in Corporate America... and What Can be Done About It*

Raymond Gilmartin, Former Chief Executive Officer, Merck, HBS Professor

Registration Information

Online www.conferenceboard.org/diversity2
Email customer.service@conferenceboard.org
Phone 212 339 0345 8:30 am to 5:30 pm ET Monday through Friday

The 2012 Corporate Diversity & Inclusion Conference

Integrity, Ingenuity, and Intersections:
Driving Inclusive Impact for Business Value

Hyatt Regency McCormick Place, Chicago

Conference (979012-2)

Dates June 27–28, 2012

Associates \$2,250

Non-Associates \$2,550

Pre-Conference Seminar (B73012-2)

Date June 26, 2012

Associates and Non-Associates \$995

Post-Conference Lab (B83012-2)

Associates \$595 Non-Associates \$695

Hotel Accommodations

Fees do not include hotel accommodations. For discounted reservations, contact the hotel directly no later than the cut-off date and mention **The Conference Board Corporate Diversity & Inclusion Conference**.

Hyatt Regency McCormick Place

2233 S Martin L King Drive
Chicago, IL 60616
Tel 312 567 1234

Hotel reservations cut-off date:
Friday, June 1, 2012

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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The Conference Board
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Promotion Code