April 7, 2014 - Pre-Conference Workshops

**Workshop A**
Neuroscience: The Deeper Science of Measuring, Managing and Improving Individual Performance

**Workshop B**
Taking the Challenge Out of Measuring Performance
Benefits of attending

- Learn about culture and performance
- Make the connection between neuroscience and performance improvement
- Understand why the role of performance management is evolving in organizations
- Use facts to design effective performance management processes
- Be prepared by learning about cutting edge best practices, new trends and directions for performance management

Who should attend

Performance management professionals and human resources leaders, talent management professionals, senior business managers, and those responsible for succession planning, employee engagement, or employee development and those interested in maximizing your organization’s performance.

Previous participants of the Performance Management Conference

AIG
Boeing Company
Capital One
Deloitte
Dow Chemical Company
Eli Lilly and Company
Gap Inc.
GlaxoSmithKline
Google
Hess Corporation
Inter-American Development Bank
Lockheed Martin
MasterCard Worldwide
McDonald’s Corporation

MetLife, Inc
Nationwide Insurance
Northwestern Mutual
Oracle Corporation
Pacific Life Insurance
PepsiCo, Inc.
PricewaterhouseCoopers LLP
Procter & Gamble Company
Prudential Financial Inc.
The Hartford
Toyota Motor North America
United Airlines, Inc.
Unity Health System
Pre-Conference Workshops  Monday, April 07, 2014

WORKSHOP A 9 AM – 12 PM

Neuroscience: The Deeper Science of Managing and Improving Individual Performance

Performance Management continues to be one of the most universally challenging activities, with many companies losing a whole quarter of productivity at review time. The emphasis continues to be on technology and measurement solutions, instead of tackling the challenge where it is hardest: changing the mindset and the quality of conversations.

Join Josh Davis, Director of Research for the NeuroLeadership Institute, for a half-day interactive experience to help you significantly improve the effectiveness of your performance programs, or even develop a whole new strategy for managing performance.

The workshop draws on new research from neuroscience outlining why any kind of feedback process is so challenging, and how to do it better.

The workshop also guides participants through considering how to transform their own performance management systems, and helps them develop their own organizational strategy for enhancing and driving performance.

Josh Davis, Ph.D., Director of Research and Lead Professor, NeuroLeadership Institute

WORKSHOP B 1:30-4:30 PM

Taking the Challenge Out of Measuring Performance

Measuring the success of a performance management process has historically been challenging. This workshop is designed to take away the fear around the softer stuff. Gene Pease, a thought leader in advanced analytics will show participants methods on how to link performance management initiatives to business outcomes and how to measure the progress throughout the deployment.

The workshop will cover three key components for successful measurement of performance management:

- Measurement Process: A proven methodology that provides the framework for measurement and enables consistency across evaluation efforts
- Measurement Map: A tool for gaining alignment and linking investments with business outcomes.
- Measurement Tools: Qualitative and quantitative methods for measuring the success of the program as it is deployed.

Participants will gain practical insights and a course of action for evaluating their own organization’s investment in performance management. To demonstrate the application, Gene will share a VF Corporation case study that provides how a performance management process can be measured in the real-world using these workshop’s three key components. VF Corporation aligned stakeholders of their corporate wide performance management process to gain agreement on the metrics and active support of a measurement study. In a case study format that is peppered with stories of success and lessons learned along the way, Gene will discuss how to conduct a study in a large organization.

Gene Pease, Founder and CEO, Vestrics – A Capital Analytics Company

Call Customer Service at 212 339 0345
Performance Management Conference:
People and Performance – the key to Optimal Business Results
Tuesday, April 8, 2014

REGISTRATION AND CONTINENTAL BREAKFAST: 8–9 AM

WELCOME AND INTRODUCTION 9–9:15 AM
Denise Sinuk, Conference Program Director, The Conference Board

GENERAL SESSION A 9:15–10 AM
Keynote Presentation: People and Performance – Reshaping the Culture of Work
Performance management is a critical strategy to address not only the Human Capital Challenge but several critical challenges. In The Conference Board’s CEO Challenge, CEOs indicated the importance of performance management across challenges, regions and industries. Clearly, setting expectations and accountability are key to success in 2014; come and hear just how.
Rebecca Ray, Ph.D., Executive Vice President, Knowledge Organization and Human Capital Lead, The Conference Board

GENERAL SESSION B 10–11 AM
The Evolving Role of Performance Management within an Organization
How can an organization shift its performance management process from an annual event to an ongoing experience that aligns employee to business strategy and focuses on meaningful conversations? Hear how Humana has:

• Incorporated its values, research, and employees input to evolve its performance management processes
• Used data from performance management to influence hiring, coaching, and development systems
• Managed the changes and increased accountability for performance outcomes
Michele Koch, Manager of Talent Outreach, Humana

NETWORKING BREAK 11–11:15 AM

GENERAL SESSION C 11:15 AM–12:15 PM
Using a Pay for Performance Compensation Design to Drive Business Results
• Benefits of a pay for performance plan
• Challenges of a pay for performance plan
• Impact of pay for performance on priority behavior
• How to incent behaviors to benefit the organization
Ronald J. Balsewich, Vice President, Corporate Human Resources Healthcare Service Corporation (Blue Cross blue Shield of Illinois, Texas, New Mexico and Oklahoma)

LUNCH 12:15–1:15 PM
From Teams to High Performers, into High Performing Teams

In high-velocity, complex businesses, one of the opportunities for HR leaders is helping groups of strong individual performers to maximize their effectiveness as leadership teams. Unlocking the talent within such a group can have a transformative effect on the business unit or company overall, but by their very nature, such teams can view team-building as “soft”. In a team context they are, oftentimes, prone to leaping straight to strategy, action planning and operational logistics. We will spend time discussing and identifying types of teams (transformational; new but high-impact; dysfunctional but key to future success), and discussing the values and desired attributes characterized by each type. We will also examine effective methods for fast-tracking alignment within such teams. Combining values data from more than a decade of work with top leaders and the Barrett Values Center, insights and emerging themes from our work with top teams globally in the aftermath of the financial crisis, and table interactions with your peers, we anticipate an interactive and pragmatic conversation. The structure of the conversation will be open and interactive.

David Reimer, CEO, Merryck & Co Americas

Reimagining Performance: Sharpening the Focus on Talent

Organizations today are challenged to create performance management systems that are more nimble, adaptive, and forward-looking. However, agile systems require high-value inputs. In this session, we will explore methods of assessing talent and culture that help to optimize performance management, enhance talent development, and accelerate organizational change.

Karen Richardson, Manager of Executive Development, General Electric

Panel Discussion: Using Analytics for Performance Management

• How companies are using data and analytics for performance management
• Using ROI analytics in measuring the effectiveness of performance management systems
• Increasing the use of data in performance management decision making
• Using predictive analytics for strategic performance management

Moderator
Gene Pease, Founder and CEO, Vestrics – A Capital Analytics Company

Panelists
Anika Gakovic, VP, Organizational Effectiveness, Human Resources
OppenheimerFunds Inc.
Traci Spero, Director of Talent Strategy and Insights – Merchandising/Planning Talent
Macy’s Inc.
Arun Chidambaran, Director, Global Workforce Intelligence, Pfizer Inc.
Finding Breakthroughs in Performance Management

Neuroscience research is generating fresh insights into some of the central challenges of performance measurement, helping us understand why performance conversations are so difficult, and how to make them easier. Insights suggest new ways of structuring the whole approach to performance in order to support the quality of conversations people have.

David Rock, Executive Director, NeuroLeadership Institute

Performance Management Conference – Day 2

Wednesday, April 9, 2014

Panel Discussion Session H: The Science of Simplicity – Using Facts to Design Effective Performance Management

The design of performance management processes is too often guided by past experience, “best practice” or academic frameworks. The continued failure of these processes to deliver business results can be blamed on this fact-free approach to design. In this session you will hear talent management expert Marc Effron and corporate practitioners translate that science into easy to understand practical steps that you should take when building your performance management process. In this session you will learn:

• Why self-assessments create conflict in performance management discussions
• Why there should be no such thing as a stretch goal
• How to radically simplify and make your coaching process fear-free
• How to drive managerial accountability for executing performance management basics

Moderator
Marc Effron, President, The Talent Strategy Group

Panelists
Maggie Williams, Senior Vice President, Global Head of Talent Management, AIG
Allan Church, Vice President, Global Talent Development, PepsiCo

Case Study: Redesigning the Performance Management Approach at BASF

BASF is the world’s largest Chemical Company and has been in business for 150 years. They have 110,000 employees and generate $100 billion in revenue. They recently took their 9 rating system which was inconsistently administered and simplified and rolled it out in all of their regions. This session will take us through the process of design and implementation and the change management efforts necessary to make the switch. The case study will be presented by the co-leads of the design process.

Mollie O’Brien, Director, Compensation and Performance Management
BASF, The Chemical Company
Sillia Elsland, HR Business Leader, BASF, The Chemical Company
Mitigating Unconscious Bias in Performance Management
A traditional annual performance appraisal is an opportunity for companies and organizations to increase the strength and diversity of their talent pipelines. However, our unintended, unconscious biases often hijack our mind and permit us to make decisions that project our experiences and values onto others. When this sort of thinking is prevalent in talent management processes, it can quickly reduce representational diversity. In this session, we will explore four biases prevalent in the performance review process, and how to mitigate them. By understanding the mechanisms of bias and its manifestation in the personalities, power dynamics, and decisions of the daily workplace, ensure a robust and diversity talent pipeline.

- Understand four prevalent domains of bias in talent management
- Gain perspective on one’s own tendency towards bias in performance reviews
- Learn strategies to manage these biases and mitigate their consequences

Leslie Traub, Chief Consulting Officer and Chair of the Board, Cook Ross, Inc.

Panel Discussion: Future Directions for Performance Management
These three panelists will discuss best practices, changes, trends and new directions in performance management. Included in the discussion:

- Evolution of performance management
- Debate: to use a formal performance management process or not
- Identifying new trends in performance management and their implications for the future

Moderator
David S. Cohen, Founder and Senior Consultant, Strategic Action Group, Ltd.

Panelists
Leo Balestri, Talent Strategies Technology Manager, Chubb Group of Insurance Companies
Dana Kurek, HR Manager – Performance Management & Competency Development, United Airlines
Chrisine Barns, Senior Manager, Talent Management, Oracle

CONCLUDING REMARKS 12:30 PM
The 2014 Performance Management Conference
The Key to Optimal Business Results
Westin New York at Times Square
New York, NY
Conference (B10014-1)
April 8-9, 2014
Associates $2,295  Non Associates $2,895
Pre-Conference Workshop A (970014-1)
Pre-Conference Workshop B (971014-1)
April 7, 2014
Associates $505  Non Associates $605

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 Performance Management Conference.
Westin New York at Times Square
270 West 43rd Street
New York, New York 10036
Telephone: 866 837 4183
Hotel reservations cut-off date: Friday, March 14, 2014

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.
The 2014 Performance Management Conference
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Westin New York at Times Square

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