

# 5<sup>th</sup>

# EMPLOYEE ENGAGEMENT

Enhancing performance, productivity and loyalty through an engaged workforce

December 16 & 17, 2009, Toronto

Two-Day Event!

*"Great ideas and industry practices to take to my company to build better people strategies. Great presenters."*

- Christine Costa, Senior Manager,  
Bank of Montreal

*"Good content, very relevant."*

*"Statistics and metrics are everything. Thanks!"*

*"Loved the stories!"*

## Workshop Included: Engagement as a Cornerstone of Building the Innovative Organization

### who should attend

VPs, Directors & Managers in HR, diversity, employment equity, compensation & benefits, recruitment & retention, talent management, staffing, workforce planning & strategy, organizational development, training & HR communications

### course highlights

- Hear from some of Canada's engagement leaders on what it takes to enhance performance, productivity and loyalty through an engaged workforce
- Look at how employee engagement impacts your organization's ability to retain talent
- Hear how you can raise the bar in the level of performance and employee engagement through your career development program and retain talent at all levels of your organization
- Engage, reward, recognize and empower employees so you can create job satisfaction and company loyalty that will render recruiters' efforts ineffective

### participating organizations

Aon Consulting  
Brand Matters ®  
Cole HPM Associates  
Dortec Industries, a division of Magna International  
Hay Group Ltd.  
IQ PARTNERS Inc.

Maple Leaf Sports & Entertainment Ltd.  
Ministry of Municipal Affairs & Housing (Ontario)  
Pitney Bowes Canada  
Practical Management of Canada Inc.  
Royal Bank of Canada

#### Course Leader

Barry Nelson,  
Practical  
Management  
of Canada Inc.



Kathy Brooks,  
Hay Group Ltd.



Jake Cole,  
Cole HPM  
Associates



Guilherme  
Dias,  
Pitney Bowes  
Canada



Krista Fudge,  
Dortec  
Industries,  
a division  
of Magna  
International



Chris Charron,  
Aon Consulting



Bruce Powell,  
IQ PARTNERS  
Inc.



Dave  
Rocheleau,  
Royal Bank of  
Canada



Tony Scida,  
Ministry of  
Municipal  
Affairs &  
Housing  
(Ontario)



Mardi J.  
Walker,  
Maple Leaf  
Sports &  
Entertainment  
Ltd.



as well as:

Patricia  
McQuillan,  
Brand Matters ®

## FACULTY

### COURSE LEADER

#### **BARRY NELSON**

Barry Nelson is a Senior Consultant with Practical Management of Canada Inc. He is a business author and regularly engages with Fortune 100s across industries in Learning and Development areas.

### CO-LECTURERS

#### **KATHY BROOKS**

Senior Director and Practice Leader, Leadership and Talent, at the Hay Group, Kathy Brooks is a writer, speaker, thought leader, coach and consultant specializing in executive coaching and assessment, leadership development, talent management and strategic innovation.

#### **GUILHERME DIAS**

Guilherme Dias is Director, Strategic Talent Management at Pitney Bowes Canada. He is responsible for Executive Development, Succession Planning, High-Potential Pipeline Development, Talent Acquisition, Career Development Coaching and Diversity. He is also part of the Pitney Bowes global leadership and employee development committee.

#### **KRISTA FUDGE**

Krista Fudge is a 15-year veteran in the automotive industry. She is the Director, HR at Dortec Industries, a division of Magna International. In this role, she has full responsibility for the development and deployment of HR strategies embodying both organization development and employee satisfaction. At Dortec, she champions an “all hands” approach to Talent Management.

#### **BRUCE POWELL**

Bruce Powell is Co-Founder and Managing Partner of IQ PARTNERS Inc., an executive search & recruitment firm. His personal background includes building management teams for several leading mar/com, media and technology companies and providing senior counsel on compensation, organizational structuring and employee retention.

#### **DAVE ROCHELEAU**

Dave Rocheleau is the Senior Manager for Talent Management & HR Initiatives at the Royal Bank of Canada. His current focus is in the area of global talent management and assessment, drawing upon his previous experience in compensation, total rewards and compensation. His current responsibilities include leveraging RBC's HR technology platform for talent data and talent applications.

#### **TONY SCIDA**

Tony Scida is Assistant Director, Strategic Initiatives, at the Ministry of Municipal Affairs & Housing (Ontario). Tony Scida, CHRP, is a senior manager of HR strategies with the Ontario Public Service. With a diverse, rich background in community outreach and strategic change, Tony's passion is on building and aligning people strategies with business priorities.

#### **MARDI WALKER**

From hospitality to retail to sports and entertainment, Mardi Walker has amassed professional expertise in the single most important common element to all industries: people. As the Senior Vice President People at Maple Leaf Sports & Entertainment Ltd., she directs the HR, labour relations, training and development, and office administration for the company.

#### **JAKE COLE**

Jake Cole spent 33 years working in the federal public service. During this time, he spearheaded many innovative changes within the service. He instigated an unprecedented health and wellness program, developed a unique tool for measuring employee engagement.

#### **PATRICIA MCQUILLAN**

Patricia McQuillan founded Brand Matters® (brandmatters.ca) in 2000 following 12 successful years in brand management including Tandem Consulting, Kraft and General Foods, TD Waterhouse and Royal Bank of Canada (RBC). Brand Matters is a leading brand consulting firm based in Toronto.

#### **CHRIS CHARRON**

Chris Charron is a Vice President in Aon Consulting's Human Capital Strategies and Analytics practice, a group that provides clients with strategic consulting, workforce analytics and forecasting, performance measurement, surveys and benchmarking.

## COURSE PROGRAM

### **OFFICIAL MESSAGES FROM THE 2009 PUBLIC SERVICE EMPLOYEE SURVEY**

This session will include a ranking of the best federal agencies to work for.

Official Messages from the 2009 Public Service Employee Survey a ranking of the best federal agencies to work for

### **IMPROVING PRODUCTIVITY AND PERFORMANCE THROUGH ENGAGEMENT**

The impact of an engaged workforce on company performance is compelling and very real. Through employee engagement, your company can sustain a higher level of individual commitment and productivity that will contribute to improving your bottom line. This presentation will discuss the connection between employee engagement and gains in performance.

- Identifying what really motivates and inspires employees
- Focusing upon the drivers for personal fulfillment in the workplace
- Channeling employee enthusiasm into increased productiveness
- Performance improvement engagement and enablement strategies
- Engaging employees to contribute to creating process improvements
- Increasing opportunities for employee talent and performance recognition
- Partnering with line management to reinforce and monitor engagement strategies

## EFFECTIVE COMMUNICATIONS FOR INCREASING ENGAGEMENT

Effective communication is crucial in enhancing employee engagement. How do you best integrate a communications plan into your everyday workplace dialogue in order to encourage engagement? This session will examine how to guide the transition of your internal communications strategy from a top-down approach to one that incorporates and encourages two-way communication.

- Increasing the level of dialogue for greater employee commitment
- Leveraging two-way communications for problem solving and decision-making
- Improving channel effectiveness in engaging the internal audience

## ENGAGEMENT THROUGH INTERNAL BRANDING

An increasing number of successful organizations have implemented internal branding strategies to increase engagement and inspire external brand advocacy among employees. Simply put, if your employees identify with your brand, then their level of commitment and loyalty will increase. This session will discuss effective internal branding techniques and how you can engage employees to create brand pride.

- Internal branding techniques: what's in your toolbox?
- Ways to engage employees to identify with the brand and the brand promise
- Increasing employee involvement to revitalize your brand

## ENGAGEMENT AND TALENT RETENTION IN TURBULENT TIMES

Fostering a work climate that promotes retention of top performers is a priority for most organizations, particularly in turbulent economic times. It takes more than money to keep top talent. Instead, organizations must look at more multifaceted strategies that focus on intrinsic factors, such as personal growth, working to a common purpose and being involved in decision making, all of which will enhance employee engagement. This discussion will look at how employee engagement impacts your organization's ability to retain talent.

Session 1:

- Vital needs of an organization during turbulent times
- Role of management style on employee focus

Session 2:

- Internal communications tactics to increase loyalty
- How to engage and then retain younger workers

## OVERCOMING ENGAGEMENT CHALLENGES

There are many challenges to overcome in engaging employees throughout the organization. Most critical to organizations is the business rationale for undertaking and committing to broader-based engagement strategies. Businesses typically go through stages of evolutions as they mature into market leaders, and progressive organizations today understand the importance of talent engagement to this leadership. Topics covered in the session include:

- Key concepts associated with employee engagement
- Suggested methodology to better frame engagement contributions to business results
- Time horizon for engagement efforts

## LINKING CAREER DEVELOPMENT WITH TALENT ENGAGEMENT

The latest research confirms and defies the conventional wisdom: salary is not the prime factor in employee satisfaction or engagement. Nor is the desire for accomplishments, accountability, career and personal development and fulfillment uniquely found in the leadership track. This session will discuss how you can raise the bar in the level of performance and employee engagement through your career development program and retain talent at all levels of your organization.

- Research shows that engagement increases potential
- Understanding the reasons for top performer turnover
- Engaging employees in formulating a career development plans
- Creating employee-centric opportunities for developmental assignments

## ENGAGEMENT & INCREASED CUSTOMER LOYALTY

The level of loyalty and commitment generated by your employee engagement program can translate to your customers, giving you a competitive edge in the domestic and global marketplace. This session will focus on Aon's Net Promoter Score (NPS) program and how it is used to increase customer loyalty and to take customer engagement to a new level.

- Linking your internal and external branding strategies
- Improving customer service responsiveness & needs fulfillment
- Increasing customer trust and confidence in the business relationship

## EQUIPPING MANAGERS TO ENGAGE, INSPIRE AND MOTIVATE

The value of training and development to equip managers to inspire, motivate and engage employees is twofold because it also serves to engage the managers themselves as the leadership talent of the present and future. This presentation will discuss development methods to prepare managers for effective workforce engagement to motivate employees for inspired performance.

- Refining leadership skills and ability to work effectively with others
- Improving managers' ability to communicate openly and credibly
- Successful methods for employee engagement and motivation

## ENGAGEMENT & RBC: A MODEL FOR EMPLOYEE ENGAGEMENT

Employee engagement is an important indicator of overall performance. By incorporating employee engagement into your business strategy, both your employees and your organization will see the results. Drawing on RBC's experiences, this discussion will look at the key drivers of employee engagement and how to implement strategies for fostering and measuring its growth in your organization. Learn how to achieve top team commitment from examining the practices used at the Royal Bank.

- RBC's positioning of employee engagement
- Recent transformation: client first
- Tracking engagement: employee surveys and RBC's findings

## 'RECRUITER-PROOF' YOUR COMPANY: BUILDING LOYALTY THAT HEADHUNTERS CAN'T BREAK

Retaining top performers is difficult enough, and even more so when headhunters are calling trying to lure them away. This session discusses the best way to 'recruiter-proof' your top talent and to ensure that they stay, regardless of the tempting opportunities headhunters may present. By engaging, rewarding, recognizing and empowering employees, you can create job satisfaction and company loyalty that will render recruiters' efforts ineffective.

- The thing that matters most to top talent and how to make sure you provide it
- Why job satisfaction trumps more money almost every time
- Why employees talking to headhunters is okay

## WORKSHOP

### ENGAGEMENT AS A CORNERSTONE OF BUILDING THE INNOVATIVE ORGANIZATION

Innovation plays a key role in enabling organizations to gain their competitive edge and innovation has traditionally been the purview of senior management, introduced and championed from the top down. This interactive workshop will show how today's leading-edge companies are linking innovation and employee engagement, enabling their people to bring their ideas and creativity to the fore, to play a leading role in contributing innovation and competitiveness. Through case studies, the workshop will explore the links between employee engagement and innovation and will show how the links are made. Topics include:

- Fostering creativity and innovation in the workplace
- Building an innovative organization: the Innovative Organization Model
- Linking innovation, loyalty and client engagement
- How innovation leads to a drop in turnover and makes you an employer of choice

# MULTIMEDIA PRESENTATIONS

Register for Employee Engagement and we will give you free of charge a CD-ROM comprising the following virtual presentations from recent Federated Press courses and conferences. Presented in their entirety with complete audio and accompanying PowerPoint slides totaling 594 minutes of expert learning, these presentations are an added bonus to this year's course. Bear in mind that these presenters are not necessarily those that you will see and hear at this year's course.

## Talent Retention - Lessons from the Trenches

Diana S. Goliss, Manager, Organizational Development and Client Services,  
*The Art Gallery of Ontario*  
Time: 32 Slides: 24

## Engagement Through Internal Branding

Mark Thompson, CEO,  
Chief Engagement Officer,  
*McKinley Solutions Exchange*  
Time: 49

## Leveraging Employee Engagement to Implement Your Diversity Strategy

Virginie Bronsard, Vice-President,  
Culture and Engagement,  
*Sodexo MS Canada Ltd.*  
Time: 39 Slides: 21

## Identifying, Implementing & Customizing Employee Communication Channels

Jennifer Bell, Vice President of  
Corporate & Public Affairs,  
*Alliance Atlantis*  
Time: 65 Slides: 21

## Improving Employee Engagement and Loyalty

Susan O'Dowd, VP, Human Resources,  
*Hoffmann-La Roche Ltd.*  
Time: 30 Slides: 13

## Case Study: Enhancing Commitment and Engagement to Reduce Absenteeism

Charles Marful, Director of Human Resources,  
Tax Practice,  
*Ernst & Young LLP*  
Time: 36

## Measuring Your Culture Change and its Bottom Line Impact on Employee Engagement

Diane Whidden, Vice President,  
Human Resources,  
*Holt Renfrew & Co. Limited*  
Time: 36 Slides: 20

## Becoming a Superior OD Coach

Joe Xamin, Performance Consultant with  
Organizational Development & Client Services,  
Human Resources,  
*City of Hamilton*  
Time: 36 Slides: 47

## Transforming Your Organization Through Learning

Judy Holcomb-Williams, Vice-President,  
Human Resources,  
*Trillium Health Care Products Inc.*  
Time: 49

## Culture Change Breakthroughs

Sherrill Burns, Partner,  
*Culture Strategy Fit Inc.*  
Time: 48 Slides: 20

## Linking Leadership and OD in Culture Change Initiatives

Raji Ramanan, Manager, Organizational Development, Cement Division,  
*Lafarge North America*  
Time: 47 Slides: 17

## Performance Management: Linking People Management to Corporate Change

Pauline Holman, Senior Vice President,  
Human Resources,  
*easyhome Ltd.*  
Time: 41 Slides: 34

## Employee Data Collection and Analysis

Kami Ramcharan, HR - Diversity,  
*Public Service Human Resources Management Agency of Canada*  
Time: 43 Slides: 33

## How To Recruit and Retain a Diverse, Well-Qualified Workforce

Judy Laws, Senior Consultant,  
*Graybridge Malkam*  
Time: 44



**Registration:** To reserve your place, call Federated Press toll-free at 1-800-363-0722. In Toronto, call (416) 665-6868 or fax to (416) 665-7733. Then mail your payment along with the registration form. Places are limited. Your reservation will be confirmed before the course.

**Location:** Courtyard by Marriott Downtown Toronto, 475 Yonge Street, Toronto, ON, M4Y 1X7

**Cost:** The attendance fee for the course is \$1825 per person and covers attendance for one person and the lecturers' presentation material. The fee further includes lunch on both days, morning coffee on both days and refreshments during all breaks. You may purchase a Proceedings CD-ROM containing edited actual proceedings and materials from the course.

**Time:** This course is a two-day event. Registration begins at 8:00 a.m. The morning sessions start promptly at 9:00. The second day ends at 4:00 p.m.

**Cancellation:** Please note that non-attendance at the course does not entitle the registrant to a refund. In the event that a registrant becomes unable to attend following the deadline for cancellation, a substitute attendee may be delegated. Please notify Federated Press of any changes as soon as possible. Federated Press assumes no liability for changes in program content or speakers. A full refund of the attendance fee will be provided upon cancellation in writing received prior to December 3, 2009. No refunds will be issued after this date. Please note that a 15% service charge will be held in case of a cancellation.

**Discounts:** Federated Press has **special team discounts**. Groups of 3 or more from the same organization receive a **10%** discount. Groups of 7 or more from the same organization receive a **15%** discount.

Payment must be received prior to December 9, 2009

Phone: 1-800-363-0722 Toronto: (416) 665-6868 Fax: (416) 665-7733

### TO REGISTER FOR EMPLOYEE ENGAGEMENT

Name \_\_\_\_\_  
 Title \_\_\_\_\_ Department \_\_\_\_\_  
 Approving Manager Name \_\_\_\_\_  
 Approving Manager Title \_\_\_\_\_  
 Organization \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ Province \_\_\_\_\_ Postal Code \_\_\_\_\_  
 Telephone \_\_\_\_\_ Fax \_\_\_\_\_ e-mail \_\_\_\_\_  
 Please bill my credit card:  AMEX  VISA  Mastercard  
 # \_\_\_\_\_ Expiration date: \_\_\_\_ / \_\_\_\_  
 Signature : \_\_\_\_\_  
 Payment enclosed:  Please invoice. PO Number: \_\_\_\_\_

WHEN CALLING, PLEASE MENTION PRIORITY CODE: MAIL COMPLETED FORM WITH PAYMENT TO:  
 Federated Press P.O. Box 4005, Station "A"  
 Toronto, Ontario M5W 2Z8

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### REGISTRATION COSTS

NUMBER OF PARTICIPANTS:   
 COURSE: \$1825  
 COURSE + PROCEEDINGS CD-ROM:  
 \$1825 + \$125 = \$1950  
 PROCEEDINGS CD-ROM: \$499  
 NOTE: Please add 5% GST to all prices.  
 Proceedings CD-ROM will be available 60 days after the course takes place  
 Enclose your cheque payable to Federated Press in the amount of:  
  
 GST Reg. # R101755163  
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 For additional delegates please duplicate this form and follow the normal registration process