

8<sup>th</sup>

# Employee Engagement

Enhancing performance, productivity and loyalty through an engaged workforce



Course Leader  
Milé Komlen,  
McMaster  
University



Course Leader  
Julie Ruben  
Rodney,  
Maximum  
People Perfor-  
mance Inc.



Stacey C.  
Karpman,  
Future  
Electronics Inc.



Yves  
Deschênes,  
Centennial  
College



Geoff Ramey,  
St. Andrew  
Goldfields Ltd.  
(SAS)



Jake Cole,  
HPM  
Associates

*"Acquired a great background on employee engagement. Presentations were good. Learned new vocabulary and heard about challenges from other organizations."*

- 2009 Delegate

*"Heard broad perspectives on employee engagement. Benefited from networking opportunities."*

- 2009 Delegate



Dave  
Rocheleau,  
Royal Bank  
of Canada



Ronnie Mahabir,  
Pitney Bowes  
Canada



Patricia  
McQuillan,  
Brand Matters



Bruce Powell,  
IQ PARTNERS  
Inc.



Doug Kube,  
Air Canada



Debra  
Watkinson,  
Maple Leaf  
Sports + Enter-  
tainment Ltd.

**as well as:**

Philip E. Hunter,  
Pricewater-  
houseCoopers  
LLP

December 8 & 9, 2010, Toronto

Two-Day Event!

**Workshop Included: Engagement and talent retention in turbulent times**

### participating organizations

Air Canada  
Brand Matters ©  
Centennial College  
Future Electronics Inc.  
HPM Associates  
IQ PARTNERS Inc.  
Maple Leaf Sports + Entertainment Ltd.

Maximum People Performance Inc.  
McMaster University  
Royal Bank of Canada  
Pitney Bowes Canada  
PricewaterhouseCoopers LLP  
St. Andrew Goldfields Ltd. (SAS)

### 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

## FACULTY

### COURSE LEADERS

#### MILÉ KOMLEN

Milé Komlen is a Canadian lawyer specializing in human rights law, corporate social responsibility and diversity management. He is currently the Director of Human Rights & Equity Services at **McMaster University**.

#### JULIE RUBEN RODNEY

Julie Ruben Rodney is CEO and Founder of **Maximum People Performance Inc.** She is a behavioural change expert, experienced in the areas of Interpersonal communication, teambuilding, leadership development and creativity.

### CO-LECTURERS

#### STACEY C. KARPMAN

Stacey C. Karpman, CA, MBA, is a professional with over 25 years of international experience in auditing, business processes, strategic planning and HR. She is currently a Corporate VP at **Future Electronics**.

#### YVES DESCHÊNES

Yves Deschênes is Associate VP, HR and Organizational Development at **Centennial College**.

#### GEOFF RAMEY

Geoff Ramey is currently the Director of HR for **St. Andrew Goldfields**.

#### DOUG KUBE

Douglas Kube is Director, Occupational Health Services at **Air Canada**.

#### DAVE ROCHELEAU

Dave Rocheleau is the Senior Manager for Talent Management & HR Initiatives at the **Royal Bank of Canada**.

#### RONNIE MAHABIR

Ronnie Mahabir is Senior Manager, Inbound Care Centre with **Pitney Bowes Canada**. He is responsible for all call centre operational activities.

#### PHILIP E. HUNTER

As a Manager for the Saratoga Team at **Price-waterhouseCoopers LLP**, Philip E. Hunter

helps clients develop superior business and HR strategies through workforce measurement and benchmarking solutions.

#### PATRICIA MCQUILLAN

Patricia McQuillan founded **Brand Matters** in 2000, staffing client teams with deep expertise in all aspects of marketing, branding, employee and market research.

#### BRUCE POWELL

Bruce Powell is Co-Founder and Managing Partner of **IQ PARTNERS Inc.**, an executive search & recruitment firm.

#### DEBRA WATKINSON

Debra Watkinson has been Manager, People Engagement with **Maple Leaf Sports and Entertainment Ltd.**

#### JAKE COLE

Jake Cole of **HPM Associates** spent 33 years working in the federal public service. In 2006, he started his own business consulting on health and wellness issues to a variety of clients.

## COURSE PROGRAM

### CREATING A SUSTAINABLE CULTURE FOR EMPLOYEE ENGAGEMENT

Employee engagement is far more than a talent recruitment and retention strategy. It is the strategic outcome of an enterprise that recognizes the value and the power of creating a corporate culture built on trust and brand commitment felt at every level of the organization. This session looks at the key success factors for creating a sustainable engagement culture.

- Living up to the corporate brand and identity: A must for engagement
- From C-suite to back room to customer: Mission fulfillment
- Putting people at the centre of your engagement efforts
- Key approaches for successful engagement
- Increasing accountability for sustaining engagement at all levels

### IMPROVING PRODUCTIVITY & PERFORMANCE IN YOUR WORKPLACE THROUGH EMPLOYEE ENGAGEMENT

The impact of an engaged workforce on company performance is compelling and very real. Through employee engagement, your company can inspire and 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.

- 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
- Partnering with line management to reinforce and monitor engagement strategies

### SUPPLEMENTARY COURSE MATERIAL

Federated Press is now providing delegates with access to an innovative new database containing at least 25 interactive multimedia presentations by leading experts and approximately 20 hours of lectures on the topics covered by this course, including all slides and speakers' papers. See the list of presentations on page 4.

Delegates will also receive a trial subscription to the HR Channel, a much broader resource representing hundreds of hours of interactive multimedia lectures on leading edge HR topics as delivered at our many recent HR conferences and courses.



## USING COMMUNICATIONS TO INCREASE EMPLOYEE ENGAGEMENT

What increases the value and the power of communications in employee engagement is that it entails an active dialogue. This session will examine how to guide the transition of your internal communications strategy to enhance its effectiveness in employee engagement.

- Starting with employee engagement surveys, or throwing them out altogether
- Leveraging two-way communications
- Improving channel effectiveness in engaging the internal audience
- Measuring the effectiveness of internal communications
- Increasing the role of line managers in the employee connection

## INTERNAL BRANDING FOR INCREASING EMPLOYEE COMMITMENT

An increasing number of successful companies 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:

- Internal branding techniques: what's in your toolbox?
- Ways to engage employees to identify with the brand
- Increasing employee involvement to revitalize your brand
- Motivating employee brand loyalty and advocacy
- Driving brand fulfillment for customers

## GENERATIONAL EMPLOYEE ENGAGEMENT STRATEGIES

As the demographics of our workforce have changed, we have experienced greater diversity and greater challenges in using a "one size fits all" approach to engaging and motivating employees. Each of us hear a somewhat different message filtered by our values, priorities and level of experience. This presentation will outline strategies for tackling these challenges for effective employee engagement.

- Developing core drivers that cross cultural and generational divides
- Making it fresh and relevant to older, experienced knowledge workers
- Identifying ways to engage attitudes and values of younger employees

## 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:

- Refining leadership skills and ability to work effectively with others
- Improving managers' ability to communicate openly and credibly
- Linking delegation with employee job satisfaction and empowerment
- Inspiring staff through periods of change and uncertainty

## A MODEL FOR EMPLOYEE ENGAGEMENT AT RBC

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.

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

## COMPETITIVE EDGE: LEVERAGING ENGAGEMENT TO INCREASE CUSTOMER LOYALTY

Is it any surprise that the level of loyalty and commitment engendered by your employee engagement program will have a viral effect, touching your customers and giving you a competitive edge in the domestic and global marketplaces? Find out how your customers can "catch the fever" from your employees, taking loyalty to a whole new level.

- Linking your internal and external branding strategies
- Improving customer service responsiveness and needs fulfillment
- Increasing customer trust and confidence in the business relationship
- Turning employee engagement into a customer retention strategy

## LEADING YOUR PEOPLE WHILE OVERCOMING EMPLOYEE ENGAGEMENT CHALLENGES

If you are a business leader committed to achieving your business goals, retaining your top employees as well as creating a dynamic workplace is imperative. In this session you will learn how to effectively provide your people with guidance and coaching to build an engaged work environment. The discussion will explore how to overcome employee engagement challenges through exceptional leadership practices.

- Current trends on what employees are currently saying about their managers and leaders
- Challenges managers encounter in creating an engaged workplace
- The five key elements to building employee engagement
- How to effectively assess your current level of employee engagement

## '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.

- 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

## CASE STUDY: IMPACT OF BENEFITS AND WELLNESS PROGRAMS ON ENGAGEMENT AT AIR CANADA

Recent news reports have probed into innovative health and wellness programs being introduced by employers to increase employee engagement. This case study presentation will review a very successful pilot health program at Air Canada.

- Developing and communicating wellness incentives
- Engaging employees in support for their health and well-being
- Increasing employee access to fitness and wellness programs
- Reducing claims and controlling benefits costs through wellness programs

## WORKSHOP

### ENGAGEMENT AND TALENT RETENTION IN TURBULENT TIMES

It takes more than money to keep top talent. Through an exploration of real life examples from participant's workplaces, this practical and interactive workshop will allow participants to identify realistic options through which they can increase employee engagement.

- Assess the vital needs of an organization during turbulent times
- Expand the role of management style on employee focus
- Brainstorm strategies to engage and then retain younger workers

## MULTIMEDIA PRESENTATIONS

Your registration includes an interactive multimedia database comprising the following presentations from recent Federated Press courses and conferences. They are presented in their entirety with complete audio or video and accompanying slides. You may also purchase the multimedia proceedings of the course which will be available on CD-ROM 60 days after the course.

### Decreasing Absenteeism with Effective Stress Management Programs

Susan Stewart,  
Ministry of Citizenship & Immigration

### Linking Leadership and OD in Culture Change Initiatives

Raji Ramanan,  
Lafarge North America

### Using an Online Career Management Portal to Drive Employee Accountability

Alex Milic & Tammy Heermann,  
Knightsbridge

### Culture Change Breakthroughs

Sherrill Burns,  
Culture Strategy Fit Inc.

### Designing and Implementing Online Development Plans

Emanuele (Manny) Campione,  
LoyaltyOne Inc.

### Performance Management: Linking People Management to Corporate Change

Pauline Holman,  
easyhome Ltd.

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

Judy Laws,  
Graybridge Malkam

### Embracing Change & Fostering Risk to Improve your Business

Jay-Ann Fordy,  
BC Lottery Corporation

### Employee Data Collection and Analysis

Kami Ramcharan,  
Public Service Human Resources Management  
Agency of Canada

### Leveraging Employee Engagement to Implement Your Diversity Strategy

Virginie Bronsard,  
Sodexo MS Canada Ltd.

### Recognizing the Value of HR Metrics to the Organization and the Bottom Line

Giselle Kovary & Adwoa K. Buahene,  
n-gen People Performance Inc.

### Integrating Web 2.0 at Bell

Johanna Segerström,  
Bell Canada

### Becoming a Superior OD Coach

Joe Xamin,  
City of Hamilton

### Best Practices for Managing Excessive Short-Term Disability Absenteeism

Samara Kaplan,  
City of Barrie

### Transforming Your Organization Through Learning

Judy Holcomb-Williams,  
Trillium Health Care Products Inc.

### Using Effective Communications to Increase Employee Engagement

Dave Perfetti,  
Canadian Blood Services

### Improving Employee Engagement and Loyalty

Susan O'Dowd,  
Hoffmann-La Roche Ltd.

### Linking Career Development with Talent Management

Timothy R. McConnell,  
McConnell HR Consulting Inc.

### Creating a Sustainable Employee Engagement Culture

David Perry,  
Perry-Martel International Inc.

### Identifying, Implementing & Customizing Employee Communication Channels

Jennifer Bell,  
Alliance Atlantis

### Improving Productivity & Performance Through Employee Engagement

Susie Naaman,  
The TDL Group Corp.

### Equipping Leadership to Engage, Inspire and Motivate

Cindy Suurd,  
National Defence

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

Diane Whidden,  
Holt Renfrew & Co. Limited

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

Charles Marful,  
Ernst & Young LLP

### Engagement Through Internal Branding

Mark Thompson,  
McKinley Solutions Exchange

**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:** Metropolitan Hotel, 108 Chestnut Street, Toronto, Ontario, M5G 1R3

**Conditions:** Registration covers attendance for one person, the supplementary course material as described in this document, lunch on both days, morning coffee on both days and refreshments during all breaks. The proceedings of the course will be captured on audio or video. Multimedia proceedings with all slides and handouts can be purchased separately on a CD-ROM which will also include the course material.

**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 November 24, 2010. 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 15%. For larger groups please call.

Payment must be received prior to December 1, 2010

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

8EET1012/E

### REGISTRATION COSTS

NUMBER OF PARTICIPANTS:   
 COURSE: \$1975  
 COURSE + PROCEEDINGS CD-ROM:  
 \$1975 + \$175 = \$2150  
 PROCEEDINGS CD-ROM: \$599  
 NOTE: Please add 13% HST 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  
 PBN#101755163PG0001  
 For additional delegates please duplicate this form  
 and follow the normal registration process