



# The Work Experience SUMMIT

Aligning HR Strategy and Workspace

October 24–25, 2017  
The Conference Board  
Conference Center  
New York, NY

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GLOBAL WORKSPACE ASSOCIATION



WORKDESIGN  
MAGAZINE

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# Agenda

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## Day One

**Tuesday, October 24, 2017**

8:45 am – 9:00 am

### Welcome and Introduction

**Benjamin Dyett**, Program Director, **The Conference Board**

9:00 am – 10:00 am

### The New Citi Community

Our world is increasingly interconnected and as companies shift their corporate footprint with new HQ building, connection is taking center stage. They are not only looking for ways to connect people within their organizations, they are looking for ways to connect with their community. They are adapting their business needs, employee needs and community needs into an integrated landscape. Hear how the major expansion at Citi into Tribeca in NYC is transforming the way they do work through connection and building community both inside and out.

**Mark Marcucci**, Global Head of Citi Realty Services, **Citi**

10:00am – 10:45am

### Driving Workspace Value

The workplace is rapidly evolving; developers, designers and journalists alike are introducing new concepts and theories into an already complex system. How is a company expected to organize and manage itself around the latest trends to realize which concepts provide the greatest value for their workplace? The cornerstone for corporate success relies on the relationship and alignment of leadership with the workplace to enhance the development of new and innovative products/services and drive the culture of an organization. Viewing the workplace as a real estate deal and not as a leadership tool, one able to drive an organization forward, is a common mistake. How does one maximize the potential of a workplace? Enjoy a conversation about how shaping the workplace to supplement success, reinforce culture, and not react to the latest business trend can drive workplace value.

**Bob Fox**, Founder/Publisher, **Work Design Magazine**

10:45 am – 11:15 am

### Networking Break

11:15 am – 12:00 pm

### The Thriving Workplace for Attracting the Next Generation of Talent

Today's workplace can be a force for societal good by inspiring people to do their best work while nurturing a sense of community whose residual impact is felt beyond the walls of offices. Organizational mission and values attract bright and talented individuals who seek meaning through their work. People want to thrive at work and approach their work as an extension of their self-worth. A thriving workplace can mean different things to different organizations. Attracting the right talent requires a clear expression of organizational purpose and showing people how they can thrive within it. A well-designed workplace can express organizational

purpose and reinforce the work patterns that contribute to collective thriving and business success. Our presentation will provide a framework for understanding what a thriving workplace can look to your organization and how you can express it through great design and inclusive work practices. Research findings and case studies will help tell the story, and participants will have opportunities to share their thoughts too.

**Peter A. Bacevice, PhD.**, Research Lead, **University of Michigan – Ross School of Business**  
**Matthew Triebner**, Director of Strategy and Discovery, **HLW**

12:00 noon – 12:45 pm

### Building an Experience One Employee at a Time

Today attracting, hiring and retaining employees are key strategic imperatives for most organizations. Nearly every organization is looking for ways to be effective and efficient in managing the employee life cycle. For the past 25 years USHG has been at the forefront of decoding how to consistently lead their industry in attracting, hiring and retaining employees. At the heart of their success in their approach – Enlightened Hospitality – which is based on the belief that putting employees first is the key to running a meaningful and sustainable business. Throughout the company, they use a Hospitality Quotient designed to continuously enrich the work experience of their employees, their culture of collaboration and working together, employee satisfaction and productivity. Hear from award winning experts why they adopted this approach, how their workspace complements their approach and how you can apply their principles and practices in your organization.

**Richard Corraine**, Chief of Staff, **Union Square Hospitality Group**

12:45 pm – 1:45 pm

### Networking Lunch

1:45 pm – 2:30 pm

### Current Trends in Creating the Workspace - What are we Learning from Enterprise Coworking?

Is your organization thinking of taking a new, bold step to transform your workspace? Coworking is considered a disruptive innovation that is impacting the future of work and the assumptions we make about how we work. WeWork has led the new workplace revolution with a vision that encompasses innovative ways in which people and corporations interact with their workspace. Hear how they have learned to drive employee transition to new work designed for employees to do their very best work.

**Phil Kirschner**, Director of Workplace Strategy, **WeWork**

2:30 pm – 3:15 pm

### Transportation and the Changing World of Work

The role of transportation systems is key to unlocking today's workforce. As urban centers become more crowded and expensive, innovative approaches to the expansion and modernization of transportation is critical to attracting and retaining key talent. Learn how The Port Authority is implementing new transportation strategies as it plans for the

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Future of Work.

**Mark F. Muriello**, Deputy Director, **The Port Authority of New York and New Jersey - Tunnels, Bridges and Terminals Department**

3:15 pm – 3:45pm

### **Networking Break**

3:45 pm – 4:30 pm

### **Putting Strategy on Display in the Workplace**

Many organizations espouse their company strategy through written documents and during their quarterly earnings investor calls. Few add another component – building a workspace that displays their strategy. Red Bull is a leader in “strategy on display” in their New York office. The building is a low-key, versatile office that can be transformed as business and employee needs and trends change. It was designed to create a physical experience that reinforces the brand attributes the company has successfully established. The workspace accommodates three core types of employee work that can be adapted as needs arise. Hear how strategic elements were integrated and lessons learned that can be translated for your organization.

**Jeffrey Inaba**, Chief Architect, **Red Bull**

Closing Remarks: 4:30 – 4:45 pm

**Benjamin Dyett**, Program Director, **The Conference Board**

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## **Day Two**

### **Wednesday, October 25, 2017**

8:45 am – 9:00 am

### **Welcome Back**

9:00 am – 10:00 am

### **Digital Transformation Will Change Organizations as We Know Them**

Digital Transformation is not only changing companies’ business models and work processes, it is also changing the workplace. Drawing from several recent Conference Board studies, this session presents important new developments that are impacting workspace design and the employee experience:

- Electronic social networks—i.e., internal social media—that allow employees to pose questions, provide answers, collaborate, track project milestones, find new opportunities, build a personal brand, and provide real-time feedback to leaders and peers.
- Electronic badges and other technologies that provide new insights about how people interact with each other and use physical space—insights that can improve individual, team, and company performance and the layout of physical spaces.
- Agile methods that require new ways of working, such as flatter organizations and fluid, self-organizing teams
- Greater openness to the world outside the company’s walls, including external networks and partnerships, crowdsourcing, and contingent talent.

This session will stretch your thinking about the workplace and work experience of the future.

**Mary B. Young D.B.A.**, Principal Researcher, Human Capital, **The Conference Board**

10:00 am – 10:45 am

### **Leveraging Real Estate Assets to Foster Integration and Connectivity**

Join a “fireside” chat to hear how Staples partnered with WorkBar to create a work experience that combines enterprise, entrepreneurship, and collaboration; transforming retail spaces into a ‘third place’ for the gig economy and corporations.

**Regis Mulot**, EVP-Chief HR Officer, **Staples**  
**Bill Jacobson**, Founder/CEO, **WorkBar**

10:45 am – 11:15 am

### **Networking Break**

11:15 am – 12:00 pm

### **Beyond Efficiency - Accelerating the Workplace Journey**

As our Workplace Program delivers on its early promises of efficiency and employee satisfaction, how will we sustain and evolve to build our competitive advantage?

Issues to be considered:

- Evolving our G&O's to take advantage of new opportunities and maintain the momentum
- People management as a part of the workplace evolution
- Organizational opportunities during workplace projects
- Sustaining high performing activity-based work environments
- What comes next as real estate strategies, technology, health awareness and organization structures change?

**Jonathan Sheh**, Director, Workforce Strategys, **Johnson & Johnson**

12:00 noon – 12:45 pm

### **Creating a Workspace for All?**

The world of work is experiencing the biggest shift in workforce demographics in over 100 years. This shift is impacting the future of work and the assumptions we make about how we work. Organizations are asking how to make the workplace more flexible and more engaging for all types of workers. Some are asking if we need offices at all? These questions and many more are driving a new conversation about the make up of the workforce in a knowledge and/or information economy. Join us to hear how the workplace can drive diversity, inclusion, and talent attraction/retention in today's world.

**Singleton Beato**, Chief Diversity & Engagement Officer, **McCann Worldgroup**

12:45 – 2:00 pm

### **Networking Lunch**

2:00 pm – 2:45 pm

### **What Is Your Relationship With Your Workspace? A survey based discussion with the audience.**

Join your peers in a conversation led by an experienced practitioner to discuss the insights from the audience survey and actionable steps you can use in your organization.

**Andrew Jones, PhD.**, Professor, **Texas State University**

2:45 pm – 3:30 pm

### **How Resilience, Mindfulness, and Compassion can transform HR and the Workplace**

Toxic cultures are the stuff of news headlines recently, but this kind of toxicity isn't new. In fact, the 'dog-eat-dog' culture is something that most workplaces prized until very recently. As these destructive cultures are exposed more and more, HR heads are looking for ways to turn work environments around - the end goal being a safe, productive, efficient, and mindful culture that both HR and employees can feel good about. The way to this 'milk and honey culture' is through mindfulness, compassion, and resilience training - and here's how to do it.

**Leah Weiss**, Management Lecturer, **Stanford University, Graduate School of Business**

### **Closing Remarks: 3:30 – 3:45 pm**

**Benjamin Dyett**, Program Director, **The Conference Board**

**Seminar closes: 3:45 pm**

# REGISTRATION INFORMATION

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**Email** [customer.service@conferenceboard.org](mailto:customer.service@conferenceboard.org)

**Phone** **212.339.0345**

*8:30am – 5:30pm ET, Monday – Friday*

<b>Pricing:</b>	
<b>Members</b>	<b>\$1,795</b>
<b>Non–Members</b>	<b>\$1,995</b>

Fees do not include hotel accommodations.

## Location

### The Conference Board Conference Center

845 Third Avenue (Between 51<sup>st</sup> and 52<sup>nd</sup> St.), 3<sup>rd</sup> Floor

New York, NY 10022

Tel: **212.339.0345**

## 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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