7th Annual Employee Engagement & Experience CONFERENCE
Redefining Connectedness and Purpose
VIRTUAL EVENT
September 09 – 10, 2021
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EMPLOYEE ENGAGEMENT & EXPERIENCE CONFERENCE
Redefining Connectedness and Purpose

DAY ONE
Thursday, September 9th, 2021

Responding to New Expectations for Employee “Connectedness” to Work

11:00 – 11:05 am ET
Opening Remarks
David Dye, Ph.D., Program Director, The Conference Board

11:05 – 11:35 am ET
Keynote: Redefining Purpose and Connectedness: A CEO’s Journey to Enhance Business Impact and Affect Meaningful Change
Ann Mukherjee’s journey is a remarkable one – characterized by her resilience from personal tragedies early in life and her leadership quest to bring connection, purpose and respect to the workplace and to society at large. Ann will discuss her role and experiences as a CEO offering insights and advice to enhance the employee experience and achieve business success.

Ann Mukherjee, Chairwoman and CEO, Pernod Ricard, North America

11:35 – 11:50 am ET
Break

11:50 am – 12:30 pm ET
Panel: To Be or Not to Be (In the Office) – If That’s the Question, What’s the Answer?
Since the start of the pandemic, employees have experienced new ways of working, which has resulted in new “expectations” of how, where, and when they get work done to stay engaged. Organizations are implementing very different approaches for their “return to work strategy” to include incentives, negotiations, and even a FOMO mindset for returning to an office, offering flexibility to stay remote, or some hybrid combination. Our panel of leaders will discuss what approaches are working for them and what lies ahead.

Leanne Probst Engels, VP Human Resources; Talent Strategy COE Leader, Cigna
Jean Pelletier, Vice President, Digital Talent Transformation, Schneider Electric
Samantha Elliot, Wellbeing & Digital Health, Senior Specialist, BASF Corporation

12:30 – 12:40 pm ET Break

12:40 – 1:15 pm ET
How to Drive Engagement by Supporting Your Employees’ Personal, Professional and Parenting Wellbeing Needs
Just like physical health, the quest for mental health is a lifelong journey, and we are most successful when we have a community of trainers to help us along the way. The pandemic is unfortunately still lingering and getting back to work this fall is not ‘business as usual’. This session will provide an inside look at how you can support the needs of all employees from parents of children with developmental challenges to high functioning executives struggling with stress at work. Individual health equates to organizational health and supported employees are more engaged, more productive, and more willing to stay with companies long-term.

Takeaways:
• A look at how this new world has created a different set of priorities and employee expectations
• The costs employers bear for not having a proactive plan in place
• How to create a more engaged workforce by supporting employee wellbeing

Mike Civello, SVP, Whil, A Rethink Division

1:15 – 1:20 pm ET Break

1:20 – 2:00 pm ET
Ready for Hybrid? Thriving in the Evolving Workplace
Times were easy when we went to an office to send e-mails, attend group meetings, and converse at the water cooler. For many, remote work has been the norm over the last year and a half. What have we learned from those experiences to inform our return-to-work strategies that address new employee work expectations and allow our organizations to thrive? Learn from two C-Suite executives about their leadership perspectives and business insights that impact employee engagement and experience.

Jill Campbell, Chief People and Operations Officer, Cox Enterprises
Jay Tyler, Chief Financial Officer, U.S Food and Drug Administration

2:00 – 2:05 pm ET Break

2:05 - 2:40 pm ET
Panel: Achieving Personal and Social Connectedness for an In-Person, Remote and Hybrid World
Most of us have lived the life of remote work over the last year and a half, frequently at the expense of developing meaningful and trusted relationships. Water cooler talk and ad hoc hallway conversations help us navigate our workplace culture to innovate new products and services to make effective

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decisions; this was on pause and was replaced with sweat pants and zoom calls.

Many organizations have used the last year to reimagine new models of work for in-person, remote, and even “work from anywhere” to build engagement and that appeal to Millennial/Gen Z generations. How can organizations re-build the human connection in our new way of working that inspires collaboration, trust, and engagement?

Diane Gayeski, Professor of Strategic Communications and Director of the M.S. in Communications Innovation, Roy H Park School of Communications Ithaca College

Mony Iyer, Senior Vice President and Chief Operating Officer, Banfield Pet Hospital

Cindy Donohoe, EVP and Chief Marketing Officer, Highmark Health

2:40 – 2:45 pm ET Break

2:45 – 3:15 pm ET

Going Beyond Engagement to Understand Your Workforce

To truly understand employees and drive outstanding workplace experiences in this new world, we need a more holistic approach. Through multi-channel signal capturing and real-time feedback, organizations can capture the employee voice and ultimately, better understand their needs and take meaningful, measurable action to fulfill them.

Join Medallia’s Melissa Arronte and David Ostberg for a fireside chat as they discuss how people leaders can drive employee purpose and connectedness to improve culture, retention, and performance.

Topics covered include:

- The difference between employee engagement and employee experience
- Owning employee experience across the entire organization
- Using signals to better understand key employee behaviors and amplify the employee voice
- Creating opportunities for feedback and action to drive employee connectedness
- Real examples of how companies have succeeded with holistic listening

Melissa Arronte, Ph.D., Employee Experience Solutions Principal, Medallia

David Ostberg, Ph.D., Employee Experience Solutions Principal, Medallia

3:15 – 3:20 pm ET Break

3:20 – 3:50 pm ET

Redefining Wellness: Innovative Programs That Work

In the wake of the pandemic, employers are faced with a unique challenge to create a workplace people want to be a part of. To stay competitive, they need innovative benefits that apply to their entire employee population, specifically remote employees, and that are proven to deliver results to justify the investment. Foodsmart will discuss how employers can adapt their wellness programs and leverage solutions, like Telehealth with dietitians, to boost employee retention, attract new talent, address SDoH, and reverse chronic conditions to deliver ROI.

Chris Leithe, Senior Vice President, Growth, Foodsmart

Madison Reeder, Regional Lead, Registered Dietitian, Foodsmart

3:50 – 3:55 pm ET

Closing Remarks

David Dye, Ph.D., Program Director, The Conference Board

DAY TWO

Friday, September 10th, 2021

Re-Defining Organizational Purpose and The Impact on Employee Engagement

11:00 – 11:05 am ET

Opening Remarks

David Dye, Ph.D., Program Director, The Conference Board

11:05 – 11:45 am ET

A New C-Suite Role: Chief Purpose Officer

In a recent HBR article titled “3 Ways Companies Can Embed Purpose into Their Organizations”, Deloitte’s Chief Purpose Officer (CPO), Kwasi Mitchell, discusses the need for business and society to intentionally interact, combine, and change together to form true chemistry in purpose: empowering people though inclusive work, working to amplify their impact, and differentiating impact within communities to scale change. Organizations should define their purpose and ensure that its activities and processes are consistent with stated positions and values by authentically leading with purpose from the inside out. Kwasi will discuss how the CPO role is having an impact, and offer advice for others charting or navigating this new role and supporting C-Suite efforts to embed purpose across organizations more broadly.

Kwasi Mitchell, Chief Purpose Officer, Deloitte

11:45 am – 11:50 am Break
The interrelated crises that began in 2020 are not over yet and there will inevitably be further crises in the coming years, whether from other health-related pandemics, geopolitical instability, natural disasters exacerbated by climate change, or other forces. Based on our qualitative and quantitative research, we predict that the organizations that sustain a focus on trusting employees with flexibility, providing transparent communication, demonstrating genuine care for employees, sustaining inclusion, being agile to respond to opportunities, and reaffirming organizational purpose will be the ones that thrive in the face of future adversity.

Robin Erickson, Ph.D., Principal Researcher, The Conference Board

Seth Zimmer, Assistant Vice President of Organizational Assessment and Development, AT&T

12:30 – 12:40 pm ET  Break

12:40 – 1:15 pm ET  Staving Off Culture Cracks: The Key to Attracting and Retaining Top Talent Amidst ‘The Great Resignation’

In the world before Covid, businesses were investing heavily in culture – leading to higher retention rates, more productivity, and better business outcomes. But now, at a time when we are seeing the greatest levels of employee turnover in recent history, leaders are facing a new set of urgent challenges: winning the new war on talent, retaining their top people, and leveraging culture to ensure employees feel more connected to the business than ever before. To be successful, leaders need to mitigate the risks of culture cracks that emerged during the Covid era – and make sure that they don’t break wide open and add to the stream of resignations companies are already facing. In this session, Daggerwing Group – a top-ten rated global change consultancy with clients such as HPE, Nestlé, Dropbox, Pfizer, and more – will share proven ways to create a culture system that builds on past investments, fosters an environment that is based on connections, and drives more top talent to join – and stay at – your organization.

Chris Thornton, Senior Principal, Daggerwing Group
Liz Rickard, Senior Principal, Daggerwing Group

1:15 – 1:20 pm ET  Break

1:20 – 2:00 pm ET  Panel: Organizational Purpose: The Big Comeback and How Companies are Using it to Enhance Engagement and Talent Management

Corporate purpose has made a big comeback as one of the most important leadership models of the 21st century. Over the last 18 crisis-filled months, organizations have used the opportunity to re-define and re-invest in their corporate purpose. Workforces of today want their employer to stand for something - that goes above and beyond a stated business mission – something that allows employees to feel more connected to their customers, communities, and society at large. Our panel will discuss their purpose redesign efforts, how they are evolving, and the impact on talent management – recruiting, engagement, and retention.

Camille Pierce, Senior Vice President and Chief Culture Officer, Campbell Soup Co.
Mara Downing, VP, Global Brand and Communications, John Deere
Cheryl Timoney, Vice President, Tech for Social Impact, Salesforce.org

2:00 – 2:05 pm ET  Break

2:05 – 2:40 pm ET  NEOM: Designing A Future Society with Purpose

NEOM is a new vision of what the future could be. It’s an attempt to do something that’s never been done before and it’s coming at a time when the world needs fresh thinking and new solutions. Put simply, NEOM will not only be a destination, but a home for people who dream big and who want to be part of building a new model for sustainable living. A city of a million residents that preserves 95% of nature, with zero cars, zero streets, and zero carbon emissions. In this conversation, we will discuss and elevate “corporate purpose” to society and life.

Janamitra Devan, Chief Strategy Officer, NEOM

2:40 – 2:45 pm ET  Break

2:45 – 3:15 pm ET  Engagement Through Education and Development – Developing the Workforce of the Future

As the world grows increasingly more digital and the full effects of the COVID-19 pandemic are yet to be seen, executives face ongoing challenges around how to prepare their businesses and employees for an uncertain future. The global shift to remote work, combined with advancements in technologies such as the changing needs of employees have accelerated the need to keep the employee experience meaningful and employees engaged.

To maintain business agility in a world that’s primed for disruption, executives need to take action now to engage with their workforces and develop the right tools for success. Employees are the lifeline of a business; investing in growing and developing talent means investing in the long-term success of the organization and keeping your most important asset – your people – engaged.

Join us for this virtual discussion on the future of work and how employee engagement is vital, including:

- How to maintain business and workforce agility in the midst of uncertainty and disruption
- How to unlock the power of education for engaging, retaining and developing employees

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• Addressing workplace diversity, equity and inclusion challenges through skills development and learning that lead to increased engagement
• Why organizations have a responsibility to prepare employees for the future of work
• The long-term social and economic benefits of employee education

Brian Garish, President, Banfield Pet Hospital
Sean Flynn, Chief Customer Officer, InStride

3:15 – 3:20 pm ET  Break

3:20 – 3:50 pm ET

The Power of Purpose: Driving Impact and Engagement Through Missions of Purpose

The global pandemic has made something strikingly clear about investment into underserved and over-looked communities: there is no one-size-fits-all solution to uplift diverse communities and to give equitable access to workforce development. This session will discuss how cross-sector coalitions with a common social impact mission, especially crisis social impact work, have come together to provide innovative and unique impact investments in communities across the nation.

Steve C. Preston, President and CEO, Goodwill Industries International
Joan Hanawi, Strategic Manager, Social Impact, Lyft
Les Ybarra, President, CA Medicaid Health Plan, Anthem Blue Cross

3:50 – 3:55 pm ET

Closing Remarks
David Dye, Ph.D., Program Director, The Conference Board