7th Annual Employee Engagement & Experience Conference

Redefining Connectedness and Purpose

VIRTUAL EVENT
September 09 – 10, 2021

www.conferenceboard.org/engagementsummit
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 – 11:45 am ET
Keynote: Future of Work Re-Set: New Expectations for Work, Workers, and the Workplace
Largely due to the pandemic, organizations changed overnight by transitioning to remote work, reorganizing rigid structures into nimble teams and networks, move from cubicles to Zoom chats, and raised DEI to the top of the agenda. This session will help us make sense of these changes, and prepare us to enhance engagement, trust, and commitment as we adapt our pace and mindset to the new world of work.

Mike Civello, Chief Business Development Officer, Rethink First

11:45 – 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.

Leeanne Probst Engels, Leader of HR Strategy Center of Excellence and Future of Work, Cigna
Jean Pelletier, Vice President, Digital Talent Transformation, Schneider Electric
Samantha Elliot, Wellbeing & Digital Health, Senior Specialist, BASF

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, Chief Business Development Officer, Rethink First

1:15 – 1:20 pm ET Break

1:20 – 2:00 pm ET
Now That We Have Returned to an Office – What Now?
Times used to be easy when we went to an office performing a combination of activities from sending e-mails to group meetings to informal conversations at the watercooler. Now, companies and employees have realized that most of our independent work can be performed remotely. So, while in the office, what kind of work should we do there now to gain maximum benefit? When there are group meetings that involve some people working remotely, how do we engage everyone and not disadvantage anyone?

Jill Campbell, Executive Vice President and Chief People and Operations Officer, Cox Enterprises
Jay Tyler, Chief Financial Officer, 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 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

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

11:45 – 11:50 am ET

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

11:50 am – 12:30 pm ET

TCB Research: Reshaping Employee Experience and Organizational Culture: Lessons from the Tumultuous Events of 2020 and 2021

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

Networking Breakout

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 Corporate Communications and Brand Management, John Deere

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

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