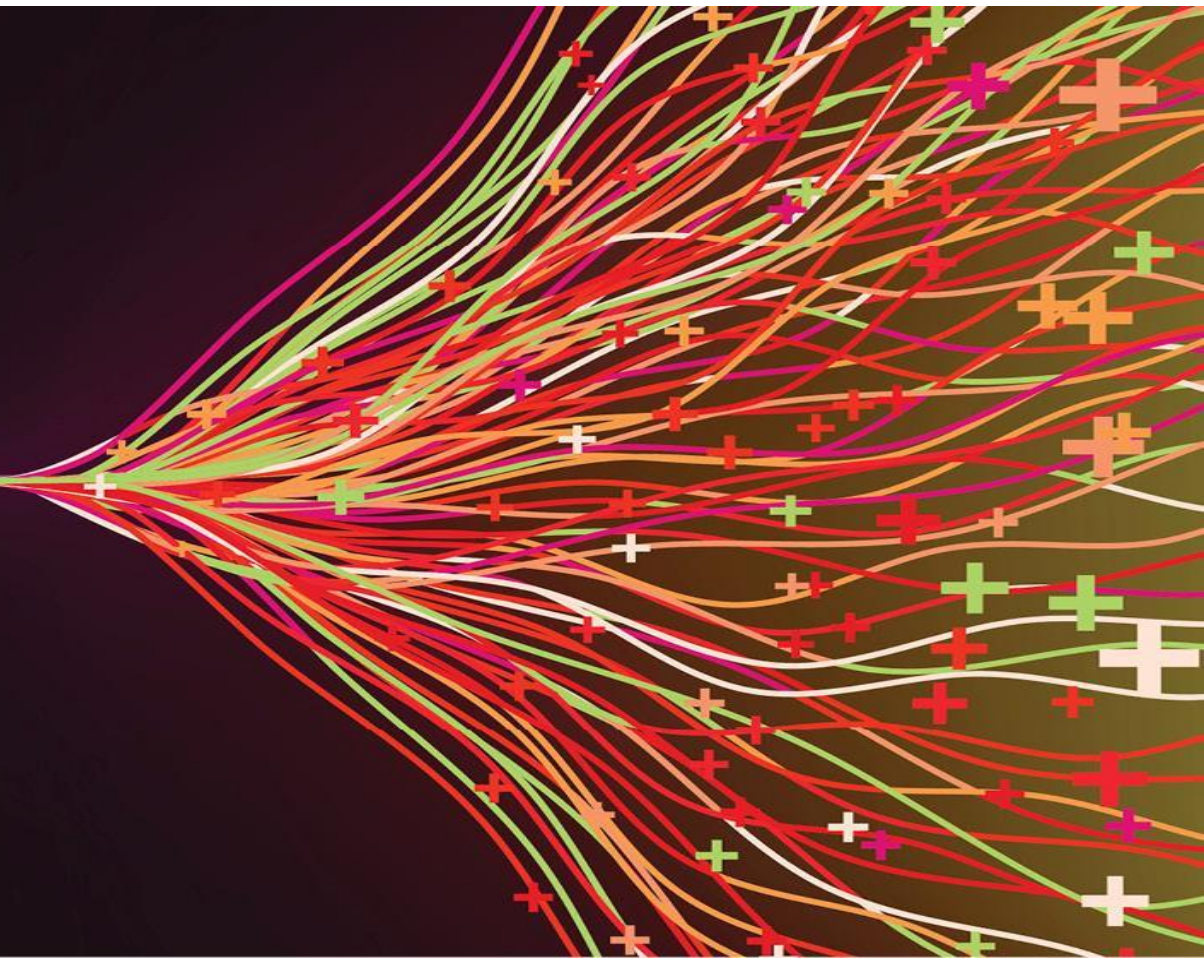


Thriving in 2021 – Secrets to Optimizing your Employees' Engagement

December 1, 2020



THRIVING IN 2021



SECRETS TO OPTIMIZING YOUR EMPLOYEES' ENGAGEMENT

THE CONFERENCE BOARD



| *root*



HOSTS



JIM HAUDAN

Chairman and Co-Founder

Author of *The Art of Engagement*



MEREDITH BELMAN

Partner, Consulting



GARY MAGENTA

Chief Change Architect



WE PROMISE

At the end of our time together, you will:

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At the end of our time together, you will:

Learn how to
build an employee
engagement
approach for
today's realities

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Understand how virtual events can build emotional and intellectual connections that drive change

WE PROMISE

At the end of our time together, you will:

Learn how to build an employee engagement approach for today's realities

Understand how virtual events can build emotional and intellectual connections that drive change

Have a set of tips to make all events, virtual and in-person, more memorable and actionable

**WHAT IS THE BIGGEST
CHALLENGE TODAY IN
CREATING ENGAGEMENT?**

QUESTION



NATIONAL BESTSELLER

“Haudan’s approach helps organizations bring strategies to life
by engaging the hearts and minds of their people.”
—Marcus Buckingham, bestselling author of *Go Put Your Strengths to Work*

THE ART — of — ENGAGEMENT

Bridging the Gap
Between
People
and
Possibilities



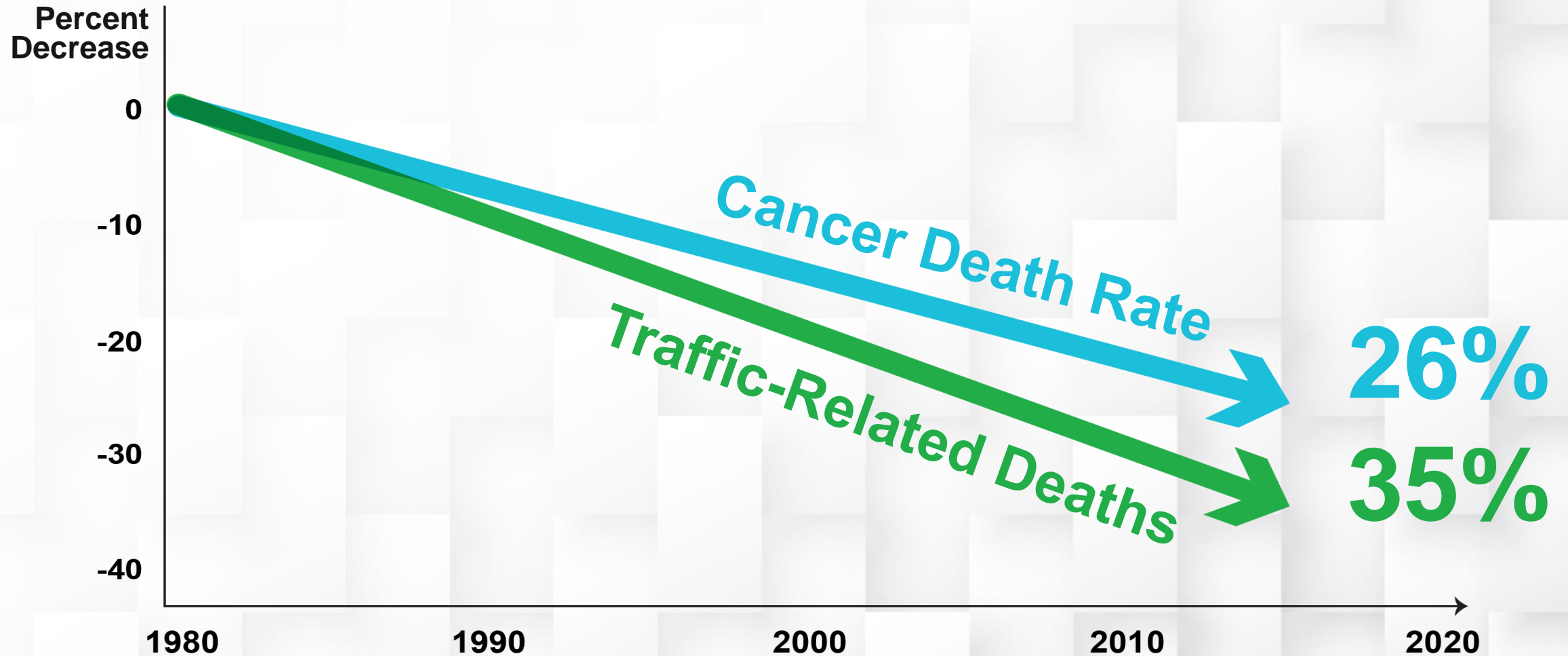
JIM HAUDAN

Chairman and Co-Founder
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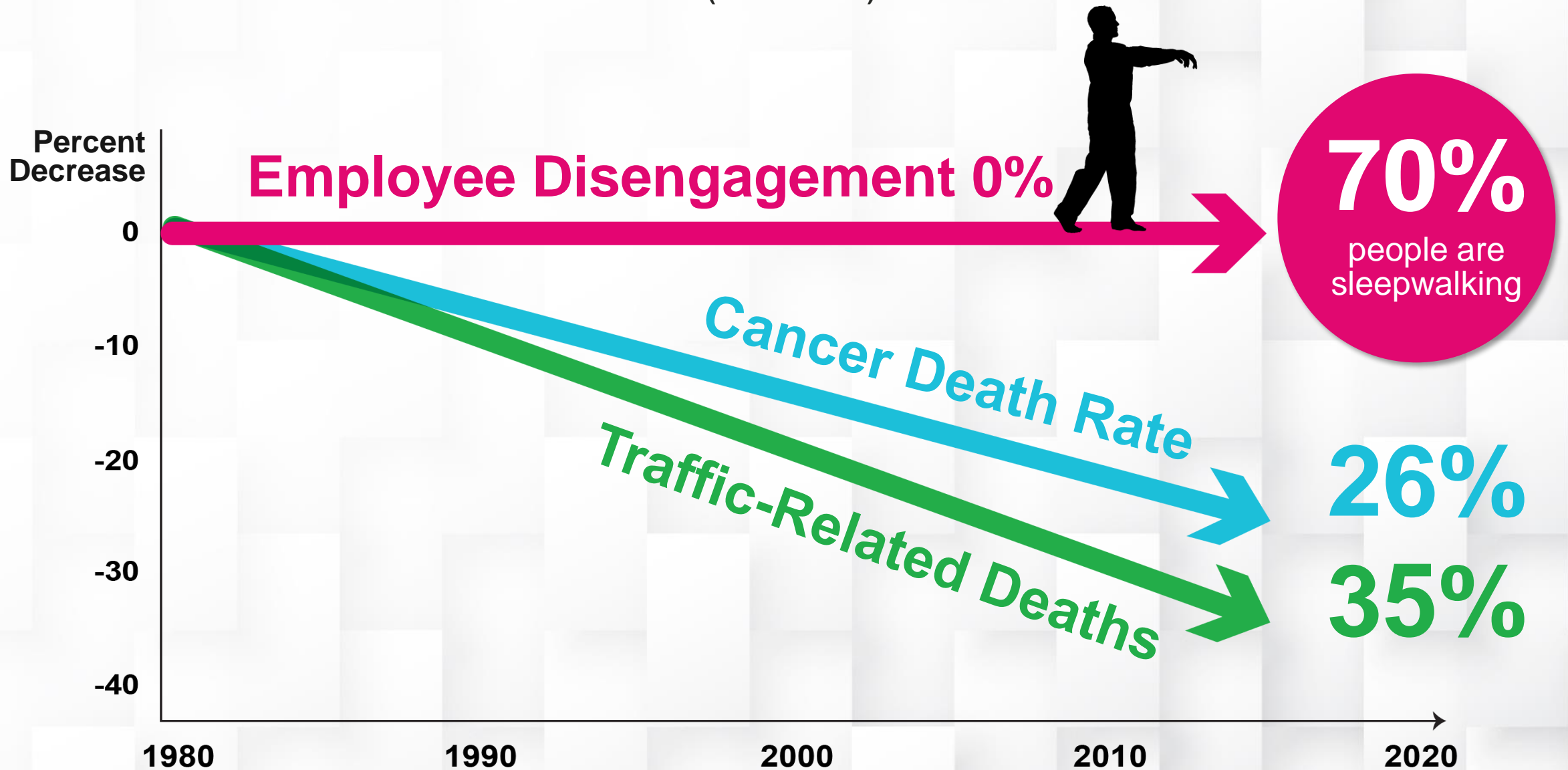
CANCER, TRAFFIC FATALITIES, AND EMPLOYEE DISENGAGEMENT

(Last 30 Years)



CANCER, TRAFFIC FATALITIES, AND EMPLOYEE DISENGAGEMENT

(Last 30 Years)



SIX OBSTACLES TO ENGAGEMENT

SIX OBSTACLES TO ENGAGEMENT

1.
SCARED

SIX OBSTACLES TO ENGAGEMENT

1.
SCARED

2.
LACK THE
BIG PICTURE

SIX OBSTACLES TO ENGAGEMENT

1.
SCARED

2.
LACK THE
BIG PICTURE

3.
CONFUSED

SIX OBSTACLES TO ENGAGEMENT

1.
SCARED

2.
LACK THE
BIG PICTURE

3.
CONFUSED

4.
OVERWHELMED

SIX OBSTACLES TO ENGAGEMENT

1.
SCARED

2.
LACK THE
BIG PICTURE

3.
CONFUSED

4.
OVERWHELMED

5.
RENTER

SIX OBSTACLES TO ENGAGEMENT

1.
SCARED

2.
**LACK THE
BIG PICTURE**

3.
CONFUSED

4.
OVERWHELMED

5.
RENTER

6
IMPLEMENTOR

OVERCOMING OBSTACLES



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ROOT'S PURPOSE

INVIGORATING
THE POWER OF
HUMAN BEINGS
TO MAKE A
DIFFERENCE

root



M

BIG

CHAT

CHIT

THE ROOTS OF ENGAGEMENT



THE ROOTS OF ENGAGEMENT



PEOPLE WANT TO:

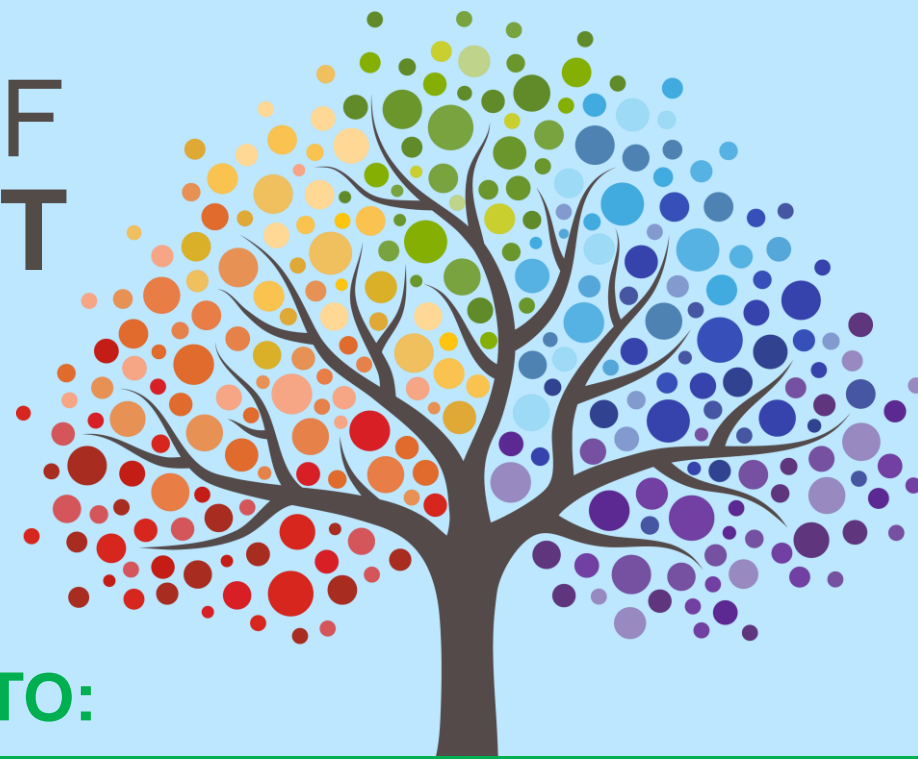
1

Be a part of something bigger than themselves.

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THE ROOTS OF ENGAGEMENT



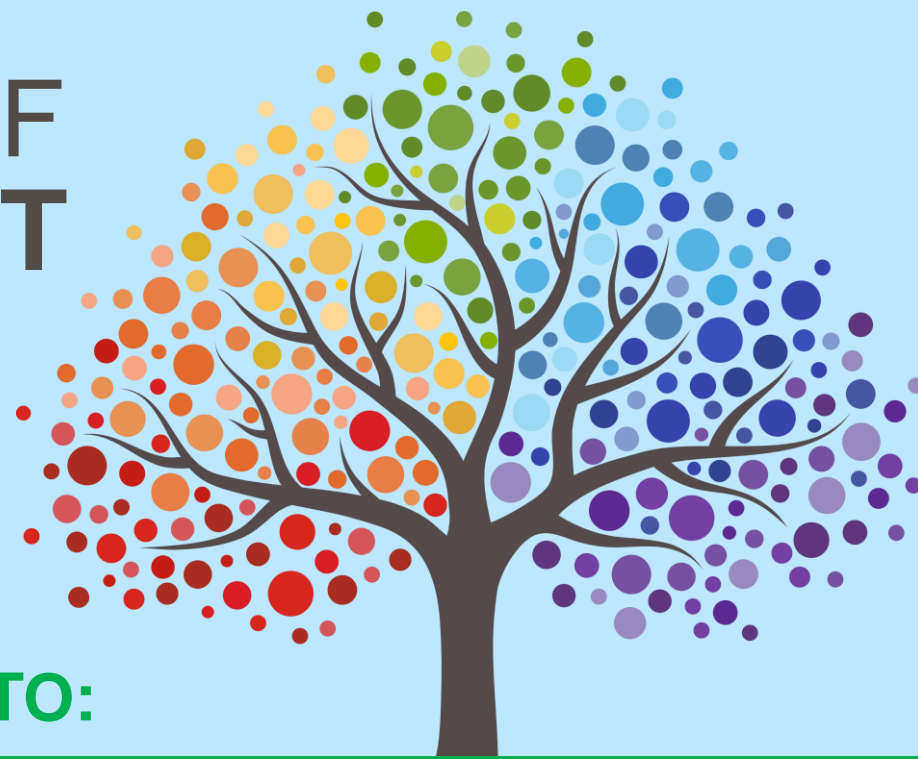
PEOPLE WANT TO:

- 1 Be a part of something bigger than themselves.
- 2 Feel a sense of belonging.



root

THE ROOTS OF ENGAGEMENT



PEOPLE WANT TO:

1

Be a part of something bigger than themselves.

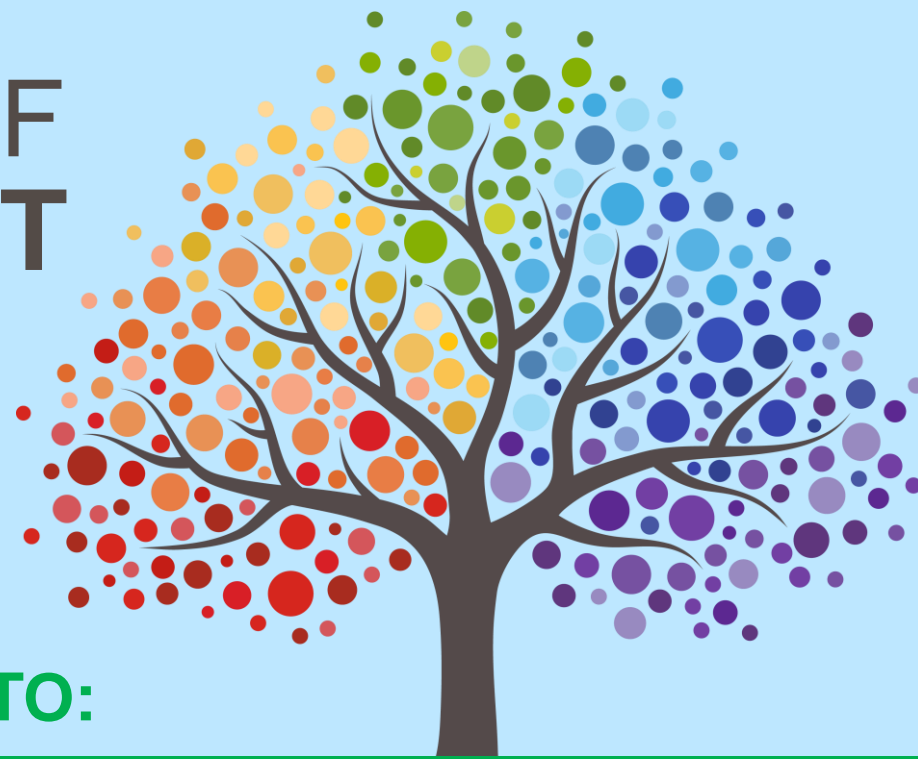
2

Feel a sense of belonging.

3

Go on a meaningful journey.

THE ROOTS OF ENGAGEMENT



PEOPLE WANT TO:

1

Be a part of something bigger than themselves.

2

Feel a sense of belonging.

3

Go on a meaningful journey.

4

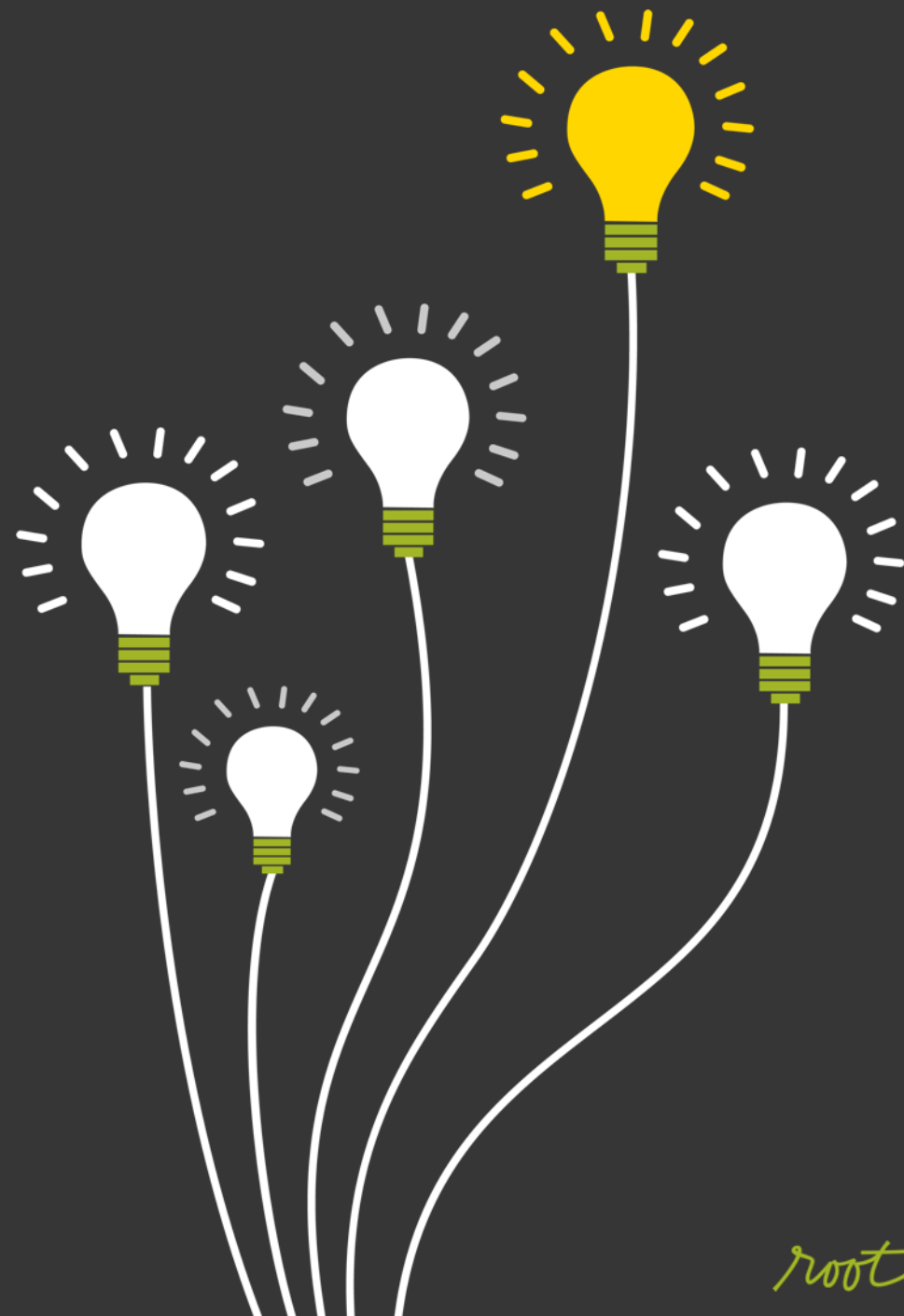
Know that their contributions make a significant impact or difference in the lives of other human beings.

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An illustration of several hands of different skin tones (white, light brown, dark brown, black) stacked together in a pyramid shape. The hands are wearing various colorful wristbands and watches, symbolizing diversity and unity. The background is a light gray grid pattern.

PEOPLE WANT
TO FEEL A
SENSE OF
BELONGING

APPEAL TO A HIGH LEVEL OF THINKING



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OK. LET'S CHECK IN...

ON A SCALE
OF **PRINCE**,
HOW ARE
YOU DOING?

CHAT

CHIT

TAKING THE ROOTS OF ENGAGEMENT **VIRTUAL**



BUILDING A **VIRTUAL EVENT**



**FACILITATE HUMAN
CONNECTION**



**INVEST IN
EXPERIENCE**



**CONSIDER CONTENT
ABOVE ALL**

STRETCH YOUR DEFINITION OF EXPERIENCE

Root's experience design framework ensures every aspect of the participant's experience is thoughtfully crafted.

EVENT THEME

Planning each milestone in the journey will create a seamless, memorable, and exciting event for participants.

ENTICE

How participants become aware of the event. Anticipation and excitement begin to build.

ENTER

The first moments of the event. Participants are welcomed and form their first impressions.

ENGAGE

The activities and programming that engage participants, create interaction, and activate the event objectives.

EXIT

The final moments of the event. This is your chance to create a lasting impression.

EXTEND

Materials and activities that reinforce the event objectives and keep the experience going.

MAPPING OUT A VIRTUAL EXPERIENCE

Main Stage Speaker Content Outlines

Day 1: Culture

WELCOME & INTRO - MATT
Matt kicks off the event with a message of welcome for the day. He will introduce the day and the agenda of the event. He will also introduce the speakers and the structure of the event. He will also introduce the sponsors and the structure of the event.

SAFETY - CRISTINA
Cristina will share metrics from the experience survey and set up our focus and expectations for the culture initiatives and the focus of Day 2.

CULTURE - CRAIG
Craig will share metrics from the experience survey and set up our focus and expectations for the culture initiatives and the focus of Day 2.

Day 2: Strategy

WELCOME & INTRO - DALE
Dale will introduce the day and the agenda of the event. He will also introduce the speakers and the structure of the event. He will also introduce the sponsors and the structure of the event.

OPS - SALES - MIKE DURAND, MIKE CLOER, KEVIN BRAD, LEWIS SCOTT
Mike will facilitate an interactive conversation with the SVPs, highlighting their business objectives and the importance of water collaboration and trust between Sales and Ops. The agenda is Probability - Growth.

Day 3: Action

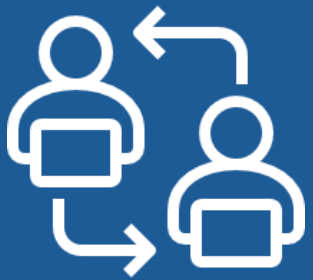
WELCOME & INTRO - DALE
Dale will introduce the day and continue the conversation about the impact of Ops and Sales. He will also introduce the importance of signing around a clear expectation for 2021 and transitioning that into actions at the Branch level.

FINANCE - JESSICA
Jessica will provide the financial story for 2020 and looking ahead to 2021, connecting to the strategic focus areas and the need for strategic execution.

CLOSING - MATT & MICHAEL
Matt and Michael will provide the main themes of the 2021 and close the event. They will also introduce the importance of signing around a clear expectation for 2021 and transitioning that into actions at the Branch level.

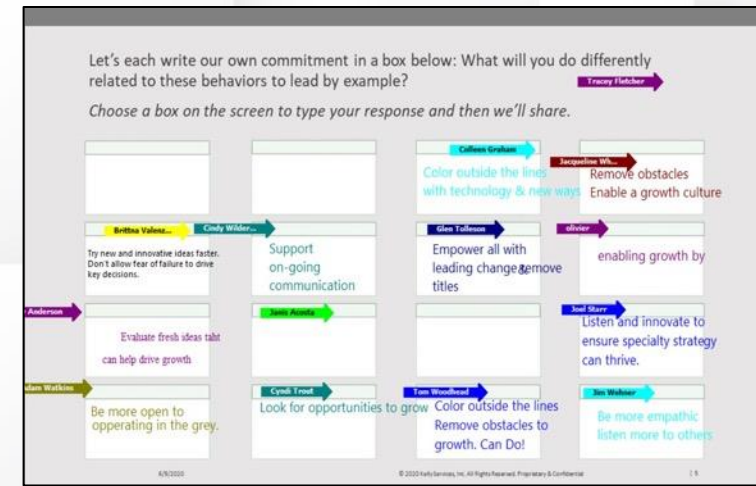
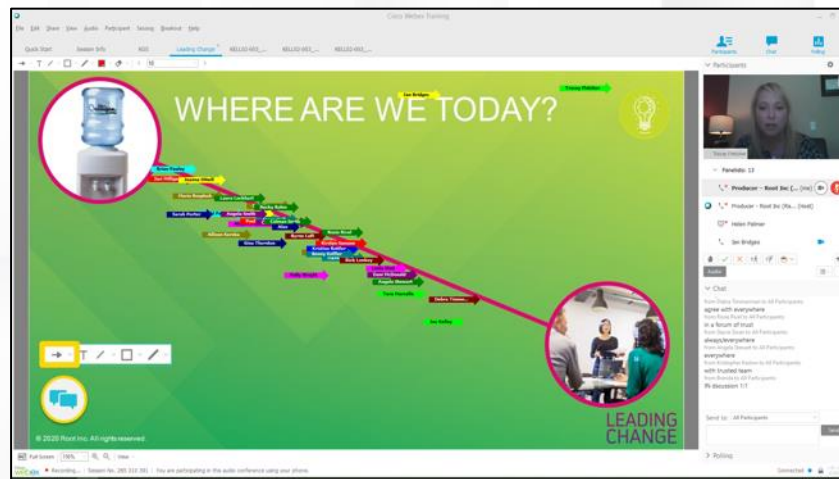
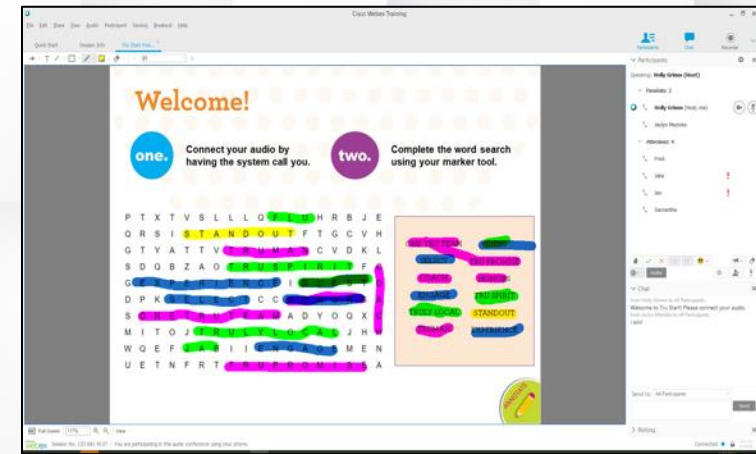
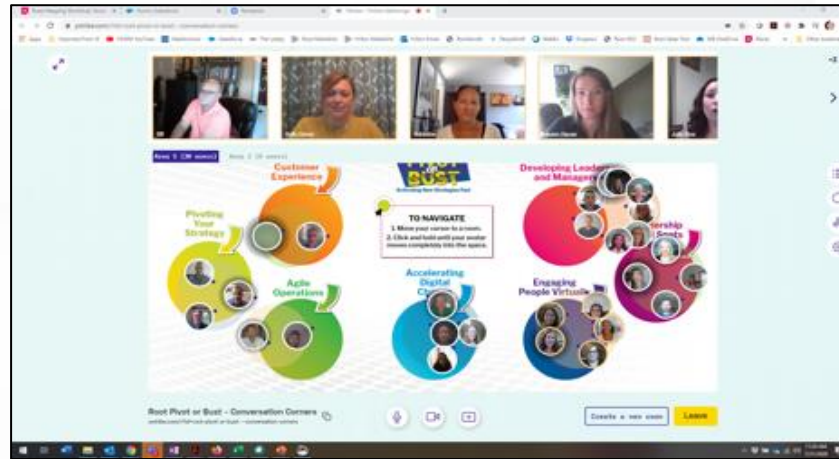
	Day 1: See Change Coming	Day 2: What Do We Do About It?	Day 3: Take the Organization with You
ENTICE		Individual Reflection and Preparation for Day 2 ★ Opt-in Walking Meetings (prompted) ★	Postcard from the Future activity Materials and instructions included in package
ENTER	Opt-in Warmup Structured Breakouts Emcee / host introduction to the event ★ Message from CEO - explore the theme, journey and desired outcomes of the event ★	Emcee / host introduction to the event Jeanne Ross Keynote ★ Q&A with Jeanne Ross	Emcee / host introduction to the event ★ COO Keynote ★ Individual Reflection and Preparation Empathy, Inclusion and Equality Guest Speaker ★
ENGAGE	Rita McGrath Keynote ★ Q&A with Rita McGrath Awards and Appointments, Part 1 (new to Band 4) ★	Opt-in panels / Lightning talks (pre-recorded?) Covid-19 / Digital Transformation Part 1 Small Group Virtual Experience ★ Application session: run scenarios with new ways of learning (BU-level?) ★	Awards and Appointments, Part 2 VMS Affinity group / Team time: Putting it All Together Small Group Virtual Experience CEO Closing Remarks Announce EC Winner(s)
EXIT	Social "Hour" begins Virtual Photo Booth opens Fun Activities for Social Hour - surprise and delight, something you didn't see coming	Leader AMAs	6-Word Story prompt on social platforms (AFTER)
EXTEND	Library of information from experts - new content unlocks ★	Library of information from experts - new content unlocks ★	Library of information from experts - new content unlocks

TIPS



TIP #1

Create opportunities for discussion and connection.





TIP #2

Leverage storytelling.



Participants

Colby Fordham (Host, me)

yatt Erik

ary Justin

Terry Sobczak

A. Consumers

A. Consumers

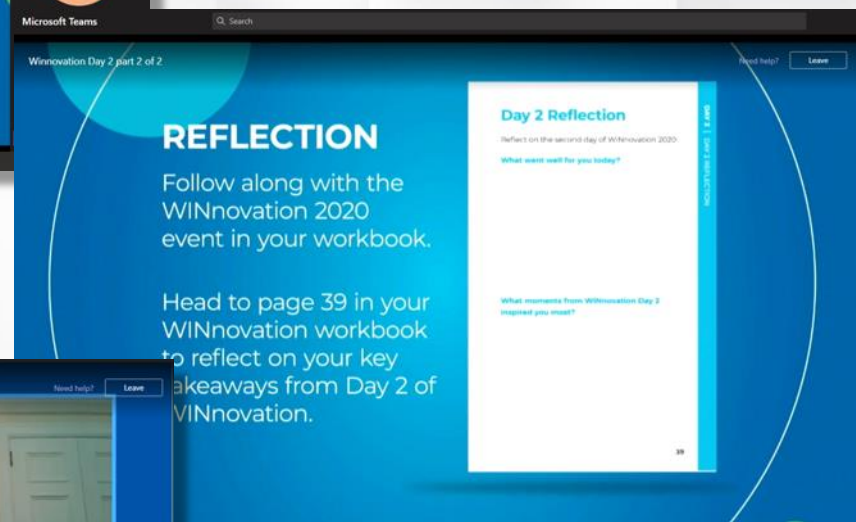
1. The Carbonated Soft Drink Volume Growth billboard highlights the growth of the entire carbonated soft drink industry. Describe the trends on this chart.

← →



TIP #3

Mix up modalities.





TIP #3

Mix up modalities.

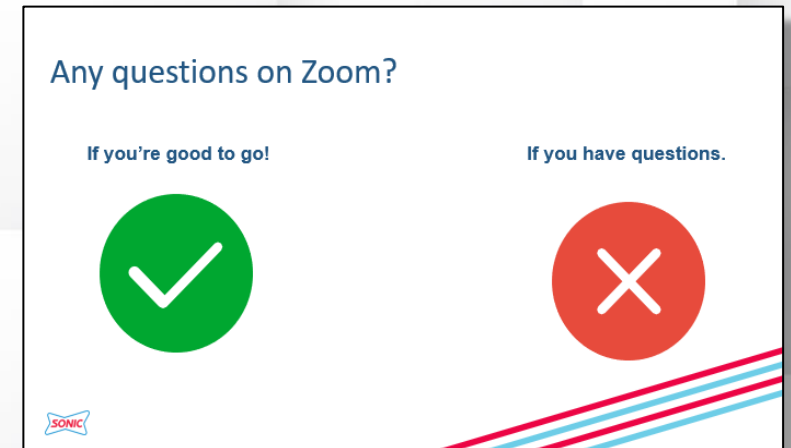
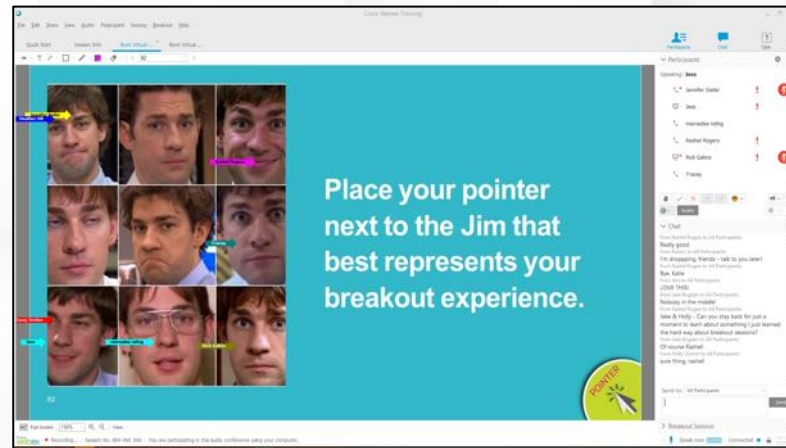
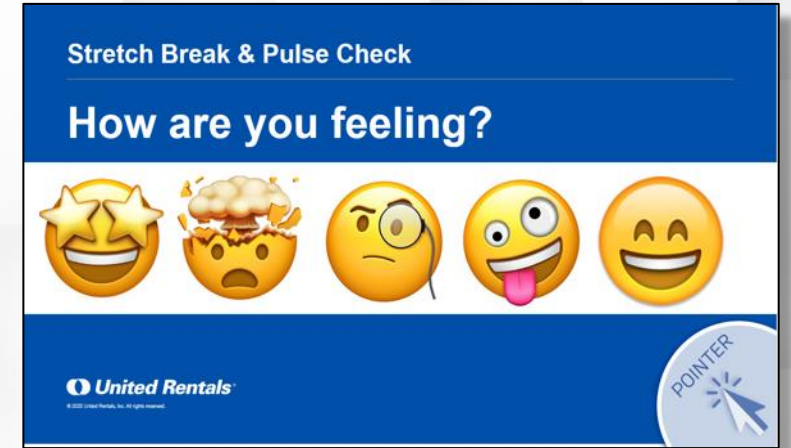
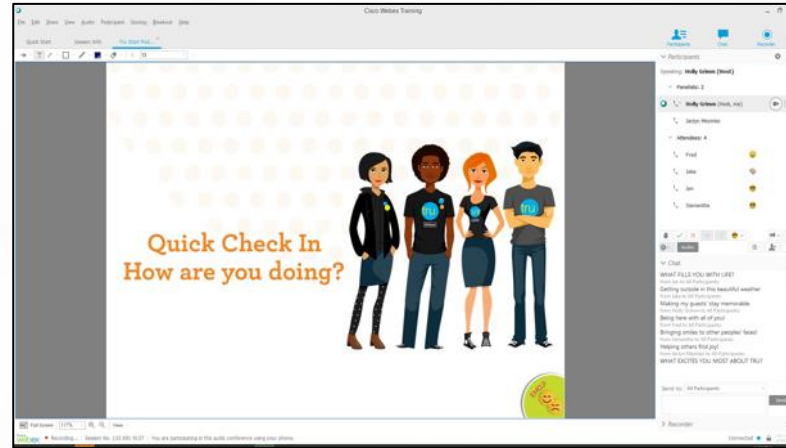
Don't forget about tangible materials!





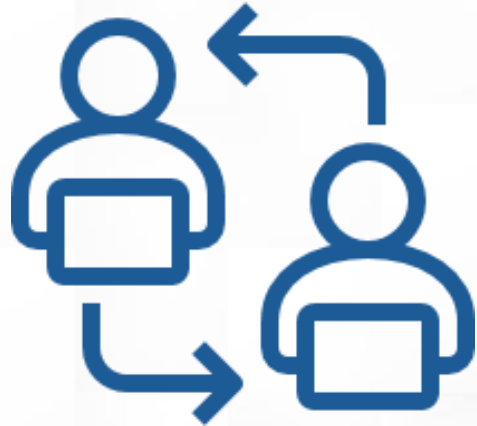
TIP #4

Remember your
pacing and to
check in often.



IN SUMMARY

Create opportunities for discussion and connection.



Leverage storytelling.

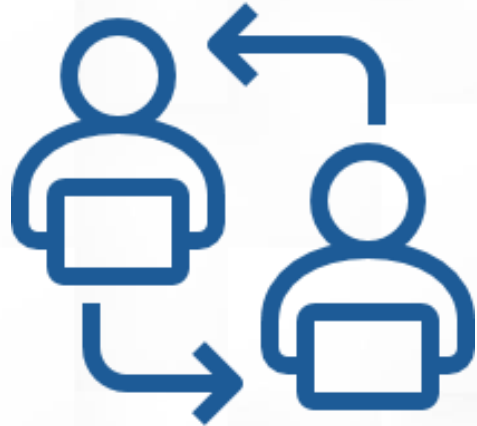
Mix up modalities.



Remember your pacing and to check in often.

IN SUMMARY

Create opportunities for discussion and connection.



Leverage storytelling.

Mix up modalities.



Remember your pacing and to check in often.

CHAT

CHIT

Q & A



THANK YOU!

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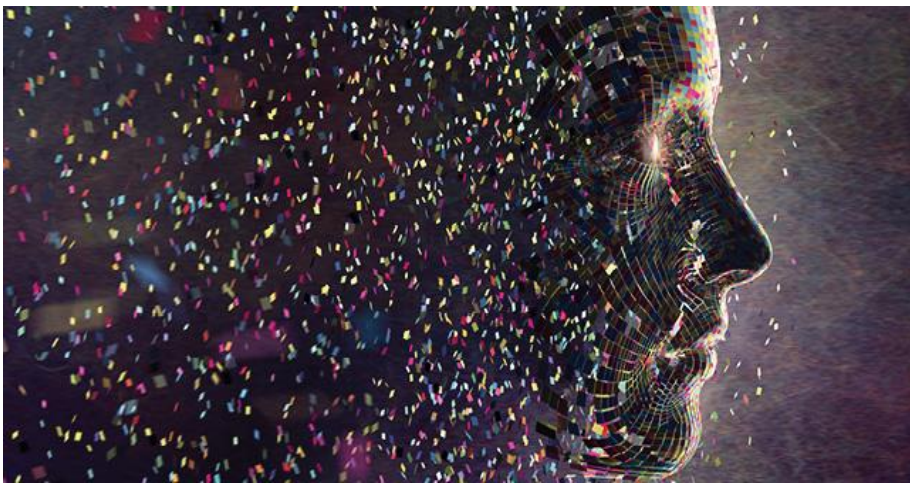


Upcoming Webcast Programming from The Conference Board

- [Executive Compensation in a Time of Crisis: Lessons for 2021 and Beyond](#) (December 7 @ 12pm ET)
- [Human Capital: A New Era in Disclosure](#) (December 8 @ 2pm ET)
- [Taking A Human Centric and Inclusive Approach to Wherever Work Happens](#) (December 16 @ 11am ET)

[View all of our upcoming webcast programs](#)





C-Suite Executives: We Need Your Input!

Help us reach our goal. We're almost there.

In cooperation with 14 global organizations, we offer you an exciting opportunity to take part in The Conference Board's flagship **C-Suite Challenge™ survey for 2021**, which identifies key strategies executives intend to use to meet critical business challenges and grow their companies.

**Download the deck and click [here](#) to complete so we can get your input on key business issues.
Hurry! Survey closes Friday, December 4th!**

The survey only takes a few minutes to complete and your responses will be confidential.

And, as a special thanks for completing this survey, you will be able to access copies of the final reports by supplying your email address when prompted.





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