

The Conference Board Special Webcasts

Innovative Solutions for Values-Based Talent Development
November 15, 2018



Some of the critical questions and issues we will be answering today

- What are the types of programs that inspire and motivate employees to use their skills to make a difference beyond their job function?
- How do you maximize leadership development opportunities outside the office and classroom by immersing employees in complex team projects?
- What is a human-centered design approach that improves employees' creative problem-solving, communication, and collaboration skills.



Earn Credits

- Stay online for the entire webcast
- Credit available for participation in the live webcast only

HRCI

- ✓ Type your full name, email address, and specify “HRCI” in the space provided

SHRM

- ✓ Type your full name, email address, and specify “SHRM” in the space provided

CPE (NASBA)

- ✓ Type your full name, email address, and specify “CPE” in the space provided
- ✓ Click ‘ok’ for 3 popups that occur during the program



Today's Presenters



Julie Clugage
Co-Founder and
Executive Director
Team4Tech



Nicole Johnson
Founding
Executive
Director
*Pure Good
Foundation*



**Kim Kerry-
Tyerman**
Senior Manager
of Sustainability &
Social Impact
Adobe



Alexander Parkinson
Senior Researcher
and Director, Society
for New
Communications
Research
*The Conference
Board*



Reviving Professional Development: A New Approach for Millennials

Download: www.conference-board.org/revivingprofessionaldevelopment




Reviving Professional Development: A New Approach for Millennials


By John Chagege

Professional development in corporate America is under scrutiny. As companies intensify efforts to retain talented employees and instill the leadership qualities essential to competitive advantage, a growing body of research questions the effectiveness of traditional, classroom-style teaching. Meanwhile, millennials, who place a premium on professional development, are signaling that they want to learn by doing, in a real-world environment. This *Giving Thoughts* article explores an emerging model to help companies solve this dilemma, focused on purpose-driven, service-based leadership learning that also supports corporate social impact.

Supported by  Goodera

GT-VZ96 | MARCH 2018 | Subscribe for free at www.conference-board.org/givingthoughts
 © 2018 The Conference Board, Inc. All rights reserved.



A photograph showing three women in a classroom setting. They are gathered around a desk, looking at a laptop. The woman on the left is wearing a colorful patterned top and a headwrap. The woman in the middle is wearing a pink shirt and a yellow lanyard. The woman on the right is wearing a pink and orange patterned top. The background shows other people and a chalkboard.

team4tech

Julie Clugage
Executive Director, Team4Tech

Trend #1 - Leadership Development Challenges

60%

of CEOs believe these are the hardest skills to find and are even more in demand than STEM skills:

- Creativity and innovation
- Leadership
- Problem-solving
- Adaptability

PwC, "CEO Talent Development Survey," 2017

30%

of US companies are losing international business opportunities due to lack of global leadership capacity.

McKinsey Quarterly, "Why Leadership Development Programs Fail," 2014

7%

of companies believe their leadership development programs are best in class.

Harvard Business Publishing, "The State of Leadership Development," 2016

Old Rules

New Rules

Organized for efficiency and effectiveness

Organized for learning, innovation, and customer impact

Company viewed as a hierarchy, for structure and leadership progression

Company viewed as an agile network, with teams leading change by collaborating and knowledge-sharing

Structure based on business function with functional leaders and groups

Structure based on work and projects, with teams focused on products, customers, and services

Advancement through upward promotion via many levels

Advancement through diverse experiences, and multifunctional leadership assignments

People "become leaders" through promotion

People "create followers" to grow in influence and authority

Trend #2 - Employees Want Purpose and Development

84%

employee respondents prefer experiences over traditional career development paths

Deloitte Human Capital Report 2018

87%

of [millennials] rate “professional or career growth and development opportunities” as important to them in a job.

Gallup Employee Engagement 2017

#3

Millennial’s rank a company’s cause work as their #3 factor when applying for a job.

The 2014 Millennial Impact Report

2X

Employees who can make a social impact through their job are twice as satisfied as those who cannot.

Net Impact, Talent Report: What Workers Want in 2012

Trend #3 - Effectiveness of Experiential Learning

Adults retain

- 10% of information in a traditional classroom setting
- 60% of information when they learn-by-doing

McKinsey Quarterly, "Why Leadership Development Programs Fail," 2014

A real challenge and even a possibility for failure [in a development program] is beneficial. People need to get out of their comfort zone to develop in a deep and meaningful way.

*Center for Creative Leadership,
"The Leadership Gap: How to Fix What Your Organization Lacks," 2015*



Triple Win of Immersive Service Learning



DEVELOP LEADERS

Build leadership capabilities through authentic, immersive leadership development.



INSPIRE EMPLOYEES

Increase employee engagement and company pride.



MAKE AN IMPACT

Bring corporate values to life through global social impact projects.

Participants [in international corporate volunteer programs] learn how to adapt and solve difficult problems in a new environment, and bring this global leadership mindset back to their office.



Celebrating 5 Years of Impact

Advancing education for

50,000+ learners

made possible by

400+ volunteers from

35+ companies

to support

18 nonprofit partners in

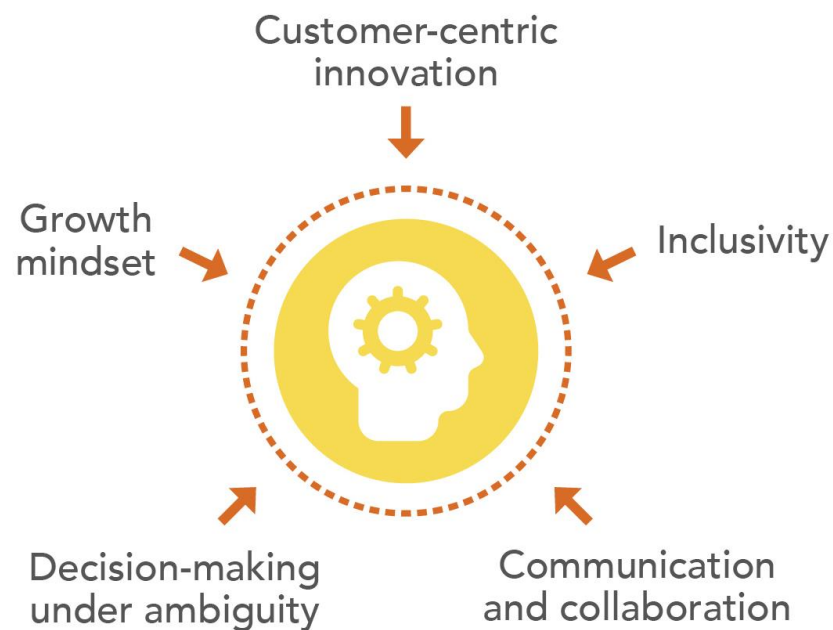
14 countries



Leadership Competencies

Experiential learning has emerged as the most powerful way to equip corporate leaders with essential but hard-to-build skills like empathy, humility, and resilience.

Taproot Foundation, 2017



Corporate Results

94% of Team4Tech volunteers report growth in leadership development

86% of 2017 volunteers believe that the Team4Tech program is more effective than other professional development programs

“More valuable than any classroom-based training”

Carlos Sanchez-Rudin, Hewlett Packard Enterprise participant





team4tech

Expanding opportunity through global connections

**Contact us to learn more
about Immersive Service
Learning**

Julie Clugage

julie@team4tech.org



Changing the World

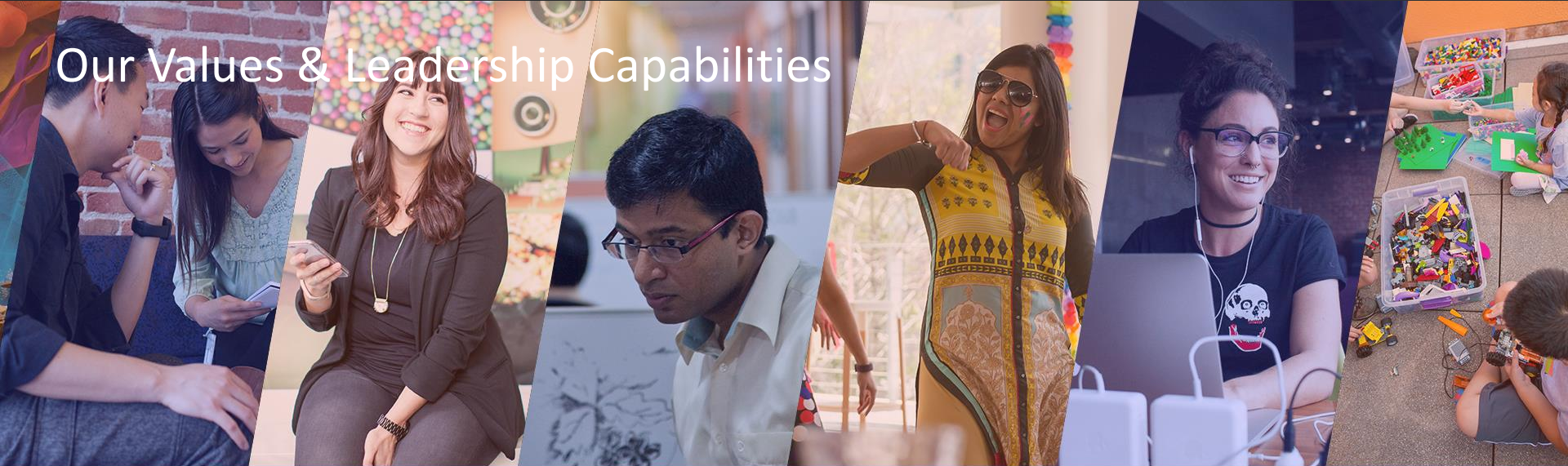
Through Digital Experiences

People

Purpose

Products

Our Values & Leadership Capabilities



GENUINE

We are sincere, trustworthy, and reliable. Operating with integrity, being ethical, and treating others with respect is at the heart of Adobe's culture.

EXCEPTIONAL

We are committed to creating exceptional experiences that delight our employees and customers. At Adobe, good enough is not good enough.

INNOVATIVE

We are highly creative and strive to connect new ideas with business realities. Ideas come from everywhere in the company.

INVOLVED

We are inclusive, open, and actively engaged with our customers, partners, employees, and the communities we serve. People are our greatest asset.

Selecting
Talent

Role-Modeling
Check-In

Leading
Change

Scaling
the Business

Demonstrating
Strong EQ



PRO BONO ABROAD

Team4Tech Service
Learning Projects

PRO BONO INITIATIVE



PRO BONO EVENTS

Design thinking exercises
for social impact



PRO BONO RESIDENCY

6-month non-profit
consulting engagements

90-100% participants:

- will use skills they gained or enhanced in their Adobe role
- report that this program was much more effective compared to other leadership development trainings they've taken
- would recommend the program to a colleague
- report gaining skills including delegation, communication, facilitation, leadership, networking and project management

The program is unlike anything I have been a part of or even heard about. This was easily the coolest thing I have done at Adobe so far.

The highlight of my career.

I learned to look at technology in a way I never have before. One of the most startling moments for me during the trip was to see how an Adobe product I work on can be a life-altering tool.

PRO BONO INITIATIVE

Leading
Change

Scaling
the Business

Demonstrating
Strong EQ

PRO BONO ABROAD

Team4Tech Service
Learning Projects

PRO BONO EVENTS

Design thinking exercises
for social impact

PRO BONO RESIDENCY

6-month non-profit
consulting engagements



“When our team arrived in Banlung, we geared up for three days of training workshops. We had it all ready: lesson slides, suitcases of swag, and a belief that all we had to do was execute the plan. That fell apart the first day, and we learned the true meaning of the word "adaptation.”

Leading
Change



“We lived and worked in close quarters with early mornings and late nights. We accepted each other, leveraged each other’s strengths, supported each other’s areas of development – all with a trust and an openness where we all felt safe to share and be our most authentic selves.”

Demonstrating
Strong EQ



“I learned to look at technology in a way I never have before. The experience removed some mental blocks and opened me to a myriad of ideas, which I am translating to my work.”

Scaling
the Business



Adobe



Pure Good Foundation



Empowering our employees and non-profit partners to build a better world.

Why Immersive Service Learning?

We know employee engagement is a key factor in keeping great employees

We want to provide our employees with authentic engagement opportunities to connect with others in different circumstances

We align with Team4Tech's mission to advance the quality of education for children around the world

Like many fast-paced, high-growth companies, there is always need for leadership development

Pure Good Testimonials

"Thanks again for supporting our effort. It made a **lifetime impression** on all of us."
-May Petry

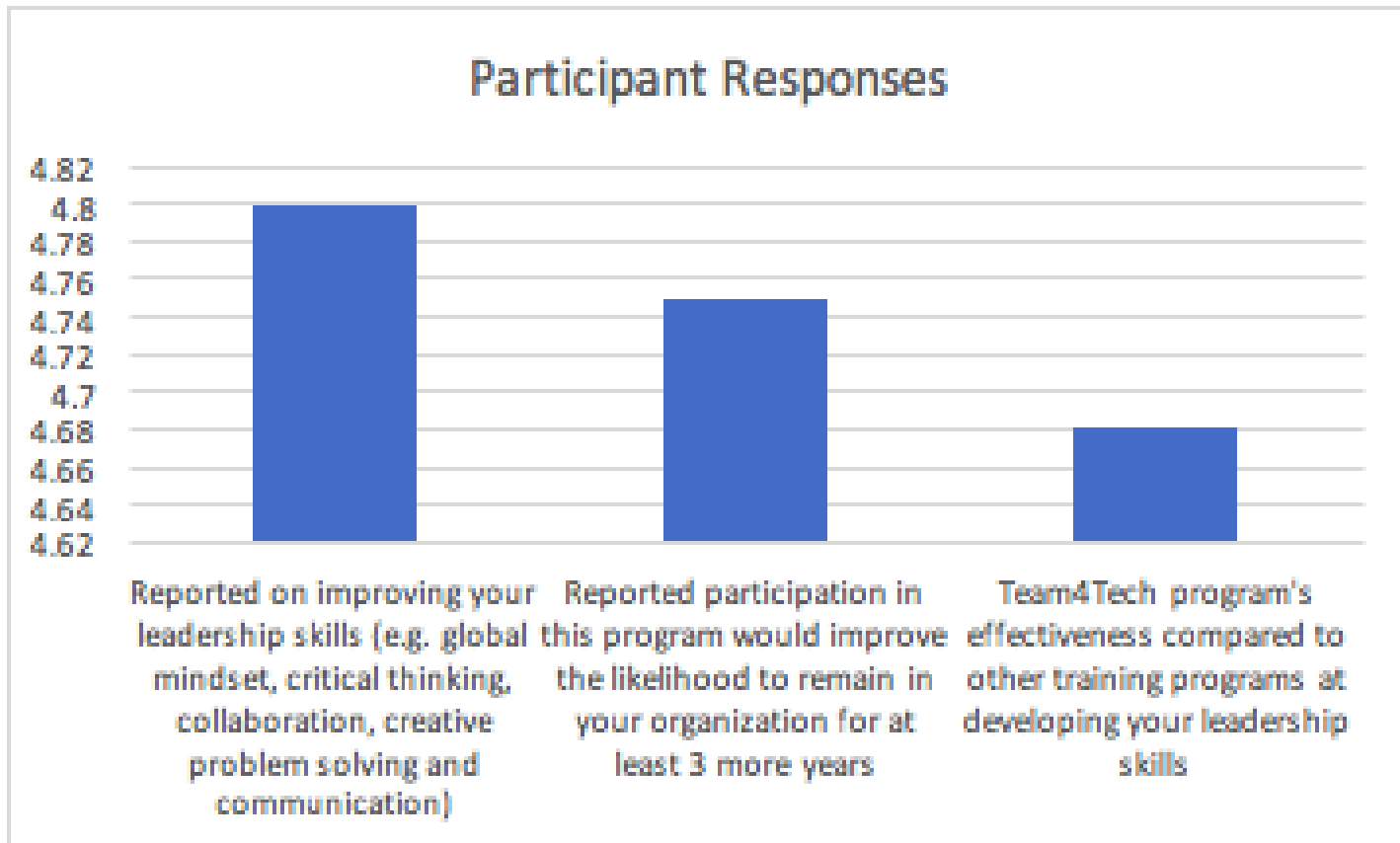
"It was a surely **life changing** experience for me."
-Toan Chao,
2017 Vietnam Team

"Get ready for an adventure and **experience of a lifetime!** I truly mean that. You will be blown away by the discoveries, friendships, discussions, and feelings you uncover on this trip."
-Jessie Henry, 2017 Vietnam Team

"Amazing program. So proud to have been involved"
-Dennis Skinner, customer on Team4Tech project



Results & Feedback



Use code **KN1** for a **\$300** discount

Workplace Culture

CONFERENCE

Creating Great Cultures,
Great Experiences and
Great Results

December 06 – 07, 2018

TIAA
Charlotte, NC

For more information and to register:
www.conferenceboard.org/culture



To learn more about or register for any of our conferences, visit our website at www.conferenceboard.org/events



Other Related Resources from TCB

Publications



[DNA of Engagement 2018: Moments That Matter throughout the Employee Life Cycle](#)



[Job Satisfaction 2018: A Tighter Labor Market Leads to Higher Job Satisfaction](#)

Webcast



[Global Leadership Forecast: Rethinking Leadership Potential: Making the Most of High-Potential Talent](#)

December 11, 2018

Conference



[Workplace Culture Conference](#)

December 6-7, 2018

