

Work Life

2010 CONFERENCE

THE CONFERENCE BOARD



Families and Work Institute

Helping Employers and Employees Thrive in the New Normal Global Economy: Implications for HR, Work Life, Diversity and Talent Management

March 25-26, 2010
Renaissance M Street Hotel, Washington, DC

Dear Colleague:

Please join us the 2010 Work Life Conference! We have designed this year's conference to serve as a *magnifying glass* for understanding "the new normal" and the often confusing trends that are swirling all around us as well as *binoculars* for seeing what is ahead on the horizon. At the conference, you will find the latest, most relevant research and the most promising company practices. You will also find tools and resources to help you and your company navigate this "new normal" in ways that work for the employer, the employee and the community.

This annual work life conference has become known as the thought leader event in identifying emerging issues and providing insight and knowledge that inspires and leads to change. Some of the issues this conference will address are:

- Leadership in the new normal: New skills for an uncertain world
- Communication in the new normal: Rewriting the rules for how we communicate
- Innovation in the new normal: How companies and individuals can release their creative potential
- The Corporate Lattice™: Redefining career paths in the new normal

Interactive workshops will feature what's new in research and promising practices from leading companies. Among the many topics are:

- Tools for helping high performers manage work load and stay engaged
- International perspectives on work life
- New understandings about generation and gender
Promoting employees' energy and health

We are especially thrilled to announce that, in partnership with Corporate Voices for Working Families, we will host a special evening reception on March 25th that will provide the current public policy landscape for work life issues.

Who should attend? Executives in Human Resources, including work life, diversity, talent management, and workforce strategists, as well as non-HR executives who are interested in becoming "co-conspirators" for creating organization, social and economic change to effectively navigate—and thrive—in the new normal. We look forward to seeing you in March!

Ellen Galinsky
Conference Program Director
President, Families and Work Institute

Thursday, March 25, 2010

Registration and Continental Breakfast: 7:30 – 8:15 am

Welcoming Remarks: 8:15 – 8:30 am

Leadership in the New Normal: New Skills for an Uncertain World

General Session A: 8:30 – 9:45 am

Bob Johansen has been doing ten-year forecasting for more than 35 years with remarkable accuracy. In this opening keynote, he will return from the future to share the leadership skills that will be needed to thrive in a world of volatility, uncertainty, complexity, and ambiguity—but still a world of great hope. All participants will receive a copy of his new book *Leaders Make the Future*, along with Bob's latest foresight, insight, and action suggestions.

Bob Johansen, IFTF Distinguished Fellow, **Institute for the Future**

Communication in the New Normal: Rewriting the Rules for How We Connect and Communicate

General Session B: 9:45 – 11 am

Decision making, training, and connecting have changed in today's world. Hear from leading communications experts, bloggers, and journalists who will offer their insights on key trends in communicating and staying connected. Also hear from a gaming expert who will share innovative approaches to teaching and learning. All will address how these strategies create a platform where people can discover solutions, and act to solve real problems in the workplace that would be very difficult to solve alone.

Moderator:

Morra Aarons-Mele, Principal, **Women and Work Consulting**

Speakers:

Lisa Witter, Chief Operating Officer, **Fenton Communications**

Garrett Graff, Managing Editor, *Washingtonian Magazine*

Networking Break: 11 – 11:30 am

Innovation in the New Normal: How Companies (and Individuals) Can Release Their Creative Potential

General Session C: 11:30 – 12:30 pm

What sparks innovation and growth? This session will explore how to increase your innovation capability and answer questions such as: what organizational structures support and sustain innovation—and which ones don't? How can leaders model a creative culture? And what innovation skills are needed for individuals and teams?

The Corporate Lattice™: Redefining Career Paths in the New Normal

Luncheon Session D: 12:30 – 2 pm

The corporate ladder has been the enduring standard for personal success since organizational hierarchy was invented. But organizations aren't what they used to be. Neither is the workforce. Sweeping changes in the way we work, live, and build careers are here to stay. Cathy Benko will discuss her upcoming book, *The Corporate Lattice™*, that challenges traditional expectations and provides a model for how companies and

individuals can respond in ways that no longer pit high performance and career-life fit as opposing, paradoxical forces.

Cathy Benko, Vice Chairman and Chief Talent Officer, **Deloitte LLP**

Nuts & Bolts Workshops: What Is New?

Concurrent Sessions E1, E2 & E3 (choose one): 2 – 3:30 pm

Select one of three interactive workshop sessions featuring promising practices, take-home tools, and case studies on key talent management issues in a work life context.

What's New and Cool: Tools for Managing Workload in the New World of Work

Concurrent Sessions E1: 2 – 3:30 pm

Learn about new tools to help high performers manage workload in demanding jobs. The discussion will include the business reasons leading to the tools' development and strategies for their successful deployment. From Accenture, a career "snap shot" tool predicts employee engagement and retention to help career counselors proactively address issues. From IBM, an existing tool has been redesigned. Its goal: to help global teams identify the causes of unnecessary work contributing to overwork and to formulate solutions.

Sharon Klun, Director, US Work/Life Initiatives, **Accenture**

Mary-Ann O'Connor, Global Program Manager – Work/Life, **IBM**

Career Development: Three Approaches

Concurrent Sessions E2: 2 – 3:30 pm

This session will highlight innovative career development initiatives in three very different contexts. Attendees will learn about:

- Key components of KPMG's Great Place to Build a Career initiative, which is designed to help current and prospective employees build and manage their careers;
- The Women's Leadership Forum at Best Buy (WOLF @ Best Buy), an initiative designed to develop women leaders and capture a greater share of the female consumer technology market; and
- The evolution of the employer-employee contract including how economically tumultuous times and shifting workforce demographics have redefined this unwritten agreement between organizations and employees, based on a new white paper from Bright Horizons.

Joseph Maiorano, Executive Director, Workplace Solutions, **KPMG LLP**

Mary Stoddart, Vice President, Territory General Manager, **Best Buy**

Liz Haesler, Vice President, Home Life and Trend, **Best Buy**

Leslie R. Wolfe, Ph.D., President, **Center for Women Policy Studies**

Andrea Wicks Bowles, Senior Consultant, The Consulting Practice at **Bright Horizons Family Solutions**

Ageing Well: A Journey from Research to Practice

Concurrent Sessions E3: 2 – 3:30 pm

What is your Aging IQ? Understanding how and why employees today are refuting previous concepts about age allows employers to create better, more engaging work experiences for all. In this interactive session, participants will receive a research-based framework to help assess the "age responsiveness" of their organizations. Marriott will then share its multi-phase project to help lower-wage employees, particularly those in physical jobs, continue to be effective on and off the job into their 60s, 70s and even 80s.

Kathy Lynch, Director, Employer Engagement, **Sloan Center on Aging & Work**

Nina Madoo, Senior Director of Workplace Strategies, **Marriott International**
Linda Roundtree, President, **Roundtree Consulting**

Networking Break: 3:30 – 4 pm

Nuts & Bolts Workshops: What Is New?

Concurrent Sessions F1, F2 & F3 (choose one): 4 – 5:30 pm

Select one of three interactive workshop sessions featuring best practices, take-home tools, and case studies on key talent management issues in a work life context.

Energy Management and More: Principles for Navigating the New Normal

Concurrent Session F1: 4 – 5:30 pm

This session will introduce participants to AWLP's six guiding principles for understanding the changing landscape at work and at home and, through guided discussion, show how each manifests itself in daily life. Select principles will be illustrated in greater detail including, a demonstration from GlaxoSmithKline on its cutting-edge approach to using energy principles to build a healthy, high-performing workplace culture.

Kathleen M. Lingle, Executive Director, **Alliance for Work-Life Progress @ WorldatWork**
Cara Welch, Director of Public Policy, **WorldatWork**
Annette Byrd, Global Lead Flexibility and Performance, **GlaxoSmithKline**
Kay Campbell, Ed.D., Manager, Global Health and Productivity, **GlaxoSmithKline**

Innovative Approaches to Workforce Development

Concurrent Session F2: 4 – 5:30 pm

Even in a downturn, the need for a skilled labor force remains a top priority. This session will explore new approaches to workforce development strategies. Participants will learn the how and why for return-to-work initiatives created during the economic downturn to attract those returning from extended career breaks. KPMG will discuss its corporate contributions to community youth and education programs to address the workforce readiness gap. The Army Reserve will share an innovative collaboration with employers to build a highly skilled workforce that serves both the business and military communities seamlessly while also improving soldiers' transitions.

Carol Fishman Cohen, Co-Founder, **iRelaunch**, Co-author, *Back on the Career Track*
Carol Rosa Sabia, Vice President, Talent Management, **Raytheon BBN Technologies**
John-Anthony D. Meza, National Director, Corporate Citizenship, **KPMG LLP**
LTG Jack Stultz, Chief, **US Army Reserve***

** Pending confirmation of his schedule.*

International Perspectives on Work Life

Concurrent Session F3: 4 – 5:30 pm

What lessons can we learn from work life efforts that are currently underway around the world? The Boston College Center for Work & Family (CWF) will highlight best practices from leading organizations that participate in the CWF Global Workforce Roundtable, and discuss demographic trends and cultural values in China, India, Brazil and Russia that impact the nature of work and the employer-employee relationship. Workplace Flexibility 2010 and Juliet Bourke, an Australian leader on workplace flexibility, will compare and contrast how public policy is, and can be, used to promote Flexible Work Arrangements in Australia and the United States. Martijn de Wildt of Qidos will provide a European perspective on current work life research and policies.

Danielle Hartmann, Director of Corporate Partnerships, **Boston College Center for Work & Family**

Katie Corrigan, Co-Director, Workplace Flexibility 2010, **Georgetown Law**
Juliet Bourke, Partner, **Aequus Partners**
Martijn de Wildt, Co-Founder, **Qidos**

Evening Reception: 5:30 – 7 pm

Public Policy Overview

Corporate Voices for Working Families in conjunction with The Conference Board will present a special evening reception with guest speakers who will provide the current public policy landscape for work life issues.

The Conference Board Work Life Leadership Council's Media Award and Moving into the Future Awards

The Conference Board Work Life Leadership Council's Media Award is presented annually to an individual for outstanding coverage on issues of the changing workplace and changing family. The annual Moving into the Future Awards are given for innovative and cutting-edge practices.

Presenters:

Maryella Gockel, Flexibility Strategy Leader, Ernst & Young, Co-Chair, Work Life Leadership Council

Nina Madoo, Senior Director of Workplace Strategies, Marriott International, Co-Chair, Work Life Leadership Council

Moving into the Future Award Recipients

Accenture

Combining Technology and Work/Life to Improve Engagement

KPMG

Enhancing Employee Engagement through Career Development

Marriott

Marriott Matures: Collaborating to Address Lower-Wage Associates' Needs as They Age

Friday, March 26, 2010

Continental Breakfast: 8 - 8:30 am

Mind in the Making

General Session G: 8:30 – 9:15 am

In this interactive session, Ellen Galinsky will share a special preview of her new book, *Mind in the Making*, which will be published in April of 2010 along with a national campaign, that synthesizes the lessons learned from the best research on learning and identifies a set of life skills that are the essential for success in the 21st century.

Ellen Galinsky, President and Co-Founder, **Families and Work Institute**

Research Round Up: Spotlight on Health and Wellness

General Session H: 9:15 – 10:15 am

Learn about the latest research of relevance to work life leaders, with a focus on health and well being:

- Work Life: A key to effective health and productivity management;
- Recent findings from NIH about how company work life policies impact the health of workers; and
- From the Sloan Center on Aging & Work: Engaging the 21st Century Multi-Generational Workforce

Joseph G. Grzywacz, Ph.D., Associate Professor, Department of Family & Community Medicine, **Wake Forest University Baptist Medical Center**
Ellen Kossek, Associate Director, Center for Work-Family Stress and Health, **National Institute of Health**
Christina Matz-Costa, Research Associate, Sloan Center on Aging & Work, **Boston College**

Networking Break: 10:15 – 10:30 am

Nuts & Bolts Workshops: What Is New?

Concurrent Sessions I1, I2 & I3 (choose one): 10:30 – 12 noon

Select one of three interactive workshop sessions featuring best practices, take-home tools, and case studies on key talent management issues in a work life context.

The Changing Role of Men

Concurrent Session I1: 10:30 – 12 noon

How do men think about their identities as “working fathers” and how does that affect their career intentions, attitudes and behaviors? Dan Mulhern, the First Gentleman of Michigan, will share his thoughts on changing gender roles and their effect on work life. Brad Harrington, Executive Director of Boston College Center for Work & Family, will share findings from a study that looks at fatherhood identity within an organizational and careers context.

Brad Harrington, Executive Director and Research Professor, **Boston College Center for Work & Family**

Dan Mulhern, **First Gentleman of Michigan**

Well Being in Challenging Times

Concurrent Session I2: 10:30 – 12 noon

Employee health and wellness initiatives have 'come of age' as a vital benefit offering, especially during financially difficult times. Ernst & Young will discuss lessons learned from the roll-out of the firm's Resiliency Toolkit, which is designed to help their employees manage through challenging times. Blue Shield of California will talk about what its “wellvolution” program has uncovered in terms of nine key success factors as well as the challenges in driving behavioral change and the business benefits derived from the process.

Maryella Gockel, Inclusiveness Strategy - Flexibility Leader, **Ernst & Young LLP**

Sandra Turner, Ph.D., Director, EY Assist / Total Rewards, **Ernst & Young LLP**

Marianne Jackson, Senior Vice President, Human Resources, **Blue Shield of California**

Many Paths to Flexibility

Concurrent Session I3: 10:30 – 12 noon

Flexibility is not a one-size-fits-all solution for employees, and nor is it for employers. Different business drivers dictate different approaches, and different corporate cultures can lead to different ways of communicating and collaborating. In this interactive discussion, learn how diverse employers created, grew and redefined flexibility within their organizations.

Moderators

Sally Thornton, President and Co-Founder, **Flexperience**

Karol Rose, Chief Knowledge Officer, **FlexPaths LLC**

Speakers

Steven Kowalski, Principal, Leadership Development, **Genentech**

Gail Henderson, Manager, Global Work-Life Management, **Deere & Company**

Phyllis Stewart Pires, Director Community Experience, SAP, **Labs North America**

From Inside the Beltway: A Washington Insider's Perspective on Work Life

General Session J: 12 – 1 pm

There is a great deal of activity around Work Life in Washington. This closing session will bring a well-known policy maker to share an insider's perspective.

Registration Form

The 2010 Work Life Conference

March 25-26, 2010
Renaissance M Street Hotel
Washington, DC

Registration Fees Register by 2.12.10 and Save \$200!

Conference Board Associates \$1,995 (\$2,195 after 2/27/09)
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Hotel Accommodations
Fees do not include hotel accommodations. For reservations, contact the hotel directly no later than the cut-off date and mention The Conference Board Work Life Conference.

Renaissance M Street Hotel
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Washington, DC 20037
Tel 202 775 0800

Hotel Reservations Cut-off Date: Wed, Mar 3, 2010