

# Executive Development Space



## Employee Engagement raises results.

**Who Should Attend?** CEOs, Presidents, C-Suite Executives

**Who Could Attend?** Departmental Heads, HR Practitioners and Project Leaders / Managers

Employees that work with passion and feel a profound connection to their company will help move an organization forward beyond your expectations. Such engaged employees care about the future of the company and are willing to invest time and effort to help drive its success.

On April 13th, Innovators Alliance will be holding a full-day Executive Development Space entitled *Engaged Employees Boost Profit*. At this Space you will learn:

- to hire the right person for your organization
- strategies for fair compensation
- the characteristics of a great CEO and how you can be a better leader
- how to develop your management team and create a plan for succession
- to manage the work-life balance, thus setting the example for your employees
- how Corporate Social Responsibility will drive engagement
- the importance of purpose for the organization

**Date:** Tuesday, April 13, 2010

**Location:** The BMO Institute for Learning  
3550 Pharmacy Avenue  
Toronto, ON, Canada M1W 3Z3

**Pricing:**

Members	\$265.00*	
Non-Members	\$350.00*	*GST Extra

**Register today!**

Complete the attached form or register online at <http://www.innovators.org>

## Engaged Employees Boost Profit

**EDS Educational Advisor**

Dr. Steven Stein  
CEO, Multi-Health Systems

**Agenda:**

**Registration and Continental Breakfast** 0730 - 0800

**Selecting Engaged Employees**  
David E.C. Huggins, MASc, FIoD, CMS  
President, Andros Consultants Limited 0800 - 0900

**Influencing Employee Engagement through Compensation & Rewards**  
Michael Ramsay, MBA, CMC  
Sr. Mgr & Practice Lead, Human Capital SWO Deloitte 0900 - 1000  
Jennifer Bernardo, CHRP  
Senior Consultant, Human Capital, Deloitte

**Great Leadership: What's Emotional Intelligence Got To Do With It?**  
Diana Durek, MSc  
Senior Advisor, Multi-Health Systems 1000 - 1100

**Succession Planning: A key strategy for business growth**  
Peter Stephenson, PhD  
Rotman School of Management  
President, Meridien Consulting Inc. 1100 - 1200

**Lunch** 1200 - 1300

**Managing the Work-Life Balance**  
Steven Stein, PhD  
CEO, Multi-Health Systems 1300 - 1400

**HEARTS & MINDS: How Strategic Employee Volunteerism Drives Engagement – A Case Study**  
Ruben Goulart  
Managing Partner, Keyser Mason Ball LLP 1400 - 1500  
Lynn Fergusson  
Founder & Principal, 2H2M Services

**How to Give Your Organization Purpose**  
Steven Stein, PhD  
CEO, Multi-Health Systems 1500 - 1600

**Questions?**

Please call Kelly Riley-Dunbavin 877.799.5001 x 23

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## Engaged Employees Boost Profit

### Selecting Engaged Employees

If, as Gallup has revealed, just one in five employees are truly engaged, how can we identify and appoint the right people for our 'bus'?

For most, selection track records are less than stellar. Yet this can be significantly improved by managing the process differently. It isn't 'rocket science', in fact it's readily achieved by involving the right people, looking at the right issues and asking the right questions.

Our discussion will reveal five cardinal rules, three valuable techniques and a few key insights that will lead you to impeccable performance in choosing those who will become fully committed to your enterprise. These are perspectives and skill sets that you can easily introduce and promote among your managers and key staff thereby developing more intense levels of engagement in all areas.

What you will learn at this session:

- How to define your **real** people needs
- How to attract those who are already committed to success
- A complete and balanced approach to individual assessment
- The importance of using a cohesive selection team
- A comprehensive strategy that eliminates selection errors

### About the presenter:

**David E C Huggins, MASC, FIOD, CMS, President, Andros Consultants Limited**

David is an insightful, experienced and passionate behavioral scientist who is dedicated to bringing out the best in people within organizations. Using more than 25 years of successful business consulting and executive coaching, he focuses his attention on the challenges of small-to-medium-sized businesses / entrepreneurial organizations who commit to building business through developing their people.

He is adept at assessment, an international authority on coaching and founder of the Polaris Leadership Academy which grooms emerging leaders and managers by harnessing their unique, latent powers and linking them directly to tangible outcomes.



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## Engaged Employees Boost Profit

### Influencing Employee Engagement through Compensation & Rewards

As businesses seek to become more flexible to respond to twists and turns in the marketplace, their people become an even more important link in their overall business strategies. This fact is now acknowledged by most organization experts. What we also know is that the best executive talent that we rely on to lead our organizations can have many employment options. Where we once distrusted resumes with many position changes, today we seek employees with a breadth of industry experience.

While executive compensation and rewards management has long been considered an effective tool in attracting and retaining the executives with the greatest capability the job of the compensation planner is becoming more difficult. Just as there is no longer one business environment to which we must all respond, so it is being increasingly obvious that the age, experience, career stage and motivations for Canada's best executives covers an impressive range. The best in compensation / rewards planning attempts to be creative within the bounds of the organization's capability.

This session will help you:

- Understand current workforce trends
- Become familiar with current compensation trends
- Understand the multi-generational aspects of the executive population that results in differing compensation / rewards expectations
- Identify what your company has to offer the right candidate and how it should be built into your compensation / rewards strategy
- Design an executive compensation and employee rewards strategy that "fits" with your business and increases your ability to attract and retain the best talent.

#### About the presenters:

**Michael Ramsay, MBA, CMC**, Senior Manager and Practice Lead Human Capital Southwestern Ontario, Deloitte

Michael is an organization development and change management expert that excels in environments of rapid change. Over 25 years experience consulting to Canadian industry in the management of corporate-wide organization and human capital development programs. Change programs are preceded by a profound understanding of changes to corporate strategy or on an understanding of the implications of changes in business environment.

Clients have included a broad spectrum of Canada's top 100 Corporations, Canada's Best Managed Privately Owned Corporations and government and government mandated organizations that have service delivery priorities.



**Jennifer Bernardo, CHRP**, Senior Consultant, Human Capital Consulting, Deloitte

Jennifer has worked with entrepreneurial organizations to enhance their human resources practices relating to recruitment, employee development, and engagement. She has worked with various industry sectors including manufacturing, transportation, and health care in order to develop and implement initiatives promoting workforce stability and organizational effectiveness.

Jennifer has obtained her designation as a Certified Human Resources Professional through the Human Resources Professionals Association (HRPA), a Masters Degree in Education with the University of Toronto, and a Bachelor of Arts degree from Brock University. In addition, Jennifer has participated as a member of the board with the Human Resources Professionals of London & District (HRPLD), as well as a member of the Professional Development Steering Committee with HRPAO.



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## Engaged Employees Boost Profit

### Great Leadership: What's Emotional Intelligence Got To Do With It?

Great leaders move us to greatness, challenging and supporting us to be our best and then to move beyond it. We all recognize great leadership when we see it, and history and research alike suggest that effective leadership can be evidenced through observable behaviours. While it is critical for leaders to focus on things like strategy, great leaders are able to establish deep emotional connections with others in order to fully activate the resources in their organizations.

This session will explore questions such as:

- What differentiates great leaders?
- How do leaders think and act?
- How do leaders thrive under constant pressure?
- How are leaders developed?

#### About the presenter:

**Diana Durek, MSc**, Senior Advisor, Multi-Health Systems

Diana is an expert in the area of emotional intelligence and its bottom-line impact on selection, development, and leadership initiatives in organizations across a wide range of industries. During her 10 years with MHS, a leading global psychological test publisher, she has worked closely with Fortune 500 organizations to develop star performer systems powered by an emotional intelligence framework. Through comprehensive integration of star performer models into selection and talent management systems, Diana has helped organizations such as American Express and Air Canada increase revenue and save money by predicting and improving individual and organizational performance. The scientific rigor of her models and their alignment to organizational outcomes allows Diana to provide best practices and thought leadership to capitalize on employee potential. She is frequently invited to present at conferences that cover business, human resources, and psychology.



# Executive Development Space



## Engaged Employees Boost Profit

### Succession Planning: A key strategy for business growth

Business leaders, and especially business owners, have a tremendous range of issues vying for their time and attention. One of these issues which frequently receives little ongoing focus is the development of the organization's top talent. Business leaders will often admit that management development and succession planning are 'important'; however, they will also admit that they devote limited time and attention to these issues. This session will strive to present a compelling business rationale for why succession planning should be higher on your agenda.

Specifically this session will help you to:

- understand the bottom-line rationale for focusing on the development of internal talent
- examine common myths about top management succession planning
- look at the Board's vs. the CEO's role in succession planning
- learn how to ensure people "hit the ground running" in new roles

### About the presenter:

**Peter Stephenson, PhD**, Rotman School of Management & President, Meridien Consulting Inc.

Dr. Peter Stephenson specializes in building strategic leadership capability. He is an organizational psychologist, management consultant and trusted advisor to CEOs, boards of directors and executive teams.

Peter consults on a broad range of leadership issues including the implementation of business strategy, talent development and succession, and board effectiveness. He is an instructor in the Director Education Program offered through the Rotman Business School and recently co-authored "20 Questions Directors Should Ask About CEO Succession".

Peter has a B.Sc. from Trent University and an M.A. and Ph.D. in Applied Psychology from the University of Toronto. Prior to founding Meridien in 1997, he spent 14 years at RHR International – a leading international firm of management psychologists – where he led the firm's strategy and change implementation practice and managed the growth of its Canadian business. He was also an internal organization development consultant with a major oil company.



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## Engaged Employees Boost Profit

### Managing the Work-Life Balance

This session will be a collaborative discussion on balancing demands of work with having a life. After all, you didn't become a successful entrepreneur to be a slave to your business. In this session we'll take a brief look at your values and how they influence the way you spend your time. Are you getting what you want out of your business and your life? Are there changes you've wanted to make, but keep putting them off?

Your own approach to work influences others in your workplace. Discover how your attitude and behaviours at work can influence and engage (or disengage) your employees.

#### About the presenter:

**Steven Stein, PhD, CEO, Multi-Health Systems**

Dr. Steven Stein is a clinical psychologist and CEO of Multi-Health Systems (MHS), an internationally known psychological test publishing company. MHS is a three-time Profit 100 (fastest growing companies in Canada) winner.

Dr. Stein co-authored the international best-seller *The EQ Edge: Emotional intelligence and Your Success* and is the author of the newly released *Emotional Intelligence for Dummies*. He has also written *Make Your Workplace Great: The 7 Keys to an Emotionally Intelligent Organization*.

A leading expert on psychological assessment and emotional intelligence, he has consulted to military and government agencies including the Canadian Forces, U.S. Air Force, Army, Navy, special units of the Pentagon, FBI Academy, as well as corporate organizations including American Express, Air Canada, Canyon Ranch, Coca-Cola (Mexico), and professional sports teams.

Dr. Stein is the past Chairperson of the Psychology Foundation of Canada. He is a former assistant professor in the psychiatry department at the University of Toronto and former adjunct professor of psychology at York University in Toronto. He is a past President of the Ontario Psychological Association and a Fellow of the Canadian Psychological Association.

He has appeared on over 100 TV and Radio shows throughout Canada and the United States, including Canada AM, Breakfast Television, The Fifth Estate, and Fox Business Report. He has also been quoted in numerous newspapers and magazines including The National Post, Globe and Mail, and Toronto Star.

Dr. Stein has shared information on emotional intelligence with audiences throughout Canada, United States, Mexico, Europe, Australia, Africa, and Asia.



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### HEARTS & MINDS: How Strategic Employee Volunteerism Drives Engagement – A Case Study

The session will walk participants through Keyser Mason Ball's experience in identifying the need and opportunity to support the community through an employee volunteer program. It will then cover first-hand, from the people who led the process, how they went about doing it, and the results. Participants will learn a process for determining if this is relevant for their organization, and how they might approach it. They'll also learn about pitfalls and challenges, based on this firm's experience.

A strategic employee volunteer program can be a key part of a company's CSR, and seems to be of growing interest to employees and employers.

Research supports that HR and business professionals ought to be looking at whether an employee volunteer program is right for them and this presentation will help show the way, through an interactive, engaging, real-life case.

Learning Outcomes:

- The importance of supporting the community and having a strategic employee volunteer program
- Key considerations of a workplace volunteering program
- Key considerations in selecting a non-profit organization to support
- A process for selecting an organization to support, and engaging employees in the selection process
- Best practices - What to do/what not to do in an employee volunteer/community investment program.

### About the presenters:

**Ruben R. Goulart**, *Managing Partner, Keyser Mason Ball, LLP.*

Ruben is a senior practitioner with particular expertise in the areas of management labour relations and Human Resources workplace law. He is also the firm's Managing Partner, having commenced his career there in 1989. He leads a team of 6 other employment and labour lawyers, based out of the firm's offices in Mississauga, Ontario.

As a result of his varied experience, he supports and proactively advises company owners and management on all aspects of Human Resources management and workplace law, be it day to day operational questions or intricate and sensitive corporate strategic matters. His clients include owner/managed private companies (some of which do not have a formal HR function), subsidiaries of foreign-based companies, and public companies. He is currently the Corporate Secretary of the Living Arts Centre in Mississauga, and lives in Oakville with his wife and two daughters.



**Lynn Fergusson**, *Founder & Principal, 2H2M Services.*

2H2M creates employee volunteer programs, aligning Hearts, Hands (2H), Minds & Money (2M), to engage employees and support business objectives. Lynn brings over 15 years of leadership experience at GE, in various roles including the Canadian management teams of GE Money, GE Healthcare and GE Canada's National Executive. She is also a Certified Black Belt in Six Sigma Quality. Throughout her GE career, Lynn was a key player in GE's employee volunteer organization, globally, nationally & locally, and brings this wealth of expertise to 2H2M.

Lynn holds an honours business degree from the Richard Ivey School of Business (UWO), and MBA from Schulich (York). She has recently taken a certificate in Adult Training and Development from the Ontario Institute of Studies in Education (OISE) at the University of Toronto. She lives in Burlington with her family and is Vice-Chair on the board of Habitat for Humanity Halton.



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## Engaged Employees Boost Profit

### How to Give Your Organization Purpose

What is it your business does? Can you explain it in under a minute? Are you passionate about it? Do your employees have the same vision as you?

In this session we'll explore the importance of purpose at work and the impact it can have on employee engagement. If you have employees that come to work for a paycheque and nothing more, then this session is for you. Or if you feel your employees could be offering so much more, but hold back, then come and learn about the impact of having a workplace with purpose. It doesn't matter whether you make widgets, electrical circuits, insulation, hydraulic pumps, provide services, or whatever – chances are you're not getting your staff as excited as they could be about your mission.

Come ready to bring your case to the session. I hope to have the group work on one or two case examples where some collaborative problem solving can help make your workplace more purposeful and your employees more engaged.

### About the presenter:

**Steven Stein, PhD,** *CEO, Multi-Health Systems*

Dr. Steven Stein is a clinical psychologist and CEO of Multi-Health Systems (MHS), an internationally known psychological test publishing company. MHS is a three-time Profit 100 (fastest growing companies in Canada) winner.

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Dr. Stein is the past Chairperson of the Psychology Foundation of Canada. He is a former assistant professor in the psychiatry department at the University of Toronto and former adjunct professor of psychology at York University in Toronto. He is a past President of the Ontario Psychological Association and a Fellow of the Canadian Psychological Association.

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## Engaged Employees Boost Profit

### Registration Form

Fax your registration to our paperless fax: 905-332-4768 or send this form by e-mail to [krileydunbavin@innovators.org](mailto:krileydunbavin@innovators.org)

**Title:** Engaged Employees Boost Profit  
**Date:** Tuesday, April 13, 2010  
**Time:** 0800 - 1600  
**Location:** The BMO Institute for Learning, 3550 Pharmacy Avenue, Toronto, Ontario M1W 3Z3  
PARKING IS FREE!

#### Your Company Information:

Company Name:	
Address:	
Phone Number:	
Cell Phone:	

**Please List All Participants:** (Register 3 people, get 1 for 30% off)

First Name:	Last Name:	Title:	Email Address:

#### Professional Development Fees:

Members (each) \$278.25\* (inc. GST)  
Non-Members (each) \$367.50\* (inc. GST) (Register 3 people, get 1 for 30% off)

**\*Each registrant will receive a copy of *Make Your Workplace Great: The 7 Keys to an Emotionally Intelligent Organization*, by Steven J. Stein. Also, once you have registered you will be invited to take the Emotional Intelligence Skills Assessment online. This inventory will help you get a better grasp of your current level of emotional skills. The results of the survey will be presented at the EDS.**

**Accommodation:** Registrants are eligible for the preferred BMO IFL rate of \$119 plus taxes at two nearby hotels.

- 1) Holiday Inn Hotel & Suites, 7095 Woodbine Avenue, Markham, ON T: 905-474-0444
- 2) Sheraton Parkway Hotel & Suites, 600 Highway 7 East, Richmond Hill, ON T: (905) 881-2121

#### Payment:

Visa or Mastercard payment is due upon registration and is non-refundable.

Visa  Mastercard

Card Number: \_\_\_\_\_

Name on Card: \_\_\_\_\_ Expiry Date: \_\_\_\_\_

Authorized Signature: \_\_\_\_\_ Total Charge: \_\_\_\_\_