



Proudly Presents

# ee.CONNECT

## Employee Engagement

October 29, 2018 | 3 West Club, 3 W 51st St, New York, NY 10019

[eeconnectevent.com](http://eeconnectevent.com)

### Speakers



**Jody Ordioni**  
Founder, **achievEE**  
Chief Brand Officer  
**Brandemix**



**Jason Lauritsen**  
Employee Engagement  
Expert & Author



**Patti Muldoon**  
Chief of Employee Engagement  
**United Technologies (UTC)**



**Lindsay McGregor**  
Author  
*Primed to Perform*



**Craig Forman**  
Sr. People Scientist  
**Culture Amp**



**Chris Ebbeler**  
Director, Social Media &  
Community Engagement  
**Chili's**



**David Gill**  
Assistant VP, Employee  
Experience, **Northwell Health**



**Matt Roddan**  
{Workshop Presenter}  
Director of People Science  
**Glint**



**Sneh Kadakia**  
{Workshop Presenter}  
People Science Consultant  
**Glint**

### Supporters



# AT A GLANCE

8:15-9:00am	●	<b>Breakfast And Workshop Registration</b>
9:00am-12:15pm	○	<b>Morning Workshop</b> <b>Agile Employee Engagement</b> Matt Roddan · Director of People Science · Glint Sneh Kadakia · People Science Consultant · Glint
12:30-1:00pm	●	<b>Afternoon Event Registration</b>
1:00-1:10pm	○	<b>Opening Remarks</b> Jason Lauritsen
1:10-1:45pm	○	<b>Primed To Perform</b> <b>Harnessing the Power of Total Motivation</b> Lindsay McGregor · Author · <i>Primed to Perform</i>
1:45-2:10pm	○	<b>The Secrets Of Great Talent Branding</b> Jody Ordioni · Founder · achievEE Employee Engagement Chief Brand Officer · Brandemix
2:10-2:35pm	○	<b>The Journey To Engagement</b> <b>Finding Meaning @Chili's</b> Chris Ebbeler · Director of Social & Community Engagement · Chili's
2:35-2:55pm	●	<b>Table Talk</b>
2:55-3:15pm	●	<b>Refreshment Break</b>
3:15-3:40pm	○	<b>Empowering Your Employees: A Renewed Approach to Driving Business Transformation</b> Patti Muldoon · Chief of Employee Engagement · United Technologies (UTC)
3:40-4:05pm	○	<b>Beyond The Survey: Collecting, Understanding &amp; Acting On Employee Feedback To Drive Change</b> Craig Forman · Senior People Scientist · Culture Amp
4:05-4:40pm	○	<b>Fostering A Culture Of Innovation Through Competition</b> David Gill · Assistant Vice President, Employee Experience · Northwell Health
4:40-5:00pm	●	<b>Table Talk</b>
5:00-6:00pm	○	<b>Networking Reception</b> Book Giveaway & Signing Speaker Access – Enhanced Q&A

# SESSION DETAILS

## Morning Workshop

### **Matt Roddan**

People Science Director · Glint

### **Sneh Kadakia**

People Science Consultant · Glint

By harnessing the feedback and sentiment of your people in the right ways, you can transform your organization – becoming more innovative, faster, and more resilient, in addition to attracting and retaining top talent. While soliciting feedback from your people is an obvious first step, what's most important, is the way your organization responds to that feedback and takes action to improve.

This interactive workshop with organizational development experts Matt Roddan and Sneh Kadakia, will help you design a more effective employee engagement program and measurement strategy from the ground up, using practical advice and real-life case studies to provide you with a new framework for improving engagement and performance.

You'll hear real-life case studies and perspectives incorporating decades of organizational development consulting, and work with your peers to build a plan you can begin to implement immediately.

### **Learnings and Takeaways**

- The foundations – mindset, technology, strategy, and roles and responsibilities – for transforming your culture and leadership capability from the inside out
- How to design an engagement program that works harder for you and your people
- How to harness survey data to reduce time to action and make better, more targeted changes that will impact business outcomes
- How one 200,000-employee organization is transforming their culture, and how your organization can put wheels in motion starting now
- Best practices and lessons learned, including perspectives from other attendees

# ENGAGE

# Afternoon Sessions

## *Primed to Perform: Harnessing the Power of Total Motivation*

### **Lindsay McGregor**

Author · Primed to Perform

In this session, Lindsay will present attendees with a new lens through which to grow their own performance and the performance of those they manage. Most importantly, she'll then get actionable. Learn how to migrate from fear-based, weaponized metrics to implementing productive learning goals

#### **Learnings and Takeaways**

- Define what performance is, and define what drives elite performance
- Discuss how culture drives many of the requisites for elite performance and specifically share the levers that can be addressed

## **The Secrets of Great Talent Branding**

### **Jody Ordioni**

Founder · achievEE Employee Engagement  
Chief Brand Officer · Brandemix

Given the global stage on which many organizations conduct business today, there is a high probability that our candidates are also our consumers of the products and services of our companies. Combined with the competitive labor market for talent, the proliferation of social media, and the low unemployment rate, the need for a carefully crafted talent brand is greater than ever before.

#### **Learnings and Takeaways**

- How to align your talent brand with what people are saying, sharing and experiencing as a candidate or employee
- How to make sure that your ambassadors are representing your talent brand
- How to embed your talent brand into every touchpoint to drive engagement

## **Empowering Your Employees:**

## *A Renewed Approach to Driving Business Transformation*

### **Patti Muldoon**

Chief of Employee Engagement · United Technologies (UTC)

United Technologies (UTC), one of the world's largest conglomerates, is on a mission to become more innovative, more agile, and to move faster – objectives that typically fail to apply to a 200,000-employee manufacturing organization.

PERFORM

By relying on the employee voice, taking a renewed approach to management and transparency, and being intentional in their use of people data, UTC is doing the seemingly impossible: empowering employees around the world – in every type of role – and watching the results roll in.

In this session, UTC's Head of Employee Engagement, Patti Muldoon, will share her journey of building a global program to help the organization create a more transparent and empowering culture. She'll share best practices and lessons learned, drawing from her experience strategizing, implementing, and championing the inner workings of UTC's employee engagement program.

### **Learnings and Takeaways**

- Concrete advice for practitioners to become the catalyst to help organizations, large and small, become more agile and innovative, while helping a wider range of employees love their jobs

## **Beyond the Survey: Collecting, Understanding and Acting on Employee Feedback to Drive Change**

### **Craig Forman**

Senior People Scientist · Culture Amp

When it comes to employee engagement, it is widely accepted that listening to your employees is a critical component to improving employee engagement. To achieve this, many organizations leverage surveys as a way to collect and understand what their people are thinking and feeling. However, the question is often asked, are we really making an impact on employee engagement and are our survey strategies helping? We will begin by looking at this question more closely to see where things currently stand, but regardless of the findings, there is still work to be done.

For many organizations the reason for running employee surveys is to quantify engagement and answer the question, what should we do next? However, this approach will never get us to our desired state because it is focused on an outcome over the process. However, if we change the focus from outcome to process, and develop a practice of employee listening, we can create healthier organizations where people feel heard and that their voices matter resulting in real change. In this session, we will explore how creating a continuous cycle of employee listening, by incorporating the principles of: collecting, understanding and acting on employee feedback, can create an environment where your people feel seen and in return are more highly engaged in creating organizational success.

### **Learnings and Takeaways**

- **Review the current state of employee engagement** to answer the question, what impact, if any, has our traditional approach to employee surveys had on employee engagement and is it good enough
- **Take a critical look** at how organizations are approaching their employee feedback strategies, where they are falling short and why they are struggling to realize their desired outcomes around employee engagement
- **Discuss a more holistic approach** to employee listening, seeing it as a practice of collecting, understanding and acting on employee feedback as opposed to running surveys as a means to an end with the focus on outcomes versus process

# PROPEL

# Fostering a Culture of Innovation Through Competition

## David Gill

Assistant Vice President, Employee Experience · Northwell Health

# The Journey to Engagement: Finding Meaning @Chili's

## Chris Ebbeler

Director of Social and Community Engagement · Chili's

Chili's Grill and Bar has been serving up Burgers, Ribs, Fajitas and Margaritas for 43 years. And, in that time, the restaurant industry has seen profound change, from new competitive pressures, to the impact of technology on our daily lives, and the shifting demographics that many would argue have no interest in a form of casual dining made popular in the 90's. How do you stay relevant in a world that has a shorter attention span than a goldfish? And, how do you stay relevant to your most important asset—your team? Chris Ebbeler will share the story of Chili's journey to relevance with Team Members and Guests, and how the company is making seismic shifts in the way they do business.

### Learnings and Takeaways

- How can a big brand evolve in a shifting industry, with consumers tastes changing daily?
- What really matters to your teams, and how can you infuse their work with meaning?
- What happens when your company values aren't clearly defined?
- When a company loses its way, how do you get back on track?



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