



**Building a Holistic Approach for
Workforce Competitive Advantage**
April 8, 2010
Marriott Residence Inn, Plainview, NY

**Join Organizational Development Network Long Island
and business professionals from across the region
for a day of learning, networking and professional development**

Presented In affiliation with



EXPAND your knowledge by learning from experts in the field of OD

GROW professionally through interactive, intimate and experiential sessions

DEVELOP your workforce competitive advantage

NETWORK with professionals and influential leaders throughout the day

We are honored to recognize our sponsors' support of Workplace Excellence 2010

PLATINUM



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Agenda & Session Descriptions

Start	End	Activity	Venue
7:30am	8:45am	Breakfast / Networking	Dartmouth
8:45am	9:00am	Welcome / Introductions	Solarium
9:00am	10:00am	Session 1: Employee Engagement / Alignment	Solarium
10:00am	10:10am	Break	
10:10am	11:10am	Session 2: Talent Pipeline / Succession Planning	Solarium
11:10am	11:20am	Break	
11:20am	12:20pm	Session 3: Generational Retention Strategies	Solarium
12:20pm	1:10pm	Lunch (Includes Transition)	Terrace Room
1:15pm	1:40pm	Feature Presentation	Solarium
1:45pm	2:45pm	Session 4: Organizational Sustainability Strategies	Solarium
2:45pm	3:00pm	Closing Remarks	Solarium
3:00pm	4:00pm	Networking Reception	Pete's Place

SESSION I: "Consider it done!" vs. "It's not my job."

Employee Engagement / Alignment

We can all agree that we want ourselves and our co-workers to be 'Engaged' and 'Aligned.' That said, what exactly do we mean? Why do we want this and why are engagement and alignment important? How would we accomplish these things? Measure them? Realize 'real' business gains?

In this session, we will explore the meaning of these terms and implications for improving your key business metrics, including employee satisfaction, customer satisfaction and loyalty, revenue and profitability.

SESSION II: "It's 2010 – do you know where your future leaders are?"

Talent Pipeline / Succession Planning

Certainly your business is focused daily on selling goods and services – revenue and sales pipeline are King. Is there as sharp a focus on the people/talent resources necessary to deliver on those goods and services for the clients of 2012? 2016? Beyond? What is your strategy today to prepare? How are you executing that strategy?

Developing, preparing and positioning your talent today is key to avoiding crises tomorrow. Are you ready?

SESSION III: "We've worked so hard and invested so much in our younger generations, our hope for the future. How do we keep them AND get them to want to stay?"

Generational Retention Strategies seen through an OD Lens

The American Workforce is beginning a massive transition as Baby Boomers begin to slowly retire. With roughly double the number of Boomers to Gen X/Yrs, and many currently in business leadership positions, a coming talent deficit looks inevitable. With less supply and more demand for leaders, the "War for Talent" will become more real than ever. Assuming that you have an eye on developing our younger and future leaders to fill the coming gap, what are you doing to protect your investments and keep your most high value and high potential people? How will you capture and transfer "lessons learned" from yesterday and today's leaders to tomorrow's leaders? How will you ensure that your leadership of tomorrow is strong and ready?

This session will focus on various strategies and tactics to retain the people you want, ranging from Career Development, Talent Management, Coaching and Mentoring, to creative compensation strategies, advancement opportunities and team development.

FEATURE PRESENTATION: Andrew C. Marshall, Principal of Primed Associates, LLC

Manufacturing Magic – The Hard Work of Creating an Innovation Culture

In the phrase, “we need to be more innovative”, lies a universe of misspent time, energy and political capital. As the popular media love affair with the notion of innovation continues, and leaders begin looking for answers to their businesses’ economic health beyond those actions necessary to survive the Great Recession, many organization development professionals are being tasked with making their organizations “more innovative.” Unfortunately, it seems that the concept of innovation has been coupled with that of creativity and unless we deliver something bright, shiny and magical, we’re going to disappoint.

Creating an innovation culture is not easy. As with change initiatives that have come (and gone) before, it is fraught with miscomprehensions, false starts and dead ends. With the right effort applied to the appropriate leverage points in your organization, you might just be able to deliver the results you and your leadership seek.

This presentation, backed by current research in innovation best practices, will provide a rapid overview of the different entry points to begin creating an innovation culture. It will highlight key concerns, critical decisions, potential problems and the planning necessary to begin the process of making an innovation culture that fits your organization’s needs and wants. It will also address the business value to be obtained in terms that are clear and meaningful. While creating an innovation culture may be costly and hard work, the key question to ask is – what is the business impact and cost of lack of innovation?

SESSION IV: “Who and where will we be in 3 to 5 years? I don’t know who and where we will be in 3 months!”

Organizational Sustainability Strategies – Planning and Executing for Longevity

‘Going Green’ and ‘Sustainability’ is clearly more than an environmental trend. It is a cultural shift occurring in business. We are collectively thinking and behaving in ways that are more socially responsible for future generations, from recycling to community action. How is this influencing the way you think about taking actions that will position you to out-think, out-perform, out-innovate and out-last your competition?

We will explore this concept together to identify best and leading practices for being successful in the long-term, from people performance to financial and operational performance.

This program has been submitted to HR Certification Institute for review.

Distinguished Speakers

Thomas Diamante, Ph.D.



Dr. Diamante, an Industrial & Organizational Psychologist, brings 20 years of diversified business experience to his role as Senior Vice President, Human Capital Consulting at Corporate Counseling Associates (CCA). He is formerly of Merrill Lynch, Vice President, of Corporate Strategy & Development in Global Securities Research & Economics reporting to the Chief Operating Officer. Prior to Merrill Lynch, Tom was Senior Manager and Lead Change Consultant for KPMG Consulting. Earlier in his career, Tom was National Manager, Human Resources & Professional Development at Altria (Philip Morris Companies).

Tom's organizational consulting experience reflects high-stakes, human-capital based, business risk and change management consultations. His research and practice emphasis is executive development. Tom leads consulting engagements for Fortune 500 firms requiring alignment of HR Strategy and business objectives.

Tom's experience also includes screening candidates for leadership assignments (i.e., peacekeeping) in conflict laden territories around the world (e.g., Bosnia, Kosovo, Iraq, Afghanistan, E. Timor), C-level assessments, employment discrimination litigation prevention and change management.

William H. Harper



William H. Harper is the Senior Director, Talent Development on the Human Resource Team at Standard & Poor's. In this position, Bill develops and executes the learning and development strategy for Standard and Poor's to support the growth/strategic objectives of the organization. He works in partnership with the broader HR team to lead talent management initiatives including leadership and management development, succession planning, performance management and high potential identification and development.

Bill has been with the McGraw-Hill Companies for a total of ten years. In his most recent role, Bill was the Vice President of Human Resources for the Business Information Group (BIG) in the Information and Media Segment. Bill led a team of 20 HR professionals responsible for attracting, developing, deploying, rewarding and retaining talent across several business groups. Prior to BIG, Bill served as Senior Director of Human Resources, responsible for providing tactical and strategic support to multiple senior leadership teams (BusinessWeek, Platts, Aviation Week and Healthcare information services). Bill's prior experience includes HR leadership experience with American Express, Chase Manhattan Bank, Columbia University and the Hertz Corporation. Bill earned his BA in Industrial and Labor Relations from Cornell University and MA in Organizational Psychology from Columbia University.

Phyllis Weiss Haserot



Phyllis is the President and Founder of PRACTICE DEVELOPMENT COUNSEL, a business development and organizational effectiveness consulting and coaching firm established in 1983. Her primary focus is improving relations among the generations in the professional services workplace to achieve better productivity, retention, succession planning and business development results. She executes this through in-firm workshops, facilitating dialogues, forums and writing. A pioneer in marketing/business development for law and other professional service firms, she also works with firms on professional development coaching, retention and lateral integration, implementing flexibility, collaborative culture and workplace conflict resolution. Through her in-house programs, conference sessions, webcasts, blogging, *Cross-Generational Conversation* Forums, monthly e-Alerts and articles, she has established a reputation as the "go-to" person on workplace inter-generational issues.

Phyllis is also a sought after expert in the area of generational challenges and transitions in the workplace. She has developed the *Next Generation, Next Destination* program to achieve advance transitioning planning to benefit both senior partners and executives and the professional growth of younger partners as well as their firms overall.

A frequent speaker and facilitator, she is the author of THE RAINMAKING MACHINE and THE MARKETER'S HANDBOOK OF TIPS & CHECKLISTS (both West 2009). Phyllis has a book in progress titled "Cross-Generational Conversation." She was co-founder of the New York Metro chapter of the Legal Marketing Association and founded the Optimists' Tribe.

Phyllis received B.A. and M.R.P. degrees and a Certificate in Dispute Resolution all from Cornell University where she holds several alumni leadership positions and has additional credentials in marketing, workplace conflict resolution, coaching, real estate and law.

David R. Lipsky, Ph.D.



David has over 20 years of expertise in building organizational and leadership capabilities that contribute to sustainable business success. He has accomplished this by focusing on the diverse potential and possibilities of the people and businesses he has worked in and by utilizing his broad experience in strategic alignment, leadership development, and organizational transformation and sustainability.

David is currently a member of the Organization Development team at CA (Computer Associates). Previously, David has held the positions of Head of Leadership and Management Development at UNICEF and Director of Organizational Development at Sony. Other organizations that he has worked with include; Alpha Pharma, Bank of America, KPMG, Merrill Lynch, Unilever and

United Technologies.

David is an author and highly sought after speaker in the areas of building innovation capability, leadership and organizational development and sustainability. David bridges theory and practice and teaches as an Associate Professor at Manhattanville College and Fairleigh Dickinson University. His recent book *The Sustainable Enterprise Fieldbook* was featured as "Recommended Reading" for the Best of the Year Series in the CEO Refresher. This book provides best practices; cases and tools from leading organizations that can help improve key sustainability levers including strategy creation and execution, leadership practices and employee and customer engagement.

David earned his undergraduate degree from Cornell University in Human Ecology and a Ph.D. in Applied Psychology from Hofstra University, focusing on leadership effectiveness and success.

Andrew C. Marshall [Drew]



Drew is the Principal of Primed Associates, LLC. His primary focus is on helping his clients' innovation, product development and project management teams get unstuck so they can deliver value to their customers as quickly as possible. In working on the installation of innovation-focused performance systems, as an integrated part of his clients' strategy implementation efforts, Drew helps them rapidly improve the return on their innovation investment.

Drew has consulting and management experience in process consulting, project management, human resources management, rational thinking practices and product development methodologies; and he also possesses broad industry experience in software, retail, service, financial services, manufacturing, public sector and education. He has

worked with such clients as: Visa International, Morgan Stanley, Port of Seattle, Unified Port District of San Diego, Cisco, Microsoft, Sun Microsystems, HP, Boston Scientific and Bayer AG among others.

Prior to founding Primed Associates, Drew spent ten years with Princeton-based boutique consulting firm Kepner-Tregoe where he rose to become a Partner and the Chief Innovation Officer. He also spent five years in the software industry with Adobe Systems, Inc., where he held a variety of management positions in global Support Services.

Drew received his Bachelor of Arts and Graduate Diploma of Education from the University of Western Sydney in Australia. He holds a Master of Arts in Whole Systems Design from Antioch University in Seattle, Washington, is a certified Project Management Professional and a member of SHRM and PDMA. He is a past Chair of the Project Management Institute's (PMI) Consulting Specific Interest Group and Community of Practice. He is also the founder, host and producer of Ignite Princeton..

Beth Silver



Beth Silver's experience in the field of Human Resources spans almost 20 years. Currently, she serves as the Senior Director of Human Resources for RSM McGladrey, the world's fifth largest Audit, Tax and Business Consulting firm.

Beth has held leadership positions in top global firms including Martha Stewart Living Omnimedia, Grey Worldwide Advertising, American Express Company, Lucent Technologies and Lockheed Martin. Beth's experience in these companies includes establishing and reorganizing Human Resources departments, creating high potential training programs, recruiting, team development, compensation and organizational effectiveness.

Beth has been an invited speaker for a Hunt-Scanlon Conference, The Corporate Relocation Council of America, Cornell University and The New York New Media Association. Beth holds an MBA in Marketing from Fordham University and a BS in Psychology from Cornell University.

Julia Sloan, Ed.D.



Dr. Julia Sloan is principal of Sloan International, a New York-based executive development firm specializing in global executive development for corporations operating in emerging and existing markets of Asia, Africa, the Middle East and Europe. Her client base consists of major companies representing industry sectors of finance, technology, manufacturing and consumer products, and international government agencies and organizations.

A leading authority on international strategic thinking, Julia is widely recognized for her pioneer work in the application of complex cognitive theory to everyday global strategy practice. She is the author of a definitive book, *Learning to Think Strategically* (Elsevier); contributing author to *Democratic Practices as Learning Opportunities* (Sense). As a result of her research on strategic thinking, Julia has twice been invited to speak on behalf of the late Nobel Prize economist, Milton Friedman.

Julia has addressed organizations including: MITI (Japan's Ministry of International Trade and Industry), Southeast Asian Investment Forum, ASEAN (Association of Southeast Asian Nations) Conference, JETRO (Japan Export and Trade Organization), Nara Institute of Science and Technology (NAIST), Ministry of Trade in Thailand and India and the China Committee on International Business Development. Additionally, she has presented at various conferences in Asia, Europe, Africa and the U.S. and has lectured at Columbia University, MIT and Harvard University (U.S.); Tsinghua University and Nanjing University (China), Tokyo University, Keio University (Japan) and India Institute of Management (India).

In addition to working with corporations, Julia also consults for the United Nations Peacekeeping Forces, the UN Secretariat, and The World Bank. She served as an advisor to the Afghan women delegates in the first Constitutional Convention, and has been instrumental in supporting the leadership efforts of rising business leaders in war-torn countries in Sudan, Congo, and Sierra Leone.

Currently residing in New York, Julia's educational background includes a doctorate in Organizational Leadership from Columbia University; master's study from Yale University and University of Alaska, and undergraduate studies from Kent State University.

Michael Lee Stallard



Michael Lee Stallard is a leading authority on leadership, employee engagement and teams. He is the president of E Pluribus Partners, a consulting firm that helps leaders create "Connection Cultures" to increase productivity and innovation. Michael is the primary author of the book *Fired Up or Burned Out: How to Reignite Your Team's Passion, Creativity and Productivity*.

He is a guest lecturer the University of Virginia's Darden Graduate School of Business, New York University's Stern School of Business, the University of Toronto's Rotman School of Management, GE's Crotonville Leadership Training Center and the Center for Creative Leadership. Prior to founding E Pluribus Partners, Michael was Chief Marketing Officer for the private wealth management businesses of Morgan Stanley and Charles Schwab. Earlier in his career, Michael worked as an executive in investment banking, marketing and finance positions at Barclays, Van Kampen Investments and Texas Instruments.

Conference Registration and Logistics

Date: April 8, 2010

Time: 7:30 am – 4:00 pm

Venue: Residence Inn® by Marriott®, Plainview, Long Island

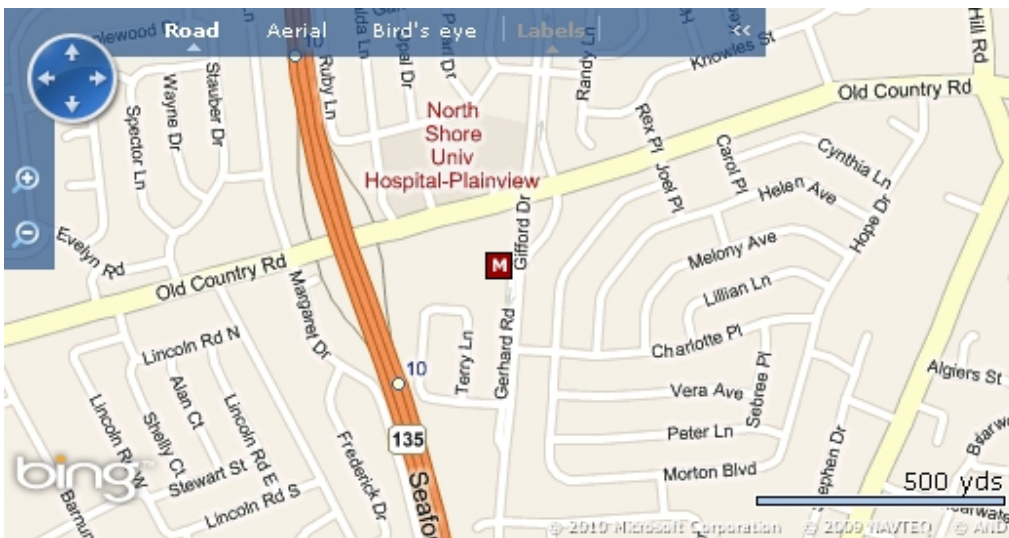
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Map / Transportation / Directions

<http://www.marriott.com/hotels/maps/travel/nycpl-residence-inn-plainview-long-island/>



Fee: \$100 per attendee; includes continental breakfast, gourmet lunch and networking reception

Early Bird Discount: \$85 per attendee (15% discount) for registrations prior to April 1, 2010

REGISTER ONLINE NOW!

www.odnetworkli.org/conference.html