



**2011 MIDWEST FORUM ON
TALENT MANAGEMENT**



SEPTEMBER 16, 2011 | MADISON, WISCONSIN

PROGRAM GUIDE

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Dear Midwest Forum on Talent Management Attendee,

Welcome to the second Midwest Forum on Talent Management! We've worked hard to organize a day full of relevant topics across the Talent Management space presented in a variety of formats. We also realize that much of the benefit of a professional day away is networking - so we've also provided several opportunities to make new friends and build new relationships.

Our faculty have all volunteered their time and talent for their sessions. They have all been wonderful to work with as we have designed the day. We appreciate their abundant good will and professional expertise.

We'd like to offer a special thanks to the host for our venue, American Family Insurance. We're also very grateful to the professional organizations who helped make the Forum possible: New Talent Management Network, Northeast Wisconsin ASTD, South Central Wisconsin ASTD, Southeastern Wisconsin ASTD, and Wisconsin Center for Performance Excellence. During the planning stages, their input helped inform the conference agenda and made the day more topical and practical.

Once again, welcome and enjoy your day of development!



Bruce Griffiths
Program Co-Chair
Organization Systems International



Dan Loichinger
Program Co-Chair
Loichinger Advantage LLC

One Page Talent Management: Secrets for Growing Better Talent Faster

Marc Effron | President, Talent Strategy Group

You know that winning in today's marketplace requires top quality talent - and you spend significant financial and human resources to make that happen. Yet somehow, your company's processes don't translate into the bottom-line talent depth you need, no matter how well crafted and bench-marked.

Marc Effron, co-author of the best selling new book, *One Page Talent Management* (Harvard Business Press, 2010), will show how companies have buried talent processes under layers of bureaucracy and complexity that make them unusable and unused. He'll introduce a powerfully simple approach that combines the best behavioral science research with lean process design to create easy-to-use talent processes that managers truly value. Marc will share with you:

- The one chart that can simplify all of your talent practices
- How to quickly remove complexity and add value
- How to inject transparency into every talent process
- How to hold managers accountable for growing their talent



MARC EFFRON helps some of the world's largest and most successful companies improve the quality and depth of their talent. His work focuses on creating clear talent strategies and on detailed talent management process design, all using the "One Page Talent Management" approach emphasizing simplicity, accountability and transparency. With corporate talent management experience, Marc brings a highly practical, broadly informed perspective to his work. Marc recently co-authored *One Page Talent Management: Eliminating Complexity, Adding Value* (Harvard Business Press). He co-authored *Leading the Way*, co-edited *Human Resources in the 21st Century*, has written chapters in eight management/leadership books and has published numerous articles.

Marc is widely quoted on talent issues in the business media and was recently recognized as one of the Top 100 Influencers in HR. He earned an M.B.A. from the Yale School of Management. In 2007, Marc founded the New Talent Management Network, a non-profit networking and research organization that is now the world's largest talent management organization with more than 1,800 members.

Business Models Innovation: A Required Leadership Skill in Today's Copycat Economy

Kay Plantes | Founder/Principle, Plantes Company

In today's open markets, the speed of commoditization has accelerated dramatically presenting challenges to Main Street businesses, technology start-ups, and Fortune 500 companies alike. Yet our approaches to strategy are for the most part locked in industrial-age assumptions about how markets work. As a result, companies get inadvertently caught in commodity-like markets in which only the lowest cost competitor can generate acceptable profitability. To build a thriving business in today's open economy, leaders must approach strategy as a design versus planning process. In this session, Kay will:

- Articulate why business models have become the new basis of competition
- Teach the risks that arise when leadership teams fail to innovate their business models
- Identify the role of HR/OD leaders in strategy formulation and execution
- Give you an initial understanding of the five key design-principles underlying winning strategies in today's open economy



KAY PLANTES is an MIT-trained economist, business strategy consultant, columnist and author. She has more than 25 years of experience helping leaders make better strategy decisions, faster. As a corporate strategist, Kay brings a unique blend of strategic thinking, creativity, candor, pragmatism, and market insights that help leadership teams and boards transcend the landscape of their current thinking and move to stronger and more exciting levels of performance. Kay's clients include a diverse mix, consisting of large and small companies, consumer goods and B2B companies, non-profit associations, and colleges and Universities. Prior to starting Plantes Company 21 years ago, Kay served as a marketing and business development executive with a global medical products corporation. Kay is author of *Beyond Price: Differentiate Your Company in Ways that Really Matter*, a guide to business model innovation.

OPENING GENERAL SESSION | 8:30 AM—9:40 AM

One Page Talent Management: Secrets for Growing Better Talent Faster

Marc Effron | AUDITORIUM

CONCURRENT SESSIONS | 9:50 AM - 10:50 AM

Hiccups & Easy Cures for Changing Demographic Shifts

Sarah Gibson | RM A2141

While hiccups are annoying, our world continues in spite of them. The same is true for the coming demographic shift that shows 47% of our workforce will be under 33 years old by 2015. Attend this session to learn more about what you can do to prepare your company, leadership, and teams as they head off potential generational hiccups. In this session, Sarah will:

- Discuss the impact of the 2015 demographic shift differences
- Identify 3-4 hiccups and hindrances of generational differences
- Discuss best practices for smooth transitions

Building Strategic Leadership Competence via Business Simulations

Bruce Griffiths | RM A2142

Join two-time national ASTD award winner Bruce Griffiths for an engaging program on his successful leadership development programs based on realistic simulations. The programs have been shown to be effective in developing the critical strategic leadership competencies - financial acumen, strategic thinking, change mastery, and business thinking - in companies as diverse as Nike and Dow Corning. By participating in this session, you will be able to:

- Name the key strategic leadership competencies shown by research to be absolutely essential for exceptional enterprise leadership
- Identify the benefits of learning competencies using a large scale behavioral/computer model simulation versus classic classroom or virtual training
- Experience sample simulations and examples of how this approach has proven successful in building knowledge and behavior change that impacts business results

Keynote Deep Dive: Discover the Secret for Doubling Effectiveness of Your Talent Management Processes

Marc Effron | RM A2152

There's a foundation element of talent management that few firms have that makes talent process work better. Marc will share the framework and how to apply this foundation in any organization. Hosted by Dan Loichinger, this session will give you the opportunity to discuss your thoughts and questions with Marc regarding his keynote presentation - and any other facet of talent management interest. Come take advantage of this rare opportunity for a dialogue with one of the Top 100 Influencers in HR.

CONCURRENT SESSIONS | 11:00 AM - 12:00 PM

Communicating by Design: Planning the Critical Conversation with the Difficult Employee

Nancy Lewis | RM A2141

Unproductive, inconsistent, unreliable, aggressive, demanding. Many of the difficult employee situations are not about completing job tasks, they are about workplace behavior and how it negatively affects morale and productivity. Join Nancy Lewis as she provides a framework for dealing with a difficult employee, including how to approach the situation, the words to use and the planning that you'll need to do prior to conducting a critical conversation. From this session, you will:

- Gain insight about difficult employee situations
- Understand the importance of balancing empathy with accountability
- Learn a six-step process for conducting a critical conversation
- Have an opportunity to practice use of the six-step process through case studies

How to Measure & Improve Employee Engagement

Paul Herr | RM A2142

Most of your managers won't know what employee engagement means, much less how to improve it. Paul Herr will clarify this concept, giving you a means to articulate it and promote it using hard logic and the latest science. He will then describe how to improve it. Paul Herr will clarify this concept, giving you a means to articulate it and promote it press the five motivational "hot buttons" that create passionate, engaged, and creative employees. You will walk away with:

- New insights into human motivation
- Practical leadership tips for pressing the five motivational hot buttons that drive high performance
- An appreciation of management as a noble calling as opposed to a distasteful chore
- A game plan for creating a more promising and rewarding future where everybody wins

Leveraging Social Media Technologies for Today's Talent Management Professionals

Laura Rubinstein | RM A2152

With the rise in usage of social media for business purposes, talent management professionals are rapidly taking advantage of sites like LinkedIn, Twitter, and Facebook to develop business relationships, access tools and resources, as well as collaborate with colleagues. In this session, you will learn:

- Why talent management professionals MUST be on social media
- How to make career enhancing connections on social networking sites
- The social media activities you DON'T need to waste time doing vs. the essential tasks that will INCREASE your effectiveness

LUNCH | 12:00 PM - 12:45 PM

Lunch & Learn

CAFETERIA

Want to get even more out of your day? Network with colleagues and dialogue with faculty around a subject of interest. A portion of the luncheon seating will be set up with a variety of facilitated table topics. (Complimentary lunch is included in your registration).

GENERAL SESSION | 12:45 PM - 1:45 PM

Business Models Innovation: A Required Leadership Skill in Today's Copycat Economy

Kay Plantes | AUDITORIUM

CONCURRENT SESSIONS | 1:55 PM - 2:55 PM

Developing Resilience in an Age of Uncertainty

Jeff Russell | RM A2141

The stress of organization change takes its toll on people - even upon those who normally embrace new ideas and directions. What enables some people to thrive during times of change, stress, and uncertainty while others fall apart? Research into the qualities of *resilience* suggests that this unique human capacity is a key determinant as to whether someone withers or prospers in the face of change. The good news is that this capacity can be strengthened in others when organizational leaders and HR/HRD/OD professionals take specific actions. As a result of participating in this session, participants will be able to:

- Describe the characteristics of resilience and its importance to employees health and performance, overall talent management, and to successful change efforts
- Assess their personal change resilience using the Resilience Quotient™ Assessment tool
- Develop a strategy for strengthening change resilience in themselves and others
- Integrate resilience development methods into their talent management strategies

Mind Meld: Using & Managing Subject Matter Experts

Jon Aleckson | RM A2142

Does working with subject matter experts (SMEs) give you a headache? Yet the SME is critical to the development of your course materials. This session focuses on ways to engage SMEs in your training project through techniques to "mindmeld" and share expertise. In a sometimes humorous, always constructive session, Aleckson will walk through five factors to ease that SME pain and encourage micro-collaboration. From this session, attendees will:

- Reflect on the role leaders can have on enabling collaboration between team members who are developing training programs
- Learn how to use a framework for igniting passion among project stakeholders

- Have access to online tools that will help them enable collaboration, especially collaboration with SMEs

The Human Age of Work

Michael Steinmetz | RM A2152

Throughout history, the world occasionally experiences a change so transformational and all encompassing, it redefines the epoch; we have experienced the Iron Age, the Bronze Age, the Industrial Age, the Information Age, and now, we are entering a new age, the HUMAN AGE, where the true power of human potential will be fully realized. Learn about the powerful forces which are converging to create a new reality where business models will be redesigned, value propositions redefined and social systems reinvented. Michael will provide the following:

- An introduction of the notion that a new era is upon us - The Human Age
- An understanding of the significant forces of change in the world and the indicators of the Human Age
- A discussion of insights into how best to navigate this changing world of work in this new era

CONCURRENT PANELS | 3:05 PM - 4:05 PM

Case Studies in Engagement - A Practitioner's Panel

Facilitated by Deb Waterstone | RM A2141

Engagement has been one of the most compelling terms and areas of emphasis in organizations over the past few years. Did it begin with Gallup's Q¹², and is engagement simply a re-packaging of team development that executives are buying into? Come listen to a panel of practitioners who have taken their engagement strategy to the next level, and successfully wrestled through multiple dilemmas.

Best Practices in Performance Management

Facilitated by Jeanne Ludjack | RM A2142

The performance management software and consulting services market remains hot as organizations are now addressing the implications of redesigning the workforce for strategic advantage. IDC now forecasts that the market for workforce-performance-management software will eclipse \$2.5 billion in the coming years. Some are automating, some are redesigning, some are scrapping performance management altogether. Listen to a panel of practitioners who have taken their system to the next level and found creative solutions around all the change.

CLOSING GENERAL SESSION | 4:10 PM - 4:30 PM

The Big Sayonara

Bruce Griffiths and Dan Loichinger | AUDITORIUM

Hear the BIG take-aways from all of our sessions during this MFTM capstone plenary assembly. We'll offer a concise summary of learning from our day together, plus present participant reaction and insight. Don't miss this chance to get the Cliff Notes versions of those concurrent sessions you missed!

SPEAKERS

JON ALECKSON is currently CEO of Web Courseworks, a 25-person eLearning software development company. Jon also writes "Managing eLearning," a blog about effective leadership and entrepreneurial opportunities in eLearning. Jon has helped manage the development of online learning programs for adult learners, and K-16, including design and development of courses and serious games, for corporations and associations such as the Credit Union National Association, Alliance for Continuing Medical Education, World Anti-Doping Agency, and McDonald's Corporation, and numerous national associations' professional development programs.

SARAH GIBSON founded Accent Learning and Consulting, LLC in 2004 based on her passion for teaching with a focus on practical business acumen. For the past seven years, Sarah has been helping companies understand the impact of workplace communication. Sarah specializes in written and interpersonal communication. In addition, her book, *The Zoom Guide to the Generations*, has been used by employees at all organizational levels who want to understand generational perspectives on their work lives.

PAUL HERR is an internationally recognized expert and thought leader in the realm of employee engagement. A scientist, engineer, entrepreneur, inventor and author, Herr has an MBA from the University of Chicago, completed PhD-level coursework in educational psychology, and has researched human motivation for the past 30 years. His book, *Primal Management: Unraveling the Secrets of Human Nature to Drive High Performance*, received critical acclaim when it was published by the American Management Association in June, 2009. Professor William Frederick wrote, "Paul Herr's insights into emotions in the workplace are stunning, astonishing and original." Dr. John Gibbons, one of the top employee-engagement researchers in the country, referred Herr's ideas as "revolutionary."

NANCY LEWIS is a popular coach, trainer and speaker in the field of leadership development. In 1996, she co-founded Impact Consulting Group and later helped develop its Living as a Leader™ division, focusing specifically on leadership training and coaching for leaders at all levels. Nancy has worked in the field of training and organizational development for more than 20 years, previously serving as a training director at two large organizations before beginning her own firm.

LAURA RUBINSTEIN specializes in helping businesses create more profit and connections, while improving their brand perception. In her 22 years of marketing consulting experience and focus on relationship development, Laura's creative, innovative, and elegant strategies make her a highly sought after speaker and educator. Founder of the Social Buzz Club, she has developed branding strategies for more than a thousand small business owners around the world. Her expertise comes from working in corporate management, extensive coach training, studies and collaborations with marketing industry experts, and high profile reputable social media masters.

JEFF RUSSELL specializes in helping organizations successfully respond to the challenges of continuous change. With a focus on leadership, strategic thinking, change leadership, and performance coaching, Jeff has worked with organizations as diverse as Fortune 500 firms, social and public sector organizations, and small family businesses. Jeff and his wife/business partner Linda have co-authored eight books - most recently *Ultimate Performance Management* and *Engage Your Workforce*, both by ASTD Press.

MICHAEL STEINMETZ serves as Manpower's Vice President and General Manager, Midwest Division. He leads all aspects of the operation of Manpower's Commercial Staffing business in the Midwest Division's six states. Before he was promoted to this position in February 2005, Steinmetz served as Manpower's Vice President of US Finance. In this role, he was responsible for all of the financial functions within the US operations. Prior to joining Manpower in 1998, Steinmetz served as the Controller for TimeWarner Cable's Milwaukee Division. Prior to his six years at TimeWarner Cable, Steinmetz received his Bachelor of Science in Business Administration from the Ohio State University.

PANELISTS

TERESA HEEG - Director of Organizational Development, Froedtert Health

LAURA JAGGI - Vice President of Human Resources, The North Central Group

MOIRA KLOS - Director of Talent Management, Simmons Bedding Co.

TREVOR NAGLE - Agency Performance & Development Administrator, American Family Insurance

PAM PETERSON - Director of Human Resources & OD, UW Credit Union

DARCY PIERSON - Director of Learning & Development, Associated Bank

RHONDA WEYER - Owner/Consultant, Rhonda J. Weyer LLC (former Director of Human Resources, Dow Corning)



BRUCE GRIFFITHS is President and Senior Consultant for Organization Systems International. Bruce's 40 year career in leadership and consulting roles included a parallel career in the U.S. Coast Guard from which he retired as a Captain in 2007. Bruce's passion is leadership - defining it through competency models, selecting for better leaders, and developing leaders.

ORGANIZATION SYSTEMS INTERNATIONAL is a premier leadership selection and development firm serving an international client base for over 30 years. OSI specializes in competency modeling, selection (testing, interviewing, assessment centers) and leadership development (360 survey guided development, business simulations, coaching, and workshops). Partnering with a worldwide network of coaches and consultants, OSI delivers products and services around the globe.

www.orgsysint.com



DAN LOICHINGER is the founder and Managing Partner of Loichinger Advantage LLC. Having led the design & implementation of strategic leadership development from inside and outside of organizations, the consulting associates of the firm have demonstrated their expertise as the leading source for strategic leadership development services with closely held and corporate clients across the Midwest.

LOICHINGER ADVANTAGE LLC is a full-service, strategic leadership development firm, servicing market-leading, closely-held and corporate clients across the Midwest. Their niche expertise helps clients develop and leverage leadership bench strength talent while building a competitive position across every phase of their organization lifecycle. Their team of consulting associates specializes in organization design, leadership assessments, competency modeling, organizational leadership development, executive coaching, succession management, and exit planning.

www.loichingeradvantage.com

The 2011 Midwest Forum on Talent Management would like to thank American Family Insurance for hosting the 2011 Conference and Pre-Conferences.

We would also like to thank the New Talent Management Network, Northeast Wisconsin ASTD, South Central Wisconsin ASTD, Southeastern Wisconsin ASTD, and Wisconsin Center for Performance Excellence for supporting the 2011 Forum.

Sponsored by:



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