

Linking Employee and Customer Engagement Summit 2008

Integrated People Development Strategies to Enhance Employee Engagement and Customer Relationships

Liquid Learning is delighted to present this highly interactive conference, featuring valuable insights and experiences from a range of leading practitioners.

FEATURED SPEAKERS



Andrew O'Keefe Author of "The Boss" and Principal
Hardwired Humans



Colleen Harris General Manager, People Programs, People and Organisational Development
National Australia Bank



Franck Appleby Head of Human Resources and Organisational Development
3 Mobile - Hutchison Telecommunications



Adam Kreuzer Manager, Talent and Leadership
AXA Australia



Dr Julia Connell Associate Professor, School of Management
University of Technology, Sydney



Dimity Hodge Head of Leadership
Westpac Banking Corporation



Brian Benger Managing Director
Guild Group



Beth Amos Director of Internal Communication
Child Support Agency



Trish Unwin Manager, HR Strategy and Organisational Development
Australia Post



Leonie O'Farrell Manager, Brand and Reputation
Australia Post



Krista Parcell HR Director, Operations
GE Money Australia and New Zealand



Jane Coffey Undergraduate Program Coordinator, HR/IR; Lecturer, HR/IR
Curtin Business School



Tina Radford Managing Director
HR Business Solutions



Dr Travis Kemp Managing Director and Lead Psychologist
The Teleran Group Pty Ltd
Adjunct Research Fellow
University of South Australia
Adjunct Lecturer, Coaching Psychology Unit
University of Sydney



Kim Cleworth Lead Partner
Gallup Consulting



Melissa Dunn Lampe Principal Consultant, Global Leadership
Gallup Consulting

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27 & 28 October 2008
Citigate Central Hotel, Sydney

EXPLORE

- Causal Relationships Between Leadership, Culture, Engagement and Business Performance
- Recruiting, Developing and Retaining a Talented Workforce
- Focusing Talent Development on Enhancing the Customer Experience
- Aligning Employee and Customer Value Propositions

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8.30 - 8.55 Registration and Morning Coffee**8.55 - 9.00 Welcome and Opening Remarks from the Chair****9.00 - 9.45 OPENING KEYNOTE COMMENTARY****Evaluating Behaviour and Human Instinct - The Link between Constructive Leadership and Business Outcomes**

Eighty percent of staff who resign do so because of an unsatisfactory relationship with their immediate manager. Given that this phenomenon applies across all organisations and industries, there must be a powerful reason why leadership roles are a crucial element in successfully engaging employees. Our instinctive behaviour as humans helps explain why people behave as they do at work, and what leaders can do to build sustainable, high-performance organisations. Explore:

- Families, villages and tribes and the role of leaders
- Findings from Harvard of the one action managers need to do to drive productive outputs
- The power traps that derail leaders

Andrew O’Keeffe Author of “The Boss” and Principal **Hardwired Humans**

9.45 - 10.00 Questions and Discussion**10.00 - 10.45 CASE STUDY****Measuring Culture and Engagement Levels to Enhance Customer Service**

At 3 Mobile (Hutchison Telecommunications), recruiting and retaining exceptional people is key to the ongoing success of the business. Ensuring that their culture values and recognises employees enables 3 Mobile to build strong customer relationships, and ultimately enhances the overall performance of the organisation. This session will outline 3’s strategies in aligning engagement with their dynamic culture, and how this reflects on the quality of their customer service. Discuss:

- Employing highly trained and talented people who focus on customer care
- Ways of measuring culture and engagement
- The impact the ‘3 Culture’ has on customer relationships and customer advocacy

Franck Appleby Head of Human Resources and Organisational Development

3 Mobile - Hutchison Telecommunications

10.45 - 11.00 Questions and Discussion**11.00 - 11.15 Morning Tea****11.15 - 12.00 CASE STUDY****The NAB People Framework - Providing Choice and Flexibility in Careers to Deliver Improved Employee and Customer Engagement**

In its ongoing quest to maintain its Employer of Choice status, NAB has invested in a radical new People Framework – a single framework for career, reward,

performance and development for all of its 27,000+ Australian based staff. The People Framework has reinvigorated NAB’s focus on career development and is supported by a suite of career tools, differentiated career paths and transparent market reward information. Explore the NAB People Framework, focusing on:

- Transforming career structures to match the right people to the right roles
- The role of people leaders in improving employee experience and individual / organisational performance
- Rewarding competitively to support business growth

Colleen Harris General Manager, People Programs, People and Organisational Development
National Australia Bank

12.00 - 12.15 Questions and Discussion**12.15 - 1.15 Networking Lunch****1.15 - 2.00 CASE STUDY****HumanSigma® - Managing the Employee-Customer Encounter**

HumanSigma combines the power of two Gallup Consulting concepts: employee and customer engagement. Gallup’s HumanSigma methodology offers an innovative, research-based approach to one of the toughest challenges businesses face today: how to drive success by effectively managing the moments when employees interact with customers. Based on research panning 10 million employees and 10 million customers around the globe, the HumanSigma approach combines a proven method for assessing the health of the employee-customer encounter with a disciplined process for improving it.

Kim Cleworth Lead Partner

Melissa Dunn Lampe Principal Consultant, Global Leadership

Gallup Consulting

2.00 - 2.15 Questions and Discussion**2.15 - 3.00 CASE STUDY****Driving High Levels of Employee Engagement - The ‘Emotional Connection’**

It is a firm belief within many organisations that in order to link employee and customer engagement, it is important to connect with people on an emotional level. This requires a strong understanding of how customers truly feel about the organisation they are dealing with, and it is this loyalty that builds lifetime relationships. Reflecting on current research findings, Jane will discuss the importance of emotionally engaging with staff, and the role of intrinsic rewards in retaining valuable employees. Discover:

- Maintaining employee engagement by keeping organisational goals simple and effective
- The importance of intrinsic rewards and their link to enhanced business performance
- Understanding why people ‘job hop’, and key strategies for retaining valuable staff

Jane Coffey Undergraduate Program Coordinator, HR/IR; Lecturer, HR/IR **Curtin Business School**

PLUS WORKSHOPS!

A selection of Two Post-conference workshops on 29 October 2008

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3.00 - 3.15 Questions and Discussion

3.15 - 3.30 Afternoon Tea

3.30 - 4.15 CASE STUDY

The "Guild Way" to Engagement - Building an Organisation that Customers can Trust

The Guild Group are dedicated to creating a workplace culture where employees are satisfied in their roles, support the organisation's values and believe strongly in the company's goals and overall objectives. Their 2008 Link Survey indicated that 98% of their employees support the company, and are consequently engaged in the organisation. This session will highlight how the Guild Group is able to engage their employees and build an organisation that their customers trust. Discuss:

- The "Guild Way" - Building a positive workforce
- Guild's incentive schemes, and how they are fundamental to engagement levels, understanding of the business and their people, and delivering great service to client groups
- How annual surveys contribute to the overall performance of the organisation

Brian Bengier Managing Director
Guild Group

4.15 - 4.30 Questions and Discussion

4.30 - 5.30 KEYNOTE INTERACTIVE SESSION

The Psychology of Employee Engagement - Tools for Understanding your People

In order to successfully engage with staff in the workplace, it is not only essential to connect with them in a professional capacity, but also an emotional one. Understanding how your employees feel about the organisation is crucial in determining their level of commitment to the company's success. In this session, Travis will analyse the psychological factors influencing engagement, commitment and personal change amongst employees, such as:

- Understanding what makes your employees 'tick'
- The dilemma of resistance to personal change, and how this reflects on organisational performance
- The psychological impact of performance feedback on an individual, and its effectiveness in facilitating engagement and personal change

Dr Travis Kemp Managing Director and Lead Psychologist

The Teleran Group Pty Ltd

Adjunct Research Fellow

University of South Australia

Adjunct Lecturer, Coaching Psychology Unit

University of Sydney

5.30 Concluding Remarks from the Chair

5.30 - 6.30 Networking Drinks

8.30 - 8.55 Morning Coffee

8.55 - 9.00 Opening Remarks from the Chair

9.00 - 9.45 OPENING CASE STUDY

Building a Better CSA through Customer Service, Delivery and Engagement

One of the major visions of the Child Support Agency (CSA) is to transform customer experience. In order to achieve this, five goals are in place that ultimately focus on improving customer service, customer and stakeholder engagement and service delivery capacity. This session will highlight CSA's journey in creating an engaged work environment, and how their Strategic Plan has assisted them in achieving this goal. Explore:

- CSA's five goals to enhancing engagement, and how they are approaching this
- Building an engaged workforce - The successes, challenges and key lessons learned
- Transforming customer experience through the CSA Strategic Plan

Beth Amos Director of Internal Communication
Child Support Agency

9.45 - 10.00 Questions and Discussion

10.00 - 10.45 CASE STUDY

Maintaining High Employee Engagement during Periods of Growth

Building and maintaining employee engagement in organisations that are constantly growing is a challenge that poses many threats to organisational performance. At GE Money, there is a continuous focus on building talent, culture and capability for global growth, and ensuring employees are fully engaged. This session will highlight GE's initiatives in sustaining employee engagement during growth, and how this reflects on customer service and profitability. Explore:

- Developing GE's growth culture, and why engagement is crucial to this process
- How engaged employees boost organisational performance and growth
- Ways engaged and motivated staff link to customer satisfaction and increased profit

Krista Parcell HR Director, Operations
GE Money Australia and New Zealand

10.45 - 11.00 Questions and Discussion

11.00 - 11.15 Morning Tea

11.15 - 12.00 CASE STUDY

Change and Engagement - Rhetoric or Reality?

In order to successfully engage employees to accept and adjust to organisational change, specific strategies must be in place - however, determining their effectiveness is not quite so easy. Through an examination of the latest research and case studies, Julia will assess the change strategies that have been effective with regard

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to employee engagement, and those that have not. Julia will also highlight the key implications for change and engagement in reality as opposed to rhetoric, and how organisations are able to utilise such strategies to enhance their overall business performance.

Dr Julia Connell Associate Professor, School of Management
University of Technology, Sydney

3.15 - 3.30 **Afternoon Tea**

3.30 - 4.15 **CASE STUDY**

Authentic Branding - The Alignment of Company, Customer and Employee Value Propositions

Australia Post was recently ranked as the highest Australian company in the Authentic Brand Index by over 4,500 consumers from 104 brands. The alignment of Company, Customer and Employee Value propositions is one of the key elements to achieving this strong acknowledgement. This session will analyse the strategies that have been developed at Australia Post to align employee experience, company branding and customer relations, including:

- Australia Post branding - Making Australia Post part of everyday
- Australia Post's Employment Experience, and how this addresses critical attraction and retention challenges in a tight labour market
- Aligning customer, employment and company branding initiatives to deliver an Authentic result

Trish Unwin Manager, HR Strategy and Organisation Development

Leonie O'Farrell Manager, Brand and Reputation
Australia Post

4.15 - 4.30 **Questions and Discussion**

4.30 - 5.15 **CLOSING EXPERT COMMENTARY**

Employee Retention Strategies and the Importance of Organisational Surveys

For organisations to stay in front in today's tightening employment market, regular workforce check-ups are conducted to ensure staff are satisfied and committed to success. As a result, many organisations are investing in research to devise employee retention strategies, so as to retain, motivate and manage their workforce. This session will discuss a number recent case studies explaining:

- Methods for finding out what your employees really think
- The top ten reasons why employees emotionally 'check out' or disengage
- Practical HR solutions and strategies that cutting edge organisations are adopting to improve retention and employee engagement

Tina Radford Managing Director
HR Business Solutions

5.15 - 5.30 **Questions and Discussion**

5.30 **Concluding Remarks from the Chair and Close of the Conference**

12.00 - 12.15 **Questions and Discussion**

12.15 - 1.15 **Networking Lunch**

1.15 - 2.00 **CASE STUDY**

Building Employee and Customer Engagement the Westpac Way

At Westpac, it is recognised that engaged employees are vital to the success of the organisation. Helping employees to understand how their role contributes to the overall purpose of the bank enables Westpac to meet customer needs and achieve their goal of retaining the most skilled and engaged employees who are passionate about delighting customers. This session will discuss how Westpac is able to build and sustain employee and customer engagement, and how this contributes to organisational goals and values. Topics include:

- How Westpac measures employee engagement
- Engaging employees to be passionate and committed to their roles
- Developing and retaining skilled and engaged employees, and the effect on customer relations

Dimity Hodge Head of Leadership
Westpac Banking Corporation

2.00 - 2.15 **Questions and Discussion**

2.15 - 3.00 **CASE STUDY**

AXA Australia's Employee Engagement Journey

One of AXA Australia's key strategic imperatives is to "build a culture that supports a winning company". This is critical to the achievement of organisational goals and objectives, and is a key driver of their 'Ambition 2012' Strategy. This has ensured an enhanced emphasis on employee engagement, succession management, talent development and building leadership capability. Adam will highlight how AXA engages their employees to maximise organisational performance, and the impact this has on customer loyalty and relationships. Discuss:

- The AXA global employee engagement model and the key dimensions which drive engagement
- 'SCOPE' - AXA's global employee opinion survey, and how this monitors and evaluates engagement on a global scale
- Talent management at AXA Australia - A critical driver of employee and customer engagement

Adam Kreuzer Manager, Talent and Leadership
AXA Australia

3.00 - 3.15 **Questions and Discussion**



9.00 - 12.30 WORKSHOP A

The Deadly Dangers of Disengagement - Crucial Steps in Avoiding the Hazards

As recent research shows that disengaged employees cost organisations in poor satisfaction of customers and stakeholders, low productivity levels and high staff turnover, the need for ensuring staff are satisfied in their workplace roles is more important than ever. As a result, an increasing number of organisations are investing in specific strategies to increase their employee engagement levels and maximise business performance. Identifying and preventing disengagement – as well as a strong leadership framework – is crucial in building a positive workforce. This interactive session will provide delegates with key tools to avoid the dangers of disengagement, such as:

- Engaging conversations - A key business priority in maintaining relationships
- Practical strategies for dealing with disengaged employees
- The importance of the leader - Enhancing leadership practices to inspire and engage employees for greater business results

Expert Facilitator: Meiron Lees Executive Director
InnerCents

Meiron has spent most of his professional career dedicated to the study of behaviour change in the corporate market. He incorporates the latest research and leading edge strategies in his training and coaching programs, and over 3000 leaders, managers, consultants and business owners have participated in his programs worldwide. Meiron holds a Bachelor of Commerce Honours degree and has worked with PriceWaterhouseCoopers, Harvey World Travel, IBM, MTV, Symantec, Laing and Simmons and Oporto to name a few.

12.30 - 1.30 NETWORKING LUNCH

1.30 - 5.00 WORKSHOP B

Ignore them at your Peril - How Measuring and Monitoring Employee and Customer Engagement can Transform your Organisation

Today's most successful organisations have long recognised the importance of possessing a highly engaged workforce. But for the average organisation, the greatest proportion of employees are either ambivalent or disengaged from their work. As such, a tremendous source of potential competitive advantage lies untapped in a great number of Australian workplaces. Whilst a great number of engagement improvement strategies are grounded in the results of an employee or customer opinion survey, it would be fair to say that there is considerable variation in how effectively these surveys are used, and consequently, wide variation in how effectively organisations have managed to engage their people, or their customers. Discover:

- The case for measurement - How measuring and monitoring employee engagement and customer satisfaction can drive business success
- Practical solutions for identifying engagement levels within your organisation and for improving employee engagement
- Cases and insight on how to link employee survey data with customer satisfaction scores (don't just assume engaged employees lead to more satisfied customers - Measure it and show it!)

Expert Facilitator: Dr Neal Knight-Turvey General Manager and Research Director
JRA Australia

Neal is an organisational psychologist specialising in the assessment of employee engagement and in survey research in general. JRA is a specialist organisation with 15 years experience in conducting stakeholder surveys and analysis services to clients globally. JRA's key aim is to help organisations build great workplaces by providing insight into the perceptions of key stakeholders.

ABOUT THE EVENT

The 'Linking Employee and Customer Engagement Summit' will focus on the challenging task of how organisations are engaging their employees to be passionate and committed to their role, their organisation and its customers. Recent research conducted by the Gallup Organization indicates that only 29% of employees are actively engaged, the other 71% are consequently disengaged. This comes at an enormous cost to organisations in poor satisfaction of customers and stakeholders, low productivity levels and high staff turnover. Featuring a range of case studies from leading practitioners, this conference will highlight how organisations are implementing a range of leadership, learning and engagement strategies to enhance the quality of customer care and in turn improve overall business performance. This unique learning and networking opportunity will provide delegates with new insights as to how to target learning and development and cultural change initiatives to enhance employee and customer engagement.

WHO WILL ATTEND

- Human Resources / People and Culture
- Employee Engagement / Commitment
- Learning and Organisation Development
- Rewards and Recognition
- Leadership / Talent Development
- Customer Experience
- Internal Communication / Brand
- Cultural Change / Transformation
- Customer / Client Service Delivery
- Contact / Service Centre Management
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