EX IMPACT
Transform The Employee Experience

Speaker Lookbook
An Introduction to our 2018 Speaker Faculty

Sarah Main
Head of Employee Experience, Corporate
Social Responsibility, Culture & Diversity
LOGMEIN

Given the broad nature of "employee experience," which area(s) of the employee lifecycle are honing in on and why?

We are looking at Employee "branding" at all levels of engagement: What is exciting people about wanting to apply here? What are we giving employees to empower them to be brand ambassadors on the street? What do former employees say about their time working here? All of these are key performance indicators of our overall employee experience.

What role does EX play in helping you to meet your organization's strategic business objectives?

We believe that when employees feel a sense of belonging and inclusion they are more likely to create the best work of their career.

What metrics or KPIs have you seen marked improvements in your organization since implementing engagement or experience initiatives?

We run a quarterly eNPS of our entire population. Participation alone has increased significantly since we began, which in itself is an indicator of engagement. We take all contributed responses and build action plans behind common themes. We typically see an increase in productivity in those areas once task forces are put in place to address them.

What Voice-of-the-Employee or other emerging engagement tools have you considered or are looking into? What is the timeline for incorporating more of these tools into your overall EX strategy (e.g. 1-6 months, 12 months, 18+ months)?

We run eNPS and a yearly GES amongst our global employee base. We aim to participate in other external engagement tools, like Best Places to Work, within the next year.

See Sarah Present!
WORKSHOP B: ELEVATE YOUR EMPLOYEE COMMUNICATIONS
12:45PM on Monday, February 26, 2018

**Sam Young
Global Employee
Engagement Lead
AVANADE**

Given the broad nature of "employee experience," which area(s) of the employee lifecycle are honing in on and why?
For a couple of years we have focused very closely on making our onboarding and integration experience an exceptionally positive one. The program really expanded beyond just "what you need to know" and became more about creating a context where people can "put down roots" into our company. We're beginning to focus more on creating a motivating vision for all employees – even those with very long tenure – to ally behind. We need to be more inspirational to the everyday employee.

What role does EX play in helping you to meet your organization's strategic business objectives?
As a professional services organization, we are selling our people and their capabilities in a much more literal sense than many other organizations. Consulting work is fluid and always changing, and it is important for our employees and their capabilities to represent a source of stability for our business. This means we have to make their experience with us something they can reliably count on to be a positive one when they return from clients sites.

What metrics or KPIs have you seen marked improvements in your organization since implementing engagement or experience initiatives?
- We are seeing more and more comments provided in our surveys for the content we ask about (which changes regularly based on what's happening in the business)
- We are seeing more leaders login and engage with the feedback their employees have to say
- It's too early to really link to business results yet, though there's some early indicators that we've had a positive impact on the experience of our senior female leaders

See Sam Present!
WORKSHOP C: SURVEYS, TOWN HALLS, AND MORE—THE DIAGNOSTIC TOOLS YOU NEED TO BETTER GAUGE ENGAGEMENT
2:45PM on Monday, February 26, 2018

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Angela Heyroth
Managing Director, Employee Experience
Charles Schwab

Given the broad nature of "employee experience," which area(s) of the employee lifecycle are honing in on and why?
My focus in 2018 is on democratizing our offerings to all Schwabbies. We've spent a lot of time incubating ideas with select groups in "special" programs and now it's time to spread those offerings to everyone.

What role does EX play in helping you to meet your organization's strategic business objectives?
Intentional experiences create lasting legacy. As people develop, grow, and connect through these experiences, they feel more invested in and are therefore increasingly loyal; this in turn propels their performance, creating macro increases in important business measures.

What metrics or KPIs have you seen marked improvements in your organization since implementing engagement or experience initiatives?
Our engagement scores have increased, our first-year attrition is down, our rate of interns returning as full-time hires is up, and our internal promotion rate has increased. Each of these is a direct result of a focused and intentional investment in experiences which drives business success.

What Voice-of-the-Employee or other emerging engagement tools have you considered or are looking into? What is the timeline for incorporating more of these tools into your overall EX strategy (e.g. 1-6 months, 12 months, 18+ months)?
We've recently switched engagement survey providers, which also afforded us the opportunity to change the perception as engagement as an "HR Thing" to engagement as an everyday experience we all feel. We're working to put into place a number of linked initiatives relative to this "Everyday" focus.

See Angela Present!
THINK LIKE AN ARCHITECT: PUTTING THE 'EXPERIENCE' INTO "EMPLOYEE EXPERIENCE"
9:00AM on Wednesday February 28, 2018

Cile Lucas
Global Employee Engagement Manager
HPE

Given the broad nature of "employee experience," which area(s) of the employee lifecycle are honing in on and why?
Every aspect of the employee experience is critical to the success of the individual and the company; however, we are putting heavier focus on pre-boarding and onboarding at HPE this year. Research shows that the more engaged employees feel during pre-boarding and onboarding, the more likely they are to have a longer tenure. This is critical to the success of any company.

- What: Onboarding – with differentiated experiences for early career, managers, transitioned employees etc.
- Why: It's the employee's first impression of the company; it was not governed by a single owner and hence felt disjointed; and we now have a global team with the technology to better manage and enable it.

What role does EX play in helping you to meet your organization's strategic business objectives?
EX is – in some aspects – driven via partnership of HR and Corporate Comms/Marketing so that our internal and external branding, messaging and values are consistent and cohesive. In this way, our employee experience is directly linked to how we go to market. A lot of our EX now is targeted to simplifying how work gets done AND recognizing key values and behaviors so that we innovate and deliver to the market.

What metrics or KPIs have you seen marked improvements in your organization since implementing engagement or experience initiatives?
Since we launched MyRecognition in 2012, we have seen 4 point increase in recognition and rewards in our annual Voice of the Workforce Survey. Looking forward, we are implementing changes (but have not yet measured) regarding streamlined / simpler performance review process; expansion of bonus targets for lower levels in the organization; simplification of sales compensation plans; improvements to key business processes, such as new-product introduction, quote-to-cash, etc. The past 12 months have been focused exclusively on divestitures and transformation, so those results will not be measured until 2018.

What Voice-of-the-Employee or other emerging engagement tools have you considered or are looking into? What is the timeline for incorporating more of these tools into your overall EX strategy (e.g. 1-6 months, 12 months, 18+ months)?
We currently use annual VoW and corporate-wide, BU-wide, and country-wide pulse surveys to look at timely topics. We plan to implement more regular pulse cadence again in January 2018.

See Cile Present!
Roundtable 3: Bolstering Connectivity across Remote and Onsite Workforces
2:00PM on Tuesday, February 27 2018

Erin Husenaj
VP, Corporate Communications Manager
TD Bank

Nannette Duncanson
VP, Employee Experience & Communications
TD Bank

Given the broad nature of "employee experience," which area(s) of the employee lifecycle are honing in on and why?
A big focus for us is development because when you're developing your employees, you're investing in them and that investment drives engagement.

What role does EX play in helping you to meet your organization's strategic business objectives?
Employee experience drives engagement and engagement starts at the top. Leaders value what we do because it ties back to our organization's vision – to be the better bank.

What metrics or KPIs have you seen marked improvements in your organization since implementing engagement or experience initiatives?
We've seen an increase in score in our annual employee satisfaction survey year-over-year, which is our biggest formal metric to gauge our effectiveness.

See Nannette and Erin Present!
THINK TANK: AN EMPLOYEE-CENTRIC APPROACH ACROSS DIFFERENT WORKFORCE MODELS
12:30PM on Wednesday February 28, 2018

Speaker Insights

Luciana Duarte
VP & Global Head of Employee Comms, Engagement, and Culture
HP, INC.

"Our founders wrote the book on culture. Literally; it's called 'The HP Way.' My team now has the honor—and responsibility—to steward this great culture."

"Culture isn't something you mandate on people. By definition, culture is something that gets co-created."

"When you work for the company that set the gold standard for corporate culture, you feel a real responsibility to keep it great."

See Luciana Present!
HOW HP DEVELOPED ITS CULTURE AS A MOVEMENT, NOT A MANDATE
9:45AM on Tuesday, February 27, 2018

Victoria Blanshteyn
Employee Sentiment & Insights–Planning
Analytics & Reporting, Organizational Capability
Chevron

Given the broad nature of "employee experience," which area(s) of the employee lifecycle are honing in on and why?
I think there is a tremendous opportunity to look at the entire life-cycle of employee from on-boarding through exit surveys to understand their full experience.

What role does EX play in helping you to meet your organization's strategic business objectives?
Chevron's top enterprise strategy is "Invest in people to develop and empower a highly-competent workforce that delivers results the right way." Chevron's EX is tied directly to business objectives.

What metrics or KPIs have you seen marked improvements in your organization since implementing engagement or experience initiatives?
Since announcing the revamped EX program, we have seen a lot of enthusiasm among our HR practitioners for the upcoming changes.

What Voice-of-the-Employee or other emerging engagement tools have you considered or are looking into? What is the timeline for incorporating more of these tools into your overall EX strategy (e.g. 1-6 months, 12 months, 18+ months)?
We looked at a number of engagement tools and ultimately selected Glint as our survey partner due to a positive user experience, real-time interactive dashboards and, especially, advanced text analytics capabilities. We will be incorporating Glint beginning in 2018.

See Victoria Present!
WORKSHOP C: SURVEYS, TOWN HALLS, AND MORE—THE DIAGNOSTIC TOOLS YOU NEED TO BETTER GAUGE ENGAGEMENT
2:45PM on Monday, February 26, 2018

Interested in learning more about EX IMPACT?

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