Morning Breakout 1

Creating a Culture of Great Managers
Cheryl Bethune, HR Director of Finance, General Mills
General Mills’ multi-year initiative to create a "culture of great managers” began with a qualitative and quantitative study of Employee Opinion Survey data. That analysis identified both the impact of a Great Manager and what the Great Manager does. The presenter will share strategies to build that culture.

Beyond the HR Spiel: Human Capital Strategy Delivery
Yogita Naik, Director, Worldwide HR Portfolio Management, Pfizer, Inc.
This presentation will showcase how to develop and translate an HR strategy to something that is tangible and makes a business impact. It will address how HR strategy builds competitive advantage; how to empower the HR workforce; how to manage the HR project portfolio; the role of success measures (defining what ‘good’ looks like in advance); and the power of communication, creativity and innovation.

Games, Sims and Virtual Worlds: The Next Generation of Learning
Scott Randall, President, BrandGames
Discover new and effective ways to enhance organizational performance and individual development through the process of translating your internal messaging into the language of videogames and simulations. Learn the steps that top clients are taking to contextualize their internal brand missions and translate their message into a program that engages and motivates today's employees. Gain a new understanding of workforce demographics, message translation, how employee engagement can be tied directly to Return on Investment.

Corporate Lattice: Achieving high performance in the changing world of work
Laura Smith, HR Manager, Deloitte & Touche
The hierarchical corporate ladder is giving way to a multidimensional corporate lattice. Lattice organizations are better equipped to address workplace changes such as increased focus on project work, flatter organizational structures, and greater diversity. By recognizing there are now multiple models of success, lattice organizations enable individuals to customize their work and careers in ways that provide value to both organization and individual. The presenter will demonstrate how to navigate this transformation.

Mission Possible: creating a social media recruitment marketing/branding strategy
Stacy Van Meter, Talent Community Manager, Deluxe Corporation
Deluxe Corporation is leveraging social media to attract and engage candidates online. The presenter will share the comprehensive social media recruitment marketing strategy that they’ve created, and will discuss the reasons Deluxe got involved in social media recruiting; steps for creating the community and online marketing platform; and results of the first year with the program. The session will be geared toward both the novice and the more advanced social media user.