

Introducing The Advanced Learning Institute's Premiere National Conference From Their  
Acclaimed Executive Training Series  
For FEDERAL, STATE & LOCAL Government Executives...



**EMPLOYEE ENGAGEMENT  
FOR GOVERNMENT**  
*How To Lead Organizational And Cultural Change  
To Drive Performance And Achieve Results*  
NOVEMBER 3-6, 2008 · WASHINGTON, DC

**Rave Review from a Past A.L.I. Government Conference Attendee:**

*"This conference really gave me many, many good ideas and...  
it was good for my organization and for me personally."*

--- J. Blair, Supervisory Community Supervision Officer, Public Affairs Specialist  
**NATIONAL INSTITUTE OF STANDARDS AND TECHNOLOGY,  
U.S. DEPARTMENT OF COMMERCE**

★★ Save Your Agency's Budget \$400! Register by September 19th! ★★  
To Register, Call (888) 362-7400 -or- (773) 695-9400

or register online at [www.aliconferences.com](http://www.aliconferences.com)

**KEY TAKE AWAYS:**

Attend this conference to learn how to improve your employee engagement and organizational change efforts, along with helpful tools, tips and techniques to get started, including:

- **Engaging** employees at all levels by connecting them to your organization's goals and strategic plan for the future
- **Reinventing** the role of the communication function from tactical implementers to strategic change managers
- **Utilizing** assessment tools that will help your organization overcome resistance to change
- **Introducing** new ideas that will help your employees achieve positive change in their performance
- **Measuring** the success of your change efforts
- **Using** leadership communication to build employee trust
- **Developing** a dedicated, well-engaged workforce
- **Identifying** change agents that will help you

**SPEAKING ORGANIZATIONS:**

Hear practical advice, firsthand, from leading government agencies and organizations on how to engage and connect your employees to your organization's strategic plan and prepare them for change, including:

**U.S. Customs and Border Protection,  
U.S. Department of Homeland Security**

**U.S. Government Printing Office**

**Federal Aviation Administration,  
U.S. Department of Transportation**

**U.S. Department of the Interior University,  
U.S. Department of the Interior**

**U.S. Merit Systems Protection Board**

**Internal Revenue Service**

**National Aeronautics and Space Administration,  
Langley Research Center**

**Centers for Disease Control and Prevention**

overcome obstacles and increase organizational effectiveness

- **Assessing** the risk and rewards associated with organizational change
- **Transforming** your day-to-day communications techniques to make them more citizen-centered and results-oriented
- **Ensuring** that managers at all levels communicate effectively so they can achieve maximum employee engagement
- **Aligning** your internal and external strategies to influence change and your workplace culture
- **Communicating** your change initiatives to your workforce and citizens
- **Fostering** mission-focused employee behavior and culture to support agency goals
- **Involving** your entire organization in its change process successfully
- **Establishing** a stronger sense of community within your organization
- **Building** senior management support for your employee programs
- **Supporting** the business case and demonstrating the ROI of your employee engagement and change management strategy
- **Using** a balanced scorecard approach to measure change in culture and performance

Presented by:



**Your Government & Communications Training Partner Since 1997**

**The Balanced Scorecard for Government, Inc.**

**National Association of Schools of Public Affairs and Administration**

**Booz Allen Hamilton**

**Capgemini Government Solutions**

**Porter Novelli**

**Mercer**

**Bechtel Corporation**

**Organizational Change Management LLC**

**StrategyWorks, Inc.**

**Supporting Organizations:**



**International Association of Business Communicators, Washington DC Chapter**



**National Association of Government Communicators**



**Federal Communicators Network**

## **WHY IS THIS EVENT ONE YOU CAN'T MISS?**

Several agencies are making dramatic strides in developing approaches and systems that work for them in their employee engagement and change management efforts. The periodic sharing of these experiences and "best practices" is an important element of this government evolution. That is why this forum, presented by the Advanced Learning Institute, is such a valuable opportunity to hear perspectives and share experiences of other professionals engaged in the "journey."

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## **MAXIMIZE YOUR TRAINING!**

### **Choose From Four Workshops For Ultimate Value And Learning!**

Sign up for your choice of these highly–interactive, practical workshops focused on special topics of interest:

- **Pre-Conference Morning Workshop A –**

**Monday, November 3, 2008: 9:00 a.m. – 12:00 p.m.:**

Change Management 101: How To Prepare, Manage And Engage Your Leadership And Employees To Drive Performance And Achieve Results

- **Pre-Conference Afternoon Workshop B –**

**Monday, November 3, 2008: 1:30 p.m. – 4:30 p.m.:**

How To Build And Drive Employee Engagement With A Collaborative Performance Management Program

- **Post-Conference Morning Workshop C –**

**Thursday, November 6, 2008: 8:30 a.m. – 11:30 a.m.:**

Change Management 102:

How To Develop An Organizational Change Management Strategy Aligned With Your Organizational Goals

- **Post-Conference Afternoon Workshop D –**

**Thursday, November 6, 2008: 1:00 p.m. – 4:00 p.m.:**

Using Assessment Tools To Understand Your Culture, Increase Employee Engagement And Create A More Effective Organization

## **WHO WILL ATTEND:**

This conference has been researched with and designed for FEDERAL, STATE & LOCAL GOVERNMENT Managers, Directors, Analysts, Leaders, Officers, Administrators, Specialists, Advisors, Coordinators, Staff, Assistants & Consultants involved in:

- **Project Management**
- **Employee Communications**
- **Employee Relations**
- **Employee Engagement**
- **Change Management**
- **Internal Communications**
- **Human Resources**
- **Public Affairs**
- **External Communications**
- **Executive Communications**
- **Organizational Transformation & Development**
- **Communications Research**
- **Program Management**
- **Diversity Management**
- **Staffing**
- **Public Relations**
- **Training & Development**
- **Performance Analysis**
- **Strategic Planning**
- **Marketing**
- **Administration**
- **Customer Service & Satisfaction**
- **Evaluation**
- **Reporting**
- **Organizational Effectiveness**
- **Communication Consulting**

**...And all those interested in developing employee engagement strategies within their agencies.**

## **BENEFITS OF ATTENDING THIS CRITICAL CONFERENCE:**

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This conference is a must-attend event for all those who are serious about learning the newest strategies to engage your employees while leading organizational change to maximize your agency's performance. You will benefit from:

1. **21 innovative speakers** at your disposal to share their strategies and experiences with employee engagement fundamentals that are already proven to work
2. **Over 24 hours of intense, interactive learning** - we guarantee you will recoup your money spent by implementing just a few of the strategies shared during the conference
3. **The opportunity to customize your learning** by participating in two days of unique and interactive workshop sessions that will enable you to practice and apply your skills in peer groups -- you will walk away with strategies and tactics that you can begin to implement in your own organization
4. **An abundance of networking opportunities** – you will make many new contacts so be sure to bring plenty of business cards to exchange with your fellow attendees
5. **A comprehensive overview of engagement and change management strategies and processes** from leading practitioners like the **U.S. Department of Transportation, National Aeronautics and Space Administration, Centers for Disease Control and Prevention, U.S. Department of the Interior**, and many more
6. **Acquiring new knowledge** to lead your organization through the imperative, yet sometimes extremely difficult responsibility of ensuring that your employees are engaged and contribute to the bottom line
7. **A complimentary packet of research materials** that will serve as a helpful resource long after you have attended this conference
8. **A formal Certificate of Completion** which documents your training achievement and commitment to continuing professional development
9. **Optional networking lunches** that give you the opportunity to brainstorm and benchmark solutions with your fellow attendees
10. **Participating in instructional sessions** that will share real-world examples, tactics and lessons learned from leading employee engagement initiatives that will ground you in advancing your own strategy
11. **The opportunity to learn** how to integrate employee engagement, and organizational and cultural change management into your organization's strategic plan, in a hands-on environment

## **A LETTER FROM THE CONFERENCE CHAIRPERSON...**

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**MERCER**



MARSH MERCER KROLL  
GUY CARPENTER OLIVER WYMAN

**Dear Government HR, Communications and Employee Relations Professionals:**

Pick up a handful of corporate annual reports these days and you'll find that 8 out of 10 of them say something along the lines of "our employees are our greatest asset." Yet read further and you'll find that that's the first and last thing most companies say about how they get the most out of that tremendous asset. Leaders at the top of organizations make all kinds of promises to their stakeholders, customers, clients, and citizens that employees are expected to keep, but they often forget to think about how to galvanize employees to deliver on those promises. The best organizations close this gap between the promise-makers and the promise-keepers. Further, they don't just instruct their employees, they ENGAGE them.

### How Will This Conference Help You And Your Organization?

**This conference will help you truly leverage your organization's greatest asset – its employees – by engaging them emotionally and intellectually in the organization's cause and business objectives.**

You will learn best practices from leading organizations who have figured out how to tap into employees' hearts and minds to deliver bottom-line results. This conference will feature both case study presentations and hands-on, interactive workshops, with plenty of time to discuss and network with other government professionals in your field.

### What Does This Mean For You?

You will have the opportunity to learn what top Human Resources, Communications and Employee Relations practitioners are doing to mobilize employees toward a common purpose that creates uncommon value, including how the:

- **U.S. Department of Homeland Security** actively engages their geographically dispersed workforce
- **U.S. Government Printing Office** uses new communication tools to engage traditionally hard-to-reach employees
- **U.S. Merit Systems Protection Board** discovered how to improve employee engagement operations within a tight budget

**Attend A.L.I.'s "Employee Engagement For Government," conference this November 3-6, 2008**, in Washington, DC, to hear how your colleagues are creating successful employee engagement programs. Register online at [www.aliconferences.com](http://www.aliconferences.com), or call our conference hotline at 888-362-7400 to register today!

Sincerely,



David Jackson, Worldwide Partner  
**MERCER**

**P.S. Make your investment pay off even more by bringing a team! Register 3 delegates and 4th is FREE! Call (888) 362-7400 for more details.**

### **RAVE REVIEWS FROM PAST GOVERNMENT CONFERENCE ATTENDEES:**

*"The conference really gave me **many, many**, good ideas and how to accomplish them. The conference was good for my organization and for me personally."*

J. Blair, Public Affairs Specialist

**U.S. DEPARTMENT OF COMMERCE**



*“Wonderful opportunity to meet professionals in public and private sector...also exciting to see how valued internal communication systems are key to high-performing organizations for leaders, CEOs & knowledge workers.”*

L. Nobles, Human Resources Specialist

**U.S. SECURITIES AND EXCHANGE COMMISSION**

*“I liked the way the content was presented by practitioners & not sales people.”*

Shannon Duplessis, Assistant IT Director

**LOUISIANA DEPARTMENT OF CIVIL SERVICE**

*“I was pleasantly surprised. I didn’t anticipate this much information, and the peer-to-peer sharing. Real world experiences are much more valuable than theory.”*

S. Reilly, Communications Manager

**CITY OF OVERLAND PARK, KANSAS**

*“What an amazing collection of forward-thinking information.”*

S. Shultz, Deputy Director, Public & Community Relations

**SAN DIEGO AIRPORT, CALIFORNIA**

*“Overall, the conference was excellent.”*

M. McCaskill, Public Affairs Specialist

**ARMY MATERIEL COMMAND**

*“I gained a lot of helpful information...I am invigorated.”*

D. Babcock, Program Analyst

**INTERNAL REVENUE SERVICE**

*“I was pleasantly surprised at the excellent presentations. Happily, I’ve learned a lot and appreciate the information sources gained from the conference.”*

G. Shane, Technical Information Specialist

**DEFENSE TECHNICAL INFORMATION CENTER**

*“Lots of good info! Two days well spent!”*

C. Dobbs, Program Analyst

**U.S. GENERAL SERVICES ADMINISTRATION**

*“I loved the conference booklet – it was easy and convenient for note-taking!”*

E. Franklin, Social Work Reinvestment Initiative

**NATIONAL ASSOCIATION OF SOCIAL WORKERS**

## **PRE-CONFERENCE WORKSHOPS: Monday, November 3, 2008**

Jump-start your conference experience by attending these interactive and practical workshops. These information-packed sessions are a great opportunity to network with fellow attendees while taking a hands-on, common-sense approach to mastering employee engagement strategies that will enhance your understanding of the informative, case study presentations throughout the entire conference.

### **Choose A or B or BOTH for Maximum Value and Learning**

**9:00 a.m. to 12:00 p.m.**

#### **PRE-CONFERENCE WORKSHOP A**

Registration and continental breakfast will begin at 8:30 a.m. for the morning workshop attendees.

#### **Change Management 101:**

**How To Prepare, Manage And Engage Your Leadership And Employees To Drive Performance And Achieve Results**

What are the goals of employee engagement? When communicating during a major organizational change, the immediate goals are to:

- Maximize the probability of success
- Develop ownership for the transition
- Minimize resistance, and build a “change competency” into the organization

The ultimate goal is to move employees from a state of uncertainty to a state of readiness by maximizing their awareness of the change, their ability to change, and their willingness to make the transition.

In this hands-on session, you will learn how employee engagement helped drive organizational change at several different government agencies and how their lessons learned can be applied to your own change initiatives.

In this dynamic workshop, you will learn how to:

- Engage your leadership and employees in the initial stages of the change process
- Define the change barriers and assess the risks involved
- Develop a comprehensive engagement strategy
- Implement the change
- Measure the success of the change process

**WORKSHOP LEADER: Grant R. McLaughlin is a Principal in the global consulting firm Booz Allen Hamilton.** Grant has more than 17 years of experience in strategic communication and stakeholder engagement working with a variety of public sector and not-for-profit organizations.

#### ***Testimonials From Past Booz Allen Hamilton Sessions:***

*“Practical experience shared is excellent; made the topics more applicable.”*

*“Best session this week!”*

*“Best wrap-up you could provide – thanks!”*

*“Top-notch presentation. Interesting. Good content.”*

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**12:00 p.m. to 1:30 p.m.**

**Lunch on your own**

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**1:30 p.m. to 4:30 p.m.**

### **PRE-CONFERENCE WORKSHOP B**

#### **How To Build And Drive Employee Engagement With A Collaborative Performance Management Program**

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Many agencies understand the importance of building a performance management program to help them effectively measure the success of their initiatives – but how do you ensure alignment with critical stakeholders at all levels of the organization? Furthermore, how do leaders know that a performance management program will do—or is doing—the “right” things for their agency? And, since every agency is unique, just what are those “right” things anyway?

This interactive workshop session will provide tools, techniques, and leading practices you can use to define your own performance measurement program. It will provide approaches to ensure performance management efforts – both large and small – achieve the “right” things for your agency.

In this session, we will share collaborative performance management approaches, case studies, and leading practices.

Specifically, by attending this workshop, you will learn how to:

- Ensure your agency’s performance management program is based on principles of effective performance management
- Analyze and identify desired improvements in your performance management program
- Determine a realistic way ahead to achieve true agency performance improvements and by doing so, engage employees across your organization

Attend this session to discover what it takes to create an effective performance management program that engages employees at all levels and how to get started building them into your own organization.

**WORKSHOP LEADERS: Andy Vogelsang, PhD, is currently the Performance Management Practice Leader at Capgemini Government Solutions.** He has spent 20 years building his expertise in performance management and measurement, including ten years of management consulting and ten years of government service.

### Testimonials From Past Capgemini Sessions:

*“Good presentation and info. (It’s a) challenge to think outside agency limits.”*

*“Great presentation.”*

*“Good nuts and bolts stuff.”*

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## **AGENDA - DAY 1: Tuesday, November 4, 2008**

8:00 a.m.

**Registration & Continental Breakfast**

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8:30 a.m.

**Chairperson’s Welcome and Opening Remarks**

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David Jackson, Worldwide Partner

**MERCER**

8:45 a.m.



**SPECIAL PRESENTATION**

**Leading In The 21<sup>st</sup> Century: From Exhausted To Effective**

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In this informative and enlightening session, you will hear about an innovative, research-based approach designed to increase employee engagement by building and exercising 21<sup>st</sup> century leadership competencies. Managers continue to play an important and vital role on employee performance and retention. Now, see how a long list of possible managerial activities and competencies can reduce to “vital few accelerators” that have the most impact on improving both employee engagement and leadership effectiveness. This approach ensures that managers remember fundamental activities that create positive energy by recognizing and appreciating what is working (success), which produces greater engagement and momentum for change; ultimately achieving “breakthrough” increases in organizational results.

Specifically, you will learn:

- The “vital few accelerators” that drive outcomes of employee engagement and leadership effectiveness
- How to apply the “vital few accelerators” on-the-job
- The value of using an appreciative inquiry based approach to leadership

Jim Trinka, Director, Air Traffic Organizational Training and Development

**FEDERAL AVIATION ADMINISTRATION, U.S. DEPARTMENT OF TRANSPORTATION**

9:35 a.m.



### **Speed Networking**

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You'll have a chance to meet and greet fellow attendees in this fun and fast-paced forum.

10:05 a.m.



### **Morning Refreshment & Networking Break**

10:35 a.m.



**CASE STUDY**

### **A Spoonful Of Entertainment Helps The Engagement Go Down ... How To Use *Info-tainment* To Engage Employees**

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A great communicator, Mary Poppins, once said, “A *spoonful of sugar helps the medicine go down.*” These days, many employees are sick of hearing about *transformation, culture change* and *workforce development* — it sounds like medicine to them. However, if we want engaged employees, they need to know and understand the organization’s vision, business objectives and the answer to key questions such as, “What’s in it for me?” So how do you provide information that employees *need*, but may not necessarily *want*?

The U.S. Government Printing Office (GPO) has learned how to communicate important business messages along-side items of interest to employees using two new communication channels — a weekly intranet poll and *link*, a system of screens placed throughout the workplace.

In this session, you will:

- Learn how GPO is using these new communication tools to engage traditionally hard-to-reach employees
- Hear about the surprising results that GPO has had so far

- Discuss the rationale for GPO's approach and how it can work for your organization

Jeffrey S. Brooke, ABC, Director of Employee Communications  
**U.S. GOVERNMENT PRINTING OFFICE**

Terri C. Ehrenfeld, Employee Communications Specialist  
**U.S. GOVERNMENT PRINTING OFFICE**

11:25 a.m.



## **How To Achieve Results And Maximize Impact Through Collaboration**

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Today's workplace is clamoring for a stronger sense of community both inside and outside the boundaries of our traditional organizational lines. Since there really is very little that can be accomplished on our own, initiating and maintaining effective teams and partnerships is a critical element to our success. This session focuses on the how-to's of starting up and sustaining relationships with those essential to bringing your vision and plans to life.

You will leave this thought-provoking session with insight and ideas for identifying which areas would most benefit from partnership; when to seek opportunities for partnering; how to select partners for the best results; and how to engage others to support your efforts.

Specifically, you will walk away with ideas and strategies for:

- Using collaboration to engage employees, stakeholders and key decision makers to ensure ownership for your plans
- Enabling your most important strategies and plans through collaboration
- Making the most of "do more with less"
- Expediting progress by understanding the predictable phases of collaborative efforts and how to work through them
- Starting up and sustaining long-term, mutually beneficial relationships
- Achieving results and building relationships even when interests vary

This session, co-presented by the U.S. Department of the Interior University and StrategyWorks, Inc., will illustrate a real success story that required building cooperation across organizations, obtaining high level support for the effort, mastery of significant organizational transformation and getting significant buy-in and commitment. You will leave the session with practical ideas and tips for making collaboration, engagement and transformation work for your organization.

Lynn McPheeters, President  
**DEPARTMENT OF THE INTERIOR UNIVERSITY, U.S. DEPARTMENT OF THE INTERIOR**

Jo Ann Romero, Owner  
**STRATEGYWORKS, INC.**

12:15 p.m.

## **Lunch On Your Own -- But Not Alone!**

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Join a group of your colleagues for lunch with an informal discussion facilitated by one of our expert speakers. Take this opportunity to join others in a small, interactive group setting to network and brainstorm solutions to your most pressing employee engagement and change management concerns.

1:45 p.m.



## How To Focus Your Employee Communications Throughout Your Organization While Building Your Community And Brand

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During this session, you will hear about the development and maturation of the Centers for Disease Control and Prevention's (CDC) employee communication program and its award-winning cornerstone product *CDC Connects*, the employee focused inTRANet portal and online newspaper.

Through stories, practical steps and lessons learned, you'll hear how the CDC reaches out to their most valuable asset – their employees. In addition, you'll learn how to:

- Focus employee communication on what is important
- Make your intranet a popular must-read news channel
- Make fresh news and accessible enterprise tools work together
- Build community using fresh content, photos, video & more to promote your internal brand
- Introduce an internal blog and use it to encourage employees to deliver your brand promise
- Engage employees in a two-way conversation: the pitfalls & payoffs
- Work toward synergy with external communications (media and marketing) for a united brand message

Kay Golan, Director Employee Communication  
**CENTERS FOR DISEASE CONTROL AND PREVENTION**

2:35 p.m.



## Afternoon Refreshment & Networking Break

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3:05 p.m.



## How To Improve Your Employee Engagement Operations Within A Tight Budget And Successfully Measure The Results

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A focus on management strategies that engage the public sector workforce is critical as departments and agencies strive to improve their operations within tight budgets. They face increasing numbers of retirement-eligible employees in a labor market where there is intense competition for top talent.

Based on an analysis of a survey of over 35,000 Federal employees, this session will explore the relationship between the engagement level of Federal employees and agency outcomes by answering the following questions:

- What engages employees?
- What segments of the Federal work force are more engaged than others?
- How is employee engagement related to measurable outcomes including: Employees' intent to leave their organization, sick leave use; and, most importantly, an agency's programmatic results?

- How can managers increase the engagement level of their workforce?

Doug Nierle, Senior Research Analyst  
**U.S. MERIT SYSTEMS PROTECTION BOARD**

3:55 p.m.



## **How To Use Internal Branding And Strategic Communications To Engage Employees And Improve Organizational Performance**

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The Science Directorate at National Aeronautics and Space Administration (NASA) Langley Research Center embarked on a “branding” and communications endeavor to ensure that internal employees and external partners and stakeholders fully support and recognize the effectiveness of the Science Directorate in performing work in support of agency goals. At the same time, the executive management team began efforts to develop and institutionalize a strategic plan reflecting significant change in culture and performance for all organizations at the Center utilizing the *Balanced Scorecard* methodology.

In early 2008, the Science Directorate began developing an articulated vision and plan that aligns with agency missions and center strategic objectives. Because of the earlier internal branding efforts, the Science Directorate was able to develop and begin implementation of its strategic plan quickly and with less resistance than most organizations experienced.

This presentation will provide insight into the experience of combined team members in this effort which will support fostering the mission-focused culture required to sustain such a high level of performance in a competitive environment.

This session will reenergize you in your role as an organizational leader and, specifically, you will learn:

- The value of using the “storybranding” technique for internal branding
- How the internal branding results simplified the Strategic Planning
- The value of using the “Balanced Scorecard” methodology

Lelia Vann, Director, Science Directorate  
**NATIONAL AERONAUTICS AND SPACE ADMINISTRATION  
LANGLEY RESEARCH CENTER**

Debrah Whitaker, President  
**THE BALANCED SCORECARD FOR GOVERNMENT, INC.**

4:45 p.m.

## **End of Day One**

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5:00 p.m.



## **Networking Reception: Please Join Us!**

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We invite you to join us for a drink as you relax with your peers. All conference attendees and speakers are welcome to join us for this special opportunity to continue networking. Don't miss this chance to benchmark new ideas over complimentary drinks!

6:00 p.m.



### **Dine Around**

Sign up during the day for dinner with a group. Take advantage of DC's fine dining while you continue to network with your colleagues.

## **AGENDA - DAY 2: Wednesday, November 5, 2008**

8:00 a.m.

### **Continental Breakfast & Networking**

8:30 a.m.

### **Chairperson's Opening Of Day Two**

David Jackson, Worldwide Partner

**MERCER**

8:40 a.m.

### **Understanding The Unique Challenges Of Public Sector Change And Using A Tailored Change Process For Your Organization**

The communications and change management basics are familiar:

- Change management requires cascading communications from the top.
- You need to build a change network.
- Managers at all levels need to openly embrace and sponsor the transition to a brand new way of doing business.
- The organization needs to reward and recognize the risk-takers as they charge into a new operating environment.

Are the above principles as true for government agencies as they are for private sector organizations? In this session, we will discuss how the unique nature of the public sector requires tailoring of the traditional "commercial" communications and change management approaches.

Specifically, you will walk away from this session with an understanding of how to better:

- Manage change even when your leadership is constantly evolving
- Motivate the employees whose jobs are often considered "secure" and there are no competitive pressures
- Encourage risk-taking in an inherently risk-averse environment
- Reward and recognize employees in a civil service framework

Grant McLaughlin, Principal

**BOOZ ALLEN HAMILTON**





## How To Actively Engage A Geographically Dispersed Audience Using The Latest Collaborative, Social Media And Communication Tools With Dramatic Results

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U.S. Customs and Border Protection (CBP) has a critical mission – protecting U.S. borders at and between the official crossing points into this country, while at the same time keeping legitimate travelers and cargo incoming freely. To accomplish this mission it is important that their 52,000 person, geographically dispersed workforce be actively engaged—a momentary lapse by even one person can lead to untold disaster.

In addition to training and human resources efforts to keep employees focused, CBP's Office of Public Affairs, with the Office of the Commissioner, has deployed numerous strategic internal communications tools to boost employee engagement and further support the mission. These include a transition management office, commissioner messages and webcasts, a five-year anniversary celebration, mission appreciation events, a history program, "Ask the Commissioner," online human interest stories, a new magazine, employee ownership of the intranet, a new collaborative information system, participation in a leadership blog, "Hall of Fame/Hall of Shame," and a Web redesign.

This insightful presentation will highlight these tools and provide you with the following key takeaways:

1. **Leadership paves the way:** Internal communications is most effective when it is supported by senior leadership. The Commissioner himself is actively engaged in internal communications efforts, the Office of the Commissioner has fully backed the Office of Public Affairs in its efforts to reach employees on key issues, and the head of the entire Department of Homeland Security has participated in key employee communications.
2. **Web-based tools and email are the #1 vehicle:** In a fast-changing environment where employees need to be reached quickly, and where budgets do not support mass printing costs for every employee communication initiative, the intranet, internet, and email, are key ways to reach employees effectively.
3. **Multiple channels are helpful:** There is no one best way to reach employees. Rather, a variety of methods should be employed, preferably with some being interactive.
4. **Respect and honor differences and history:** CBP, established in 2003, is made up of various legacy agencies, each with its own unique culture and in some cases hundreds of years of history. Our internal communications program honors that, drawing employees in with respect for the years of experience they bring to the agency.
5. **Let strategy evolve:** Today's communication needs are not yesterday's communication needs. CBP continually evaluates internal communication efforts and functions to be sure that they are appropriate for what employees are looking for right now.
6. **Collaboration plays a role:** At CBP, no one office or function "owns" internal communications. Rather, this is a shared function with the Office of Public Affairs, the Office of the Commissioner, the Office of Human Resources, the Office of Training and Development, and each line office (e.g. the Border Patrol, the Office of Field Operations, and so on.) Within this layered approach, some messages are delivered independently of other offices, while others are collaborated on. This ensures that CBP is always balancing those communications for an optimal mix of centralized and decentralized information.
7. **Innovation:** CBP has always been in the forefront of new technologies, and actively employs them to reach employees, with videocasting, a dedicated internal television channel, web-based collaboration tools, and so on. The agency recognizes that it is operating in a 21st century environment and that its communication tools must keep pace with the way people live today.

8. **Feedback is key:** CBP recognizes that it does not operate in a communication vacuum, and that employee input at every level is critical to ensuring that internal communications are on target. The presentation will discuss how to implement feedback mechanisms such as surveys and suggestion mailboxes in such a way as to help deliver concrete plans for success.

Dannielle Blumenthal, Senior Public Affairs Specialist

**U.S. CUSTOMS AND BORDER PROTECTION, U.S. DEPARTMENT OF HOMELAND SECURITY**

10:20 a.m.



## **Morning Refreshment & Networking Break**

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10:50 a.m.



## **Communicating And Measuring Your Employment Value Proposition To Engage Your Workforce And Achieve Your Goals**

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Like all large public and private sector employers, Bechtel needs to be sure that all employees are productively engaged in their work at a time when there is intense competition for engineers and workers at all levels. Three years ago, senior leadership determined to clarify and effectively communicate the value proposition that Bechtel offers all employees, from management to new hires.

In this case study, you will learn how Bechtel:

- Researched attitudes towards Bechtel as an employer
- Crafted and tested a set of umbrella messages about the advantages of having a career at Bechtel

You will also take away:

- Understanding of the wide range of internal communication tactics -- from traditional to leading edge that have been deployed to increase retention and employee engagement and how to apply them into your organization
- Measurement techniques that built into the whole process from its beginning

Susan Grisso, Senior Human Resources Manager

**BECHTEL CORPORATION**

Joan James, Vice President of Human Resources, Government Sector

**BECHTEL CORPORATION**

David Jackson, Worldwide Partner

**MERCER**

11:40 a.m.

## **Lunch On Your Own -- But Not Alone!**

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Join a group of your colleagues for lunch with an informal discussion facilitated by one of our expert speakers. Take this opportunity to join others in a small, interactive group setting to network and brainstorm solutions to your most pressing employee engagement and change management concerns.

1:10 p.m.



### **Group Exercise: Brainstorm Solutions And New Ideas You Can Use**

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You asked for it, you got it! Interact and discover solutions to your employee engagement challenges with your fellow attendees and our experienced speakers. You will leave with new tools and hands-on experience and ideas for more successfully applying best practices to your own employee engagement initiatives.

2:00 p.m.



### **Preparing For A Changing World: How To Implement A Successful Succession Management Plan In Your Organization**

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As the knowledge economy grows, intellectual capital becomes the key differentiating factor for organizations. To assure success, organizations must find ways of identifying, quantifying, measuring, assessing, and enhancing their intellectual capital assets. One way of accomplishing this oftentimes difficult task, is through competency-based management.

This session will share with you, the concept of competencies as defined by leading scholars; present examples of competency-based management as practiced in important organizations, and show the benefits of competency management – in particular, in engaging the modern workforce.

In addition, you will also hear how:

- Knowledge-loss in organizations, especially in the context of the retirement of the baby boomer generation, carries severe risks to employee engagement
- Competency management demonstrates a competency-based approach to succession management, and how it can enhance employee engagement, while ensuring continuity and viability of organizational performance
- Competency management, when used as an approach to succession management, can enable an organization to ensure business continuity, improve performance, and effectively meet employee engagement challenges
- Several models that were developed for use in government, address competency-based succession planning – that is, the need to identify and develop successors for key positions and core competencies
- Competency-based management in organizations use effective succession planning

Through the experiences at the Internal Revenue Service, you will leave this session with best practices, lessons learned, and various options in succession planning and be able to apply them to your organizational initiatives.

Michael J. Novak, Senior Business Operations Specialist, Office of Procurement  
**INTERNAL REVENUE SERVICE**

2:50 p.m.



### **Afternoon Refreshment & Networking Break**

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3:10 p.m.



## Using The Right Tools To Create Your Strategic Message That Will Result In Effective Communications And Engaged Employees

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Communicating has four main elements that are all critical. In this session, you will learn what these are and why one of them is paramount.

You will also be shown the five steps to create a strategic message so you can make the most of your communications efforts, whether it's a speech, letter, brochure, digital tool, email or intranet effort. This session will also touch on using wiki's and social networks among colleagues and why they can work for your organization.

You will walk away from this session with a better understanding of:

- Why using narratives helps your communications
- How emotions can move people into action
- How persuading people can be easier done than thought
- What branding is really about and how you can take utilize it
- The difference between a feature and a benefit and why this matters

Scott Talan, Director of Communications

**NATIONAL ASSOCIATION OF SCHOOLS OF PUBLIC AFFAIRS AND ADMINISTRATION**

4:00 p.m.

## Chairperson's Recap: Key Takeaways And What To Do When You Get Back To The Office

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We'll recap the highlights of the past two days and ask you to share key insights and next steps with the group.

David Jackson, Worldwide Partner

**MERCER**

4:30 p.m.

## Close Of General Sessions

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**or register online at [www.aliconferences.com](http://www.aliconferences.com)**

## **POST-CONFERENCE WORKSHOPS: Thursday, November 6, 2008**

### **INTERACTIVE POST-CONFERENCE WORKSHOPS**

These interactive and practical workshops are designed to take your conference experience to the next level. Post-conference workshops allow you to take the information you gained from the general sessions, and identify and focus on your individual needs and applications. Make the most out of this conference by attending these highly interactive, hands-on sessions. Space is limited to ensure interactivity!

## Choose C or D or BOTH for Maximum Value and Learning

8:30 a.m. to 11:30 a.m.

### POST-CONFERENCE WORKSHOP C

Continental breakfast will be provided at 8:00 a.m. for the morning workshop attendees.

#### Change Management 102: How To Develop An Organizational Change Management Strategy Aligned With Organizational Goals

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In this interactive workshop, you will assimilate what you learned during the conference and apply it to a change you want to make in your organization. This session will outline a proven methodology for facilitating an Organizational Change Management effort that you will be able to take back to your organization and implement. By utilizing this proven methodology, you will be able to effectively support new projects and initiatives, ensure that those initiatives are in alignment with the organization's goals, empower employees to be actively involved throughout the project implementation, and manage expectations among all stakeholders.

This hands-on session will prepare you to lead an Organizational Change Management effort and, specifically:

- Plan an expectations assessment
- Plan the development of a Project Scorecard
- Outline a high-level Stakeholder Analysis
- Outline a Communications Strategy
- Create a strategy to identify risks and mitigation

**WORKSHOP LEADER:** **Chelle Stringer, PhD, is the Owner-CEO of Organizational Change Management LLC.** For the past 10 years, she has provided services as an internal and external consultant in the areas of Organizational change Management, strategic alignment, workforce planning and analysis, and organizational transformation.

#### Testimonials From Past Chelle Stringer Sessions:

*"Nice presentation."*

*"Great presentation skills! Good story of application."*

*"Great job re-engaging the group. Good use of time/material."*

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11:30 a.m. to 1:00 p.m.

**Lunch on your own**

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1:00 p.m. to 4:00 p.m.

### POST-CONFERENCE WORKSHOP D

#### Using Assessment Tools To Understand Your Culture, Increase Employee Engagement And Create A More Effective Organization

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"What makes this organization tick?" Professionals who ask that question are looking for insight into the cultural forces at play inside every organization—the intangible framework that determines what truly matters and engages its people, what brings them together, how things really get done, and where group attention and energy is focused.



During this interactive workshop, you will learn a step-by-step process for engaging employees in organizational culture assessment.

Specifically, you will learn how to:

- Define the strengths and values that are key to organizational success
- Recognize the shared “storylines” that exist across any organization
- Use those insights to more successfully communicate with and motivate employees

You will also be introduced to the Organizational & Team Culture Indicator (OTCI), a powerful new assessment/typological tool that uses the framework of stories we all know to measure and understand:

- Core group identity, purpose, meaning and motivation
- Communications style
- Approach to critical operating tasks
- Opportunities and challenges

They’ll also be introduced to the Internal Brand Messaging Ladder, an easy-to-use communications model that helps organizations develop and customize messages that engage employees within the context of their own unique cultures.

Through real-world examples using both of these tools, participants will learn practical strategies for applying culture assessment to a wide variety of organizational initiatives, including:

- Branding and organizational identity
- Internal communications
- Values/vision/mission development
- Strategic planning
- Organizational and leadership development
- Mergers and acquisitions
- Change management

Ultimately, participants will learn how culture and character can be leveraged to create more successful, mission-focused and effective organizations.

**WORKSHOP LEADER: Cindy Atlee, is Senior Vice President, Branding & Organizational Culture at Porter Novelli,** where she helps clients develop authentic brands and communications strategies that align internal stakeholder meaning with external target audience motivation.

### ***Testimonials From Cindy Atlee Sessions:***

*“Really presented in an engaging manner.”*

*“Great information on tools that I can use in my office.”*

*“Cindy provided an outstanding presentation.”*

## ABOUT OUR CONFERENCE SUPPORTERS:



International Association of Business Communicators, Washington DC Chapter (IABC/Washington), with almost 650 members in the Greater Washington and Baltimore regions, is the largest IABC chapter in the United States and the second largest in the world. Chapter members work in the public and private sectors in such diverse fields as corporate communications, marketing, advertising, public affairs, employee communications, media relations, and shareholder relations. For more information, please go to: [www.iabcwashington.org](http://www.iabcwashington.org).



The National Association of Government Communicators (NAGC) is a national not-for-profit professional network of federal, state and local government employees who disseminate information within and outside government. Its members are editors, writers, graphic artists, video professionals, broadcasters, photographers, information specialists and agency spokespersons. The principal purpose of NAGC is the advancement of communications as an essential professional resource at every level of national, state and local government. For more information, please go to [www.nagc.com](http://www.nagc.com).



The Federal Communicators Network (FCN) formed in 1996 as a national organization for Federal communicators to help bring reinvention information to front-line Federal workers and "create an environment for reinvention to flourish."

FCN has more than 600 members, 75% of which are from Federal agencies, offices, and military establishments in Washington DC, across the country and around the world. The remaining 25% are from the legislative and judicial branches; interagency, international, nonprofit, and private groups; state and local organizations, and Federal unions. With this range of talent, expertise, and circulation, the FCN is a powerful agent for communicating the message of better government.

Membership to FCN is open to all Federal employees willing and able to promote better government that costs less and delivers results Americans care about. In addition, non-government persons engaged in communication or public relations whose professional activities enhance, further, or support the objectives of the FCN, are also welcome to join.

For more information, contact Jeff Brooke at [jbrooke@gpo.gov](mailto:jbrooke@gpo.gov) or visit the FCN website at <http://www.fcn.gov>.

## VENUE AND LODGING:

### ALL CONFERENCE SESSIONS WILL BE HELD AT:

#### **Sheraton National Hotel**

900 S. Orme Street

Arlington, VA 22204

Phone: 703-521-1900 or 888-627-8210

[www.sheratonnational.com](http://www.sheratonnational.com)

Please contact the hotel directly when making your reservation. **For the conference, a limited number of rooms have been set aside at the government per diem rate of \$209/night. Please be sure to call the hotel no later than October 20, 2008, to help ensure this rate and mention that you are attending the "Advanced Learning Institute" government conference.** We recommend that reservations be made early.

Located at the gateway to the District of Columbia, the Sheraton National Hotel offers contemporary accommodations and first-class service and is convenient to all of Washington's attractions, businesses and government centers. Downtown D.C. is just a 10 minute Metro ride away from the Pentagon City Metro (Blue & Yellow Lines) which is easily accessible via the hotel's complimentary shuttle service. The hotel also provides complimentary shuttle service to Reagan National Airport, the Pentagon, Crystal City, the Mall and restaurant row. Airport access is just 3 miles away at Reagan National Airport (DCA), 27 miles away at Dulles International Airport (IAD) and 36 miles away at Baltimore International Airport (BWI).

Join us in the nation's capitol for A.L.I.'s Premiere National Conference on "Employee Engagement For Government: How To Lead Organizational And Cultural Change To Drive Performance And Achieve Results" and enjoy this wonderful city from its restaurants, shopping and attractions to its nightlife.

For more information on your visit to Washington, DC, go to [www.washington.org](http://www.washington.org).

### REGISTRATION FEES:

The following are included in your conference registration: attendance, a detailed conference workbook and any additional meeting materials, continental breakfasts, morning & afternoon refreshments, and evening networking reception.

<b>Group Discount: Register 3 colleagues and the 4th is FREE!</b>	<b>Earlybird Pricing: Register with payment by September 19<sup>th</sup></b>	<b>Regular Pricing: Register with payment after September 19<sup>th</sup></b>
Conference Only (November 4 & 5)	\$1,299	\$1,699
Conference Plus <b>One</b> Workshop	\$1,699	\$2,099
Conference Plus <b>Two</b> Workshops	\$1,999	\$2,399
Conference Plus <b>Three</b> Workshops	\$2,199	\$2,599
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Conference Workbook Only	\$199.00* + \$20.00 S&H	
*IL residents will be charged 9.75% sales tax on workbook orders.		

**Payment is due two weeks prior to the conference. If payment has not been received two weeks before the conference, a credit-card, training form, or purchase order hold will be taken to ensure your space.**

### SPONSORSHIP & EXHIBIT OPPORTUNITIES ARE AVAILABLE:

This conference provides an excellent opportunity to market your products and services to a targeted government communications audience. Space is limited, so please call Kelly at (773) 695-9400 x18, for more information.

### GROUP DISCOUNTS:

Four or more attendees, registering together, enjoy a savings of at least \$1,299! **Register three attendees and the fourth registrant is FREE! That's a 25% savings off each registration.** Note to small departments—register together with your colleagues from another agency and receive the same group discount. The free registrant must be of equal or lesser value.

## **A.L.I. FREQUENT ATTENDEE DISCOUNT:**

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Earn conference attendance bonuses as you benchmark with other organizations. For every A.L.I. conference attended, receive a **\$200 discount** off your next A.L.I. conference. Also, you will receive special bonuses and perks reserved only for A.L.I. frequent attendees.

## **PROGRAM CHANGES:**

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A.L.I. reserves the right to make changes in programs and speakers, or to cancel programs if enrollment criteria are not met or when conditions beyond its control prevail. Every effort will be made to contact each enrollee if a program is canceled. If a program is not held for any reason, A.L.I.'s liability is limited to the refund of the program fee only.

## **CANCELLATION POLICY:**

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You may make substitutions at any time; please notify us as soon as possible. If you cancel (in writing) more than two weeks prior to the conference (before October 20<sup>th</sup>) a \$150 service fee will be charged and a credit memo will be sent reflective of that amount, which can be used for a future A.L.I. conference. Registered delegates who do not attend or who cancel two weeks prior to the conference or less (on or after October 20<sup>th</sup>) are liable for the entire fee. A credit memo will be issued which can be used for a future A.L.I. conference by anyone in your organization.

## **ABOUT THE ADVANCED LEARNING INSTITUTE:**

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The Advanced Learning Institute's mission is to help executives build strong personal relationships, expand their business knowledge of cutting-edge trends, and find proven solutions to a wide range of strategic management problems.

Our forums bring together industry leaders and experts to share valuable, real-world experiences, and best practices on how to meet tomorrow's management challenges.

The Advanced Learning Institute's focus is on delivering high-quality programs, which consistently meet the needs of our customers. Our conferences serve a broad range of specialized industries and functions, including:

**Government · Communications**  
**Performance Measurement · Strategic Planning**  
**Human Resources · Health Care**  
**Brand Management · Marketing**  
**Biometrics · e-Commerce · Technology**

## **WE GUARANTEE RESULTS:**

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The Advanced Learning Institute has been successfully providing senior executives with forums to share practical experiences and solutions to a variety of organizational challenges. We are so confident you'll benefit from the innovative strategies shared during this conference that we'll guarantee it! If you follow the advice of our speakers, and you don't improve efficiency valued at the cost of your registration fee, then we'll send you a full credit to be used for another event.

**A Few Of Our Past Government Attendees Include Representatives  
From These Leading Organizations:**

- U.S. Postal Service
- FDA
- Department of Labor
- District of Columbia
- Central Intelligence Agency
- Office of Naval Intelligence
- Department of State
- Marine Corps
- Office of Personnel Management
- U.S. Mint
- City of Atlanta, GA
- Department of the Interior
- General Services Administration
- Fairfax County Government
- Department of Transportation
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- FAA
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- FBI
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- Department of Defense
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- Peace Corps
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- City of Minneapolis, Minnesota
- Bureau of Reclamation
- Pentagon Renovation
- Office of the Governor, Washington
- American Institutes for Research
- USAID
- NOAA
- American Society for Microbiology
- Department of Housing and Urban Development
- Department of Veterans Affairs
- FDIC
- Customs
- City of Las Vegas , NV
- Small Business Administration

Thousands of satisfied alumni can't be wrong - register today for the opportunity to learn from our platform of proven experts!

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# EMPLOYEE ENGAGEMENT FOR GOVERNMENT

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To Drive Performance And Achieve Results

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## Registration Form

*Please photocopy for group members.*

Yes, I'd Like to register for the November 2008 Employee Engagement for Government Conference in Washington, DC

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Pre-Conference Afternoon Workshop B: How To Build And Drive Employee Engagement With A Collaborative Performance Management Program

Post-Conference Morning Workshop C: Change Management 102: How To Develop An Organizational Change Management Strategy Aligned With Your Organizational Goals

Post-Conference Afternoon Workshop D: Using Assessment Tools To Understand Your Culture, Increase Employee Engagement And Create A More Effective Organization

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