

MEETING

March 11, 2014
5:30 pm – 7:30 pm
CBIA, 350 Church St.,
Hartford, CT



Communicating Total Rewards – A Fresh Approach to Effective Employee Engagement

Global economic volatility, rapid shifts in talent markets and workforce demographics make talent management ever more complex. HR executives face increasing pressure to optimize their workforce investments to ensure the ongoing competitiveness of their organizations.

Innovative companies realize they must:

- attract and retain a diverse global talent pool,
- achieve maximum value from their talent pool across geographies and varying business models,
- determine how distinct segments of their workforce deliver value to the organization, and
- understand what those segments value from the organization in return.

Taking a page from consumer marketing, Towers Watson uses a fresh approach – **micro segmentation** – to help employers better understand their employees (e.g. significant health risks, spending and saving habits, unique attitudes, lifestyles and behaviors) in order to target them with appropriate engagement strategies and tactics.

Presenter – Mike Shepard, Towers Watson

As a senior consultant located in Towers Watson's Boston office, Mike assists a broad range of employers in creating engagement strategies. His focus is leading and managing the development and implementation of employer strategies for managing all aspects of organizational change.

Mike leads Towers Watson's Intellectual Capital Development Team for Health Care Communication. He is supporting the development of a number of new engagement approaches, including, most recently, the firm's point of view on health care reform communication strategy. Mike also leads the firm's communication product development team for its private exchange offering, OneExchange.

He has been a frequent speaker to employer audiences about emerging engagement strategies, Towers Watson's global employee engagement research, and the change/communication implications of federal health care reform legislation. Before joining Towers Watson, Mike spent 10 years with PricewaterhouseCoopers in New York City and Los Angeles. He is a graduate of the University of Virginia.

Cost: Members \$20, Non-Members \$50, Full-time Students \$10
RSVP by March 7 to: Phillip.Montgomery@cbia.com or 860-244-1982

Note: Approval pending for HRCI and WorldatWork recertification credits.