

# Western Forum

# STRATEGIC STAFFING 2001

## *Aligning Recruitment and Retention Strategies With Your Employer Brand*

May 7, 8, & 9, 2001 ♦ Metropolitan Centre ♦ Calgary, Alberta

*Special Feature:* Hear directly from your future employees as MBA students and undergrads from the University of Calgary clarify their employment expectations.

*Leading experts and companies will share how they:*

- ✓ **Attract the "right" talent** – from intern to CEO
- ✓ **Conduct legal hiring audits**
- ✓ **Use e-HR technology** effectively to hire the right people
- ✓ **Implement incentive and referral programs** that work
- ✓ **Incorporate key retention vehicles** in their strategic HR plans
- ✓ **Reduce turnover significantly**

### Two Workshops - Wednesday, May 9

**A** HOW TO BECOME THE BEST EMPLOYER IN YOUR CATEGORY - IT'S ALL ABOUT ALIGNMENT

*Dr. Lorne Hartman, Ph.D., Psybase Network*

**B** ATTRACTING AND RETAINING TALENT: THE STRATEGIC IMPERATIVE

*Paul Carroll, Development Dimensions International (DDI)*

### FEATURING:

*Alcatel Networks Corporation  
Anadarko Canada Corporation  
Arthur Andersen  
Bennett Jones LLP  
Calgary Regional Health Authority  
Deloitte & Touche  
Delta Hotels  
Gowling Lafleur Henderson LLP  
Hewitt Associates  
Mullen Transportation Inc.  
PanCanadian Petroleum Ltd.  
Petro-Canada  
Sabre Inc.  
Syncrude Canada Ltd.  
TMP Worldwide Inc.  
Workopolis*

*and many more...*

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CHAIR

Sheila Newel, CHRP  
Manager, Human  
Resource Services  
PanCanadian  
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MAGAZINE

## WHO SHOULD ATTEND

- **Human Resources Professionals from all sectors:**
  - Vice Presidents
  - Directors
  - Consultants
- **Senior Managers**
- **Corporate Learning Officers**
- **Training Directors and Managers**
- **Recruitment Specialists**
- **High Tech Recruiters**
- **Recruitment Advertising Specialists**
- **Benefits and Compensation Directors & Managers**

**EARLY BIRD SPECIAL**  
Register and pay before  
March 27, 2001 and save \$100.00

*Delegates will receive a set of original materials that will serve as a valuable reference source after the program.*

Dear Colleague:

The challenges of hiring and retaining highly skilled and motivated staff have never been greater. In order to gain a competitive edge in the competition for scarce human capital, employers must execute strategies to attract the "right" employees and keep them once they are in the door.

**Insight** has specifically developed this conference to provide you with fresh ideas for solving the recruitment and retention puzzle. Employers from a wide variety of industries will share how their approaches have worked to reduce employee turnover and recruiting costs.

The Globe and Mail's *Report on Business Magazine*, with the research support of Hewitt Associates, publishes an annual list of the "35 Best Companies to Work For in Canada." Several of the companies included in Canada's 35 Best over the past two years will share how they have aligned their employer brands and HR strategies to create distinctive company cultures that attract and engage employees.

This conference will provide you with the critical, need-to-know information you require so that you can:

- attract the "right" talent – from intern to CEO
- conduct legal hiring audits
- use e-HR technology effectively to hire the right people
- implement incentive and referral programs that work
- prepare job offers that meet the expectations of MBA and undergrad students
- incorporate key retention vehicles in your strategic plan
- reduce turnover significantly

You can expect to leave this conference with numerous ideas for developing HR strategies that will help distinguish your company as the best employer in its category. The materials provided to conference delegates will be of valuable assistance in persuading your management team to give you the freedom to develop an employment culture and HR policies that reflect the quality of your product and workforce.

***Do not miss this opportunity to arm yourself in the war for talent!***

Review our agenda. Then **register today** for this comprehensive conference that will provide you with what you need to know to move forward as the best employer in your category. You can **register by phoning 1-800-815-0604** or by **fax 1-800-815-9975**, or register online at **[www.insightinfo.com](http://www.insightinfo.com)**.

I look forward to seeing you in May!



Karen Coles, B.A.S., CTC  
Executive Conference Developer

**Monday, May 7, 2001**

**8:00 Registration and Breakfast**

**8:45 Chair's Opening Remarks**

**Sheila Newel, CHRP**  
*Manager, Human Resource Services  
 PanCanadian Petroleum Limited*

**9:00 Establishing Benchmarks to Become the Best Employer in Your Category**

**Fred Hemphill**  
*Vice President Human Resources & Support Services  
 Syncrude Canada Ltd.*

*In order to create an effective employer brand, a company must develop and consistently promote HR policies that reflect the overall focus of the company. In this session discover strategies Syncrude Canada has used to become one of the best in their category.*

- Revamping HR Policies
  - what drives the process
  - how and where to start
- Identifying retention benchmarks
- Developing policies that connect to employer brand
- Establish policies "outside the box"

**9:45 Building the Brand When the Brand Keeps Changing**

**Debbie Sulkers**  
*Vice President Human Resources  
 Anadarko Canada Corporation*

**Jan Arnison**  
*Team Leader, Recruitment & Development  
 Anadarko Canada Corporation*

*In the last 5 years the company now known as Anadarko Canada Corp. has been four different companies, with correspondingly different cultures, values and strategies. In this session, the team from ACC will share their experiences, the surprises they've encountered along the way, and their learning as they've recruited and retained through continuous change in their companies and in their industry.*

- Staffing strategically in a changing environment
- Recognizing and understanding factors you can and cannot control
- Developing core principles that work
- Recruiting and retaining through continuous internal change

**10:30 Coffee Break**

**10:45 Corporate Culture Dynamics to Attract the Best - Survey Says...**

**Chris Howe**  
*People Value Management Consultant  
 Hewitt Associates*

**Margaret A. Munsch**  
*General Manager,  
 People & Communities  
 PanCanadian Petroleum Limited*

*The Globe and Mail's Report on Business Magazine with the research support of Hewitt Associates publishes an annual list of the "35 Best Companies to Work For in Canada." During this session Chris Howe will provide an overview of the research methodology and the lessons learned about attracting, motivating and retaining talent. Margaret A. Munsch will describe how people practices at PanCanadian Petroleum support its position as an employer of choice for two consecutive years.*

- The role of CEO in building an "employer of choice" culture
- Capturing the hearts and minds of your workforce
- Development of the "right" people practices versus the "best" people practices
- Recognizing the role and importance of employer brand
- Identifying strategic components of an employer brand

**11:35 The Power of Recognition, Rewards, and Referrals**

**Michael B. Byam**  
*Director of International Operations  
 Terryberry Recognition Solutions*

**Simon Canning**  
*Manager Western Canada  
 Sabre Inc.*

*Two international companies will discuss how recognition and innovative rewards programs work to promote a positive employment culture that motivates winners to attract winners.*

- Motivation factors that impact why people leave
- How recognition builds that special spirit found at the heart of successful business
- The three V's that make an award the most lasting reward
- Learn how referrals impact retention and future recruiting efforts

**12:30 Luncheon**

**2:00 The e-HR Explosion: Maximizing The Role Your Website Plays In Attracting The Right Candidates**

**Kim Peters**  
*President  
 Workopolis*

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Many companies are focusing greater efforts on online recruiting. Shorter cycle-time, decreased cost, the large number of job seekers surfing the Net, and 7x24 accessibility to information are recognized online recruiting advantages. The corporate career site represents one online method that many are using, but, if not used well, can decrease chances of attracting high calibre candidates. In this session, discover the 5 Keys to E-cruiting.

- Identify virtual recruiting components
- Take advantage of Internet 'space'
- Determine what makes a website friendly for job applicants
- Discover what to do with your applicants
- Build a candidate database that will continue to deliver value
- Develop a complementary and integrated strategy to maximize the ROI from your corporate careers site

## 2:45 Intern to CEO Talent Solutions: High Demand / High Return / High Success Formula

**Karen J. Coe, CHRP**  
*Managing Partner (Western Canada)*  
**TMP Worldwide Inc.**

- Innovative approaches to find the passive career seeker
- Leveraging your brand to attract the hidden talent
- Engaging the free agents to advance the enterprise
- 'Webspionage' techniques to get ahead of the web migration
- Integrated solutions for drawing the talent to you

## 3:30 Coffee Break

## 3:45 Conducting a Legal Hiring Audit

**Jim d'Andrea**  
*Partner*  
**Bennett Jones LLP**

*It is important to know how your hiring process could land you in hot water. In this session Jim will outline the areas to examine to avoid charges stemming from discrimination, employment, and privacy laws.*

- The value of a legal hiring audit
- Screening methods that stand up in court
- Interviewing to obtain maximum information without discrimination
- Rules regarding bona fide occupational requirements
- Legal aspects of reference checking – an "axe to grind" or "a reputation to protect"
  - what can a former employer say?
  - what to do when saying nothing is perceived as negative

- The **right** way to say "no": How to tell candidates they were not successful

## 4:30 Creative Job Offers: What's Hot What's Not

**Paul Pittman**  
*Partner, Human Capital Group*  
**Arthur Andersen**

*What do candidates think about when deciding which company to join? What are the "real perks" applicants are wanting but not telling you? How can companies keep Canadian talent in an international war for talent? In this session, survey results will be explored, and war stories will reveal what it takes to "find, mind, and bind" your next "Star" candidate.*

- Differentiating between the values attached to tangible and intangible benefits
- Internal versus external hires – is there a right answer?
- International hiring considerations
- Executive Contracts & Compensation
- New stock option reporting legislation

## 5:30 Conference Adjourns for the Day

**Tuesday, May 8, 2001**

## 8:45 Opening Remarks from the Chair

**Sheila Newel, CHRP**  
*Manager, Human Resource Services*  
**PanCanadian Petroleum Limited**

## 8:55 Recruiting on Campus: Panel Discussion

**Moderator: Peggy Valentine**  
*Director, Management Career Centre*  
**University of Calgary**

*Discover the expectations of full and part-time MBA Students and university undergrads as a panel of students from various faculties reveal what it will take to convince them to work for you.*

## 9:55 Testing for the Right Fit: Using Competency-Based & Psychometric Assessment Tools to Predict the Success of Potential Employees

**Michael Godkewitsch**  
*Partner & Consulting Psychologist*  
**Lamon+Stuart+Michaels Inc.**

**Merle Ballaigues**  
*Vice President, Business Development*  
**Thomas International Management Systems Ltd.**

*This session will show you how to improve your screening and interviews through the use of competency-based and psychometric assessments ensuring you hire the people who can and will achieve success.*

- Discover how testing increases your return on recruiting investment
- Identify competency-based and psychological assessment tools
- When and how to use assessment tools
- Using testing for succession planning
- Legality of testing potential employees

**10:45 Coffee Break**

**11:00 The Strategic Role Orientation Plays in Retention**

CASE STUDY

**Keith Garries**

Senior Human Resource Business Advisor  
*Petro-Canada*

*In this session, discover how an excellent orientation program reflects on your ability to retain employees.*

- Reinforcing your investment in your employees through orientation
- The corporate culture link
- Components of an effective orientation program

**11:45 Fostering Loyalty through Career Development: Best Practices in Career Development Tracks**

CASE STUDIES

**William Pallett**

Senior Vice President People & Quality  
*Delta Hotels*

**Robert J. Baldwin**

Vice President Quality & Training  
*Mullen Transportation Inc.*

*Employee surveys consistently indicate that training plays a key role in retention. This session looks at innovative career development programs that are effective for employees at all levels.*

- Examine critical elements in leadership training
- Partnering with outside sources to provide personal growth opportunities
- Measuring the correlation between retention and training

**12:45 Networking Lunch**

**2:00 Impact of a Merger/Acquisition on Recruitment & Retention of Top Talent**

CASE STUDY

**Nicole Gionet**

Vice President Management Development, CID Business Division  
*Alcatel Networks Corporation*

*In this session you will learn the essentials of succeeding with recruitment and retention challenges, as Mergers/Acquisitions become increasingly more common.*

- How to maintain the value of your deal by keeping the talent

**3:00 Creating Value as an Employer**

CASE STUDY

**Deborah Harkin, CHRP**

Director, Human Resources (Western Canada)  
*Deloitte & Touche*

*For many, the workplace is the dominant place in our lives. Deborah Harkin will talk about what Deloitte & Touche is doing to create value for their employees through the firm's ART initiative (Advancement and Retention of Talented People) and how they are measuring it.*

- Building employee skills and capabilities
- Creating an exciting and challenging place to work
- Promoting work/life harmony
- Developing leaders
- Ensuring leadership accountability models are in place

**3:45 Coffee Break**

**Where They Find and How They Keep Their Candidates**

WRAPUP SESSION

**Moderator:**

**Chris Hylton**

Principal  
*CG Hylton & Associates Inc.*

**Panelists:**

**Wendy Griffin**

Director Recruitment Services  
*Calgary Regional Health Authority*

**Sheila Newel, CHRP**

Manager, Human Resource Services  
*PanCanadian Petroleum Limited*

**Margaret Tilmouth, CHRP**

Manager, Human Resources  
*Gowling Lafleur Henderson LLP*

*Experts from various sectors will discuss their innovative recruiting and retention successes. Topics include:*

- Job fairs
- International recruiting
- Out of the box strategies
- Restrictive covenants – are they a thing of the past?
- Winning the war with "body snatchers"
- Strategies that engage employees

**5:00 Conference Concludes**

WORKSHOP A 9:00 - 12:00

**How to Become the Best Employer in Your Category – It's All About Alignment**

**Dr. Lorne Hartman, Ph.D., President, Psybase Network**

*This workshop will not provide you with an "off-the-shelf" remedy that you can administer and see quick results. The workshop will offer a brief introduction to the theory and research behind employment branding as a source of competitive advantage. Participants will apply an alignment model to their own companies and in workshop teams develop implementation plans.*

*Participants will learn how to:*

- Develop a business case for investing in "employment branding" as a source of competitive advantage
- Create an alignment model and prepare implementation plans
- Customize the implementation methodology from a change management perspective for different situations (e.g. mergers, new leader, new technology, etc.)

*This process will include a combination of lecturette, individual and group exercise, simulation, role-play, and discussion.*

*Dr. Hartman has been a leading researcher and practitioner in the arena of organization effectiveness for over 20 years. He has a Ph.D. in Clinical Psychology from McGill University (1977). Lorne has partnered with a number of world-class global companies to help them implement business strategies successfully. His new venture (March 1, 2001) Psybase Network is focused on one core competency - the alignment of people and process with strategy at the individual, team and organizational levels. Lorne is a member of several associations and boards, has published in many scientific, business and professional journals and books, and is a frequent speaker and workshop facilitator.*

WORKSHOP B 1:30 - 4:30

**Attracting and Retaining Talent: The Strategic Imperative**

**Paul Carroll, Senior Organizational Effectiveness Consultant  
Development Dimensions International (DDI)**

*This hands-on workshop will cover the complete process of attracting and retaining talent, including numerous practical tips. Participants will learn how to:*

- Design a selection process to make it a marketing tool
- Use the web to eliminate the "white space" in your selection process and expedite the flow of high caliber candidates
- Conduct an objective, legally defensible interview that ensures candidates are left with a positive image of your company
- Mix different selection tools (role-plays, simulations, tests, behavioural interviews) to make the process fit the position
- Review recent research results and conduct a "retaining talent check up"
- Develop an Orientation program as a retention tool
- Use development opportunities to grow and retain talent
- Recognize and manage Emotional Intelligence

*Paul has 20 years of management, sales, and consulting experience with large international companies. His areas of focus include leadership development, teams, human resource systems, and change management. Prior to this he led organizational change through the development and implementation of competency-based selection and performance management systems. Paul has an MBA from Drake University and a Bachelor of Science degree in Sociology and Psychology from Iowa State University.*

## STRATEGIC STAFFING 2001 – WESTERN FORUM

May 7, 8, &amp; 9, 2001 • Metropolitan Centre • Calgary, Alberta

## FIVE EASY WAYS TO REGISTER

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**YES!** Please register the following delegate(s) for the conference, (Conference Code: HRC01138)

**STRATEGIC STAFFING 2001 – WESTERN FORUM**

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Please photocopy for additional delegates.

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**CONFERENCE LOCATION AND HOTEL RESERVATIONS:**

The Metropolitan Centre is conveniently located at 333 Fourth Avenue S.W., Calgary, AB. For overnight accommodation please contact The Delta Bow Valley at (403) 266-1980 or by fax (403) 266-0007.

**CANCELLATION:**

Refunds will be given for cancellations received in writing by **April 20, 2001** subject to an administration fee of \$150.00 plus \$10.50 GST for a total of \$160.50. If you register after **April 20, 2001** your order is considered firm. Refunds will not be given. However, a delegate substitution is welcome at all times.

*INSIGHT reserves the right to change program date, meeting place or content without further notice and assumes no liability for these changes.*

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Sponsoring a display, reception, luncheon, breakfast or special event is an excellent opportunity for companies looking to increase their exposure and gain access to senior level, key decision makers. Sponsorships are limited to a select few to ensure you maximize your company's profile and to provide the best networking opportunities.

If you are interested in displaying your company's products to a highly targeted audience please call **Michael LeFrank** at (416) 777-2020 ext. 162 or e-mail [mlefrank@insightinfo.com](mailto:mlefrank@insightinfo.com) for details.

TYPE OF BUSINESS: \_\_\_\_\_

#OF EMPLOYEES: \_\_\_\_\_

NAME AND TITLE OF APPROVING MANAGER: \_\_\_\_\_

**REGISTRATION FEE:****(Includes conference sessions, lunches, coffee breaks, documentation)**

Please check your choice:

- Regular Conference Price:** \$1,395.00 + GST (\$97.65) = \$1,492.65
- Early Bird Special:** \$1,295.00 + GST (\$90.65) = \$1,385.65  
(Register and pay before March 27, 2001)
- Conference and 1 Workshop**  A or  B: \$1,745.00 + GST (\$122.15) = \$1,867.15
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