

OCTOBER 17, 2019 DENVER



WELCOME TO FROM DAY ONE

A forum on corporate values:
building purposeful relationships
with employees, customers, and
communities.

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	THE LOFT	THE LOGE	THE SALON	THE PARTERRE
9:00 AM	Opening Remarks Panel: Company Culture	Breakfast		
10:00 AM	Keynote: Talent Fireside Chat: Build Healthy Teams	Coffee Break		
11:00 AM	Breakout: Employee Engagement	Coffee Break		Breakout: Key Talent and Hiring Metrics
12:00 PM			Lunch	
1:00 PM	Breakout: Video in Recruiting Fireside Chat: Patient and Family Focused Care Panel: Gender Equity			Breakout: Aligning Team and Purpose Workshop: Ally Skills
2:00 PM				
3:00 PM	Panel: The Company in the Community Fireside Chat: What Makes Companies Great Closing Remarks	Coffee Break		
4:00 PM				
5:00 PM		Evening Reception		
6:00 PM				

8:30 - 9:00am
Breakfast

9:00 - 9:05am
The Loft
Opening Remarks
Steve Koepf, co-founder, From Day One

9:05-9:45am
The Loft
Panel: **Crafting a Corporate Culture that Means Something**
What makes it authentic to the company's roots and current mission? How does it weave itself into all aspects of company life, from people to products? How do companies update their culture to be responsive to changing times?

Panelists:
• Judith Almendra, vice president of talent management & employee engagement, TTEC
• John Hollander, chief people officer, Geostabilization International
• Mark Bishop, senior vice president, associate & organizational effectiveness, Terumo BCT
• Karen Niparko, chief human resources officer, City and County of Denver
• Wendy Barnett, business partner, Lingo Live

Moderator:
• Daliah Singer, journalist

9:45-10:05am
The Loft
Change from Within: **Building a Roadmap for Future Talent**
Rapid technological advancements, evolving business strategies, and changing mindsets around work are driving a shift in the skills and competencies needed in the workforce of the future.

Join Aon associate partner, Mina Morris to:
• Learn how to flip the script on digital transformation to support business growth and develop talent
• Understand how organizations are developing a talent strategy to buy, rent, automate or grow talent needs
• Review practical strategies to help "home grow" your future talent
• Learn how to develop insights to empower individuals to own and grow their future careers
• Hear real-life examples of companies that have successfully led their people through a digital change

Mina Morris, associate partner, Aon

10:05-10:20am
The Loge
Coffee Break

10:20-10:45am
The Loft
Fireside Chat: **How to Build Healthy Teams and a Collaborative Environment**

The head of Google Boulder campus, overseeing 1,300+ employees, is an engineer with a passion for teamwork, communication and community-building.

Bhavna Chhabra, engineering director, Boulder site lead, Google, interviewed by Jensen Werley, tech and health-care reporter, Denver Business Journal

10:45-11:00am
The Loge
Coffee Break

11:00-11:45am
The Loft
Breakout Session: **How to Build a Winning Employee Engagement Strategy**
Creating a written engagement strategy to align your executive team is paramount to achieving your people goals for the year. Yet, of the 90% of leaders who think an engagement strategy has an impact on business success, barely 25% of them have an actual documented strategy. In this session, Santiago Jaramillo, CEO and Co-Founder of engagement platform Emplify, will walk through a framework based on the philosophies found in his Amazon Best-Selling Book, Agile Engagement. This strategy will help you tackle some of the most challenging problems you face internally, including gathering employee feedback, retaining top talent, and increasing productivity for unprecedented business success.

Key Takeaways:
– Create your own personal engagement action summary to help you build your own strategy to align your executive team.
– Learn how millennials play a part in the future of the workforce and how to engage a multi-generational workforce.
– Get best practices and real-life examples of companies that have put their employee engagement strategies into action.
– See real data trends explaining some of the hardest culture challenges and how to craft your strategy to tackle them.

By Santiago Jaramillo, CEO and co-founder, Emplify

11:00 - 11:45am
The Parterre
Breakout Session: **Achieving a Transformative Hiring Strategy: What New Research Reveals about Key Metrics to Focus On**

A look into the key talent metrics you should be measuring and strategies to achieve those metrics so you can take your recruiting strategy to the next level in 2020. Featuring Lever's latest research on industry benchmarks, you'll learn key findings for sourcing, hiring, and conversions. We'll cover every metric needed to transform your hiring, and how to use them to effect change, so you gain the reach of a marketer, the forecast of a sales leader, and the insights of a finance leader.

You'll get answers to questions like:
-Which source of candidates has the quickest time-to-hire?
-How do you achieve optimal sourcing response rates?
-What roles take the longest to fill?

Mike Bailen, vice president of people, Lever

11:45 - 12:35pm
The Salon
Lunch

12:35 - 1:20pm
The Loft
Breakout Session: **Your Job Post is As Boring As This Session: [Easy Ways To Use Video In Recruiting]**

Jobs happen in motion, so why do we communicate the tasks, organizational culture, work environment and skill through a boring, text-based posting? You've probably heard of "employer branding" but what does it mean, and how can we "brand" ourselves with the limited resources and tools available? What can you actually do about your organization's brand? If these questions keep you up at night, join Abby from Skill Scout as she gives a crash course in employer branding and visual job postings –and then roll up your sleeves to get started on your very own branding and visuals! You can do it, we promise. Bring your smart phone. You'll communicate your jobs better, hire faster, and retain your best employees.

Identify why storytelling and visuals are key to attracting talent (through da-ta!)
• How to capture the best photos that make your job and workplace environment stand out
• How to use short video to showcase your

work and environment
• Identify and outline the key pieces to your next visual job posting
Abby Cheesman, founder, Skill Scout

12:35 - 1:20pm
The Parterre
Breakout Session: **How The Next Generation Is the Bridge You Need to Integrate Your Team and Your Company's Purpose**

Millennials and their successors, Gen Z, are having an undeniable impact on society, purchasing decisions, innovation and yes, the workplace. Yet few companies have turned to this powerful demographic force as an engine for integrating purpose across their organizations. Join Brittany Hill, founder and CEO of Accelerist, to explore the purpose-driven mindset of young workers and ways to leverage their desire for change. Learn how to create advocates for corporate social responsibility (CSR) and channel their energy. Discover how Champions of Change have started movements inside and outside their companies. On a range of crucial business goals—recruiting top talent, identifying issues, building a culture of inclusion—the next generation will produce vital players. Their strengths are key to elevating your CSR efforts.

Brittany Hill, co-founder and CEO, Accelerist

1:30 - 2:05pm
The Parterre
Workshop: **New ways to foster critical conversations about difference and equality**

The ReadySet Ally Skills workshop positions people of color and their allies to successfully undertake allyship at work and beyond. By illustrating the stakes of allyship in tech and industries—as well as practical tools that can be used to achieve it—this training provides an optimal way to foster healthy workplaces for the growing number of womxn, queer, and transgender people of color in tech.

Through a combination of learning and development, small and large group discussions, and skill acquisition sessions, this workshop will provide new ways to foster critical conversations about difference and equality. The training provides concrete, actionable tools to empower employees and leaders to advocate for themselves and others.

Willie Jackson, diversity, equity, and inclusion consultant, ReadySet

1:30 - 2:05pm
The Loft
Fireside Chat: **What It Means to Provide Care That's Focused on the Patient and Family**

The M.D. who leads one of America's top specialty rehabilitation hospitals for people with spinal cord and brain injury is a voice for excellent healthcare, diversity and inclusion, and accessibility for people with disabilities.

Dr. Jandel Allen-Davis, president & CEO, Craig Hospital, interviewed by Jensen Werley, tech and health-care reporter, Denver Business Journal

2:10-2:50pm
The Loft
Panel: **How to Make Gender Equity Finally Happen**
Where do the obstacles still lurk? What are the best ways to remedy compensation? What else needs fixing, including benefits and advancement? And how can we measure the results?

Panelists:
• Yolanda Chase, director, workplace forward – diversity & inclusion, Arrow Electronics
• Stefanie Johnson, associate professor, UC-Boulder's Leeds School of Business
• Pattie Money, chief human resources officer, Send Grid
• Kristen Blessman, president & CEO, Colorado Women's Chamber of Commerce
• Cynthia Carpenter, vice president human resources, Charter Communications

Moderator:
• Natasha Gardner, articles editor, 5280 Magazine

2:50-3:05pm
The Loge
Coffee Break

3:05- 3:45pm
The Loft
Panel: **The Company in the Community**
Prosperous companies have begun investing in responses to community needs, including job training, health care, education, disaster relief and other humanitarian efforts. How does a company decide what role fits its values and competencies? What's the best way to work with government and nonprofits?

Panelists:
• Lee Wheeler-Berliner, Managing Director, Colorado Workforce Development Council
• Shannon Armbrecht, head of people development and strategy, Western Union
• Scott Dishong, CEO & president, Make-A-Wish
• Ellen Valde, managing partner, Denver, PwC

Moderator:
• Tamara Chuang, writer, The Colorado Sun

3:50 - 4:30pm
The Loft
Fireside Chat: **Lasting Lessons from Years of Research into What Makes Companies Great**

America's most celebrated expert on exceptional businesses has distilled his findings into a series of timeless insights, from A Culture of Discipline to Return on Luck. A look at his core concepts.

Jim Collins, best selling author of Good to Great, Built to Last, and Great by Choice, interviewed by Steve Koepf, co-founder, From Day One

4:35-4:45pm
The Loft
Closing Remarks
Nick Baily, co-founder, From Day One

4:45- 5:45pm
Evening Reception



The Platform Where You Identify and Measure Your Company's Social Impact Investments

Accelerist is the leader in social impact partnership technology. Some of the industry's most prolific brands and nonprofit organizations rely on our innovative solutions to prospect, screen, access and measure partnerships with each other. At the intersection of trailblazing data and evergreen experience, Accelerist's platform and strategic services give today's purpose-driven leaders a game-changing edge to ensure the smartest partnerships drive the most value for society, for social causes and for committed brands.

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Nonprofit Fiscal Screening
& Due Diligence

Consumer/Issue Analysis

Employee/Issue Analysis

Issue Mapping

Partner Identification
& Solicitation Scoring

CSR Measurement
(Program, Campaign, Partnership)

Outcomes Reporting

Community Investment ROI

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ACCELERIST

Accelerist is the leader in social impact partnership technology. Some of the industry's most prolific brands and nonprofit organizations rely on our innovative solutions to prospect, screen, access and measure partnerships with each other.



Power Your Talent Strategy

Today's employees need specific traits and behavioral skills to manage information, adapt quickly and work effectively in the modern workplace. Aon's Assessment Solutions helps organizations identify the capabilities they need for the future and develop an assessment process that takes the risk out of hiring and developing talent. We undertake 30 million assessments each year in 90 countries and 40 languages.

Visit us at assessment.aon.com or contact us at assess@aon.com.

AON
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AON

Aon plc (NYSE:AON) is a leading global professional services firm providing a broad range of risk, retirement and health solutions. Our 50,000 colleagues in 120 countries empower results for clients by using proprietary data and analytics to deliver insights that reduce volatility and improve performance. Assessment Solutions includes the cut-e and CoCubes brands and operates as part of Aon's global Human Capital offering in talent solutions, helping clients achieve sustainable growth by driving business performance through people performance. Aon's Assessment Solutions group undertakes 30 million assessments each year in 90 countries and 40 languages.

Transform your people and your business will follow.

It's your product innovators, your customer-facers and your culture-makers. These frontline people leaders now manage 80% of your workforce. Give them the coaching and immersive learning they need to thrive and drive your business forward.

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BETTERUP

Trusted by Fortune 500 companies across all major industries, BetterUp helps organizations go beyond learning to transformation. We do this by offering personalized development through one-to-one coaching to employees at all levels.

Uniquely scalable and completely full-service, we leverage machine learning and the latest research across the behavioral sciences to deliver the world's most effective approach to sustainable behavior change. To ensure alignment with your business goals, competencies, and values, our coaches become steeped in what is unique about your organization. And they diagnose and close hidden cultural and behavioral gaps, measurably connecting transformation to targeted business outcomes and ROI.



RECOGNITION FOR THE *MODERN* WORKPLACE

Say no to gift cards, yes to experiences



EXPERIENTIAL REWARDS ARE:

- ▶ Memorable
- ▶ Personal
- ▶ Shareable



There is *no better way* to motivate and engage your employees than with experiential rewards.

Experiences form strong, lasting memories that employees associate directly with your company, building employer brand and a more positive workplace culture. With hundreds of curated rewards to choose from, there's a personalized choice for everyone.

Blueboard rewards are proven to support your long-term engagement goals:

97%

Of Blueboard Reward recipients feel more *genuinely appreciated**

95%

Of rewarded employees agree that Blueboard Rewards are a great tool for *Retaining Top Talent**

*Source: Blueboard Post-experience Employee Survey Data, 2018

BLUEBOARD

Blueboard is the experiential employee rewards and recognition platform for the modern workplace. Imagine sending your top employees skydiving, hot air ballooning, to a pottery class, or on a family getaway to Banff, in lieu of traditional incentives like cash or gift cards. Reward top employees with personalized experiences through a centralized platform that scales, while delivering a lasting impact against your priority engagement metrics. Visit us at www.Blueboard.com.

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DIVERSITYCOMM, INC.

DiversityComm, Inc. (DCI) is the proud publisher of six nationally recognized diversity focused magazines: Black EOE Journal, HISPANIC Network Magazine, Professional WOMAN's Magazine, U.S. Veterans Magazine, Diversity in STEAM Magazine and DIVERSEability Magazine. Each magazine has its own engaging website, distribution and digital edition. In addition, we publish a bi-monthly e-newsletter that reaches all our readers, subscribers and clients. If one of your goals is diversity branding, global diversity, diversity recruiting, diversity admissions and enrollment or supplier diversity, then look no further. With more than 25 years of experience in diversity & inclusion advertising, each publication now reaches over 2 million readers.

Our mission is to promote the advancement of all aspects of business and employment to ensure equal opportunity. With our more than 25 year history specializing in Diversity we acknowledge that D&I (Diversity & Inclusion) is the main apex of reaching multicultural audiences. We are dedicated to inform, educate, employ and provide equal opportunity within corporate America in order to create a more diverse workplace. We are a valuable resource for all companies across the nation and we are regarded as one of the fastest growing diversity publications.

"My boss never gives me feedback."

Smiling faces don't always equal engaged employees. Emplify helps you get the full picture of your workforce, with reliable, actionable employee engagement data.

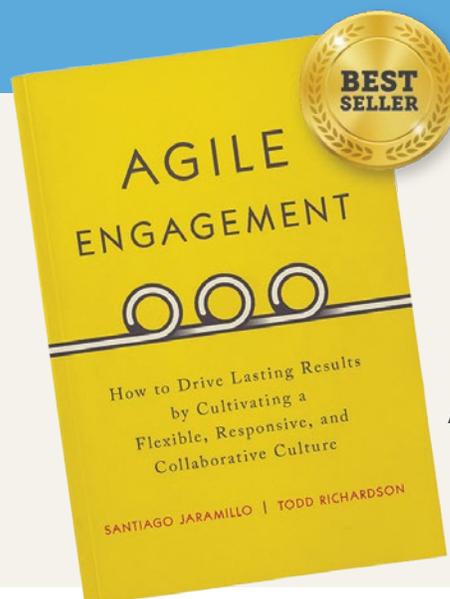


Join us for a workshop!

HOW TO BUILD A WINNING EMPLOYEE ENGAGEMENT STRATEGY

 11:00–11:55 a.m.

Santiago Jaramillo, CEO and Co-founder of Emplify, will provide actionable takeaways to build your own personalized culture framework.



Attendees will receive a copy of *Agile Engagement*.

EMPLIFY

Emplify is the employee engagement measurement company that unlocks the potential of the strongest competitive differentiator — people. Emplify is the first to fuse a software platform, agile process, and human strategists into a data-proven employee engagement system — focused on achieving iterative business transformation through simple, actionable, and timely culture measurement and coaching. Business leaders at technology, healthcare, insurance, and professional services companies trust Emplify to connect the entire workforce — fostering insight, creativity, and action intelligence. Learn more about the business impact of engaged employees at [Emplify.com](https://www.emplify.com).



Your Next **On-site** Service



Why Jet Dental?

01 A Benefit Your Company Already Offers

At Jet Dental, we bring the dentist to your workplace. Jet Dental is free to your company! We are in-network with every major insurance carrier in the country, we simply bill the insurance you already offer. Procedures typically covered include a comprehensive exam, x-rays, cleaning and cavity fillings.

02 Convenience

Over 380 million hours of school or work are lost each year from people visiting the dentist. With our convenient on-site setup, your employees can get their preventive work done in an average of 40 minutes.



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03 Improve Your Employees Health

Recent surveys indicate that only 30% of Adult Americans are visiting the dentist annually and about half have gum disease. People with gum disease are twice as likely to die from a heart attack and three times as likely to suffer a stroke. The people who sign up for our service are the ones who need it most:

80% of the employees we see have not been to the dentist in over two years.

7/10 employees have cavities.

By making it convenient we enable your employees to actually use their benefits. Poor oral health has been linked to serious medical problems including hypertension, diabetes, oral cancers, kidney failures, and heart disease. With proper treatment planning, we can improve your employees' health and give them a more confident smile.

04 Dental Care, That Cares

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Jet Dental is an onsite dental provider for corporations nationwide. They improve the health of their client's employees by bringing the dentist to their workplace at no cost to them -- they simply bill the insurance you already have! They provide preventative and restorative care including cleanings, X-Rays, exams, fillings, and teeth whitening onsite. With proper treatment planning, they can improve your health, while providing a more confident smile at the same time. People love them--they have over 400 Google reviews with 4.9 out of 5 star rating.

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Lever is the most powerful, most user-friendly recruiting software for the fastest growing companies. It's designed for speed and ease-of-use without sacrificing functionality, and it empowers companies to attract, source, and nurture the best talent to drive their businesses forward.

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- ▲ Nurture candidates through your pipeline
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LEVER

Lever's Talent Acquisition Suite unifies organizations to source, nurture, interview, and hire top talent through effortless collaboration. Lever supports the hiring needs of over 2,000 companies around the globe including the teams at Netflix, Hot Topic, KPMG New Zealand, and Cirque du Soleil. With an overall gender ratio of 50:50, Lever is also fiercely committed to building a team culture that celebrates diversity and inclusion. For more information, visit <https://www.lever.co>.



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Empower authentic voice



LINGO LIVE

Lingo Live is the leading one-on-one online language and communication coaching to help multilingual employees bring their authentic voice to work with more confidence, and feel a greater sense of belonging. Employees meet with a personal coach who has a nuanced understanding of global workplace languages and cultures and can customize the curriculum to fit their needs such as delivering an engaging presentation, constructing emails to pitch ideas, and making-in-the-moment contributions. Lessons can be taken in any location or time zone to accommodate busy schedules and the scalable platform comes with detailed reporting allowing managers to track progress and engagement across their organization. The company currently employs hundreds of coaches teaching thousands of professionals across 27 countries and is trusted by global organizations such as Microsoft, ComScore, Quantcast and NBC. With Lingo Live, companies can cultivate an inclusive culture, fuel innovation and become pioneers in their industries. Empower authentic voice at LingoLive.com.

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Oh My Green is your office kitchen concierge. We create custom menus of healthy snacks for your company. We cater full meals. We deliver, stock, clean and maintain. We handle all the equipment too, including coffee, beverage and refrigeration. And we back it all with awesome technology so you can track consumption and control your budget. Whether you're 10 employees or more than 1,000, we have an office kitchen, snack box subscription, and corporate catering solution that's right for you.



OH MY GREEN

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Oh My Green provides micro-kitchens, micro-markets, catering, cafe management, subscription boxes to small businesses and enterprises. Our sophisticated stack leverages AI and IoT technologies, enables a flexible supply chain, and provides full analytics to our clients for easy account management. Oh My Green's offerings help people live healthy lifestyles so that they can reach their full potential in and outside the workplace. When your team is happy, healthy, and engaged they work harder and with even greater commitment.

We cover many of the largest metropolitan areas in the United States with our amazing office kitchen and healthy-snacking service. Currently serving Seattle, San Francisco, Los Angeles, Chicago, Denver, Austin, Boston, New York, and Nashville. We cover the rest of the country with the Oh My Green subscription box, which is also ideal for companies with 50 employees or less. So wherever you are, let us know if you need us to provide healthy snacks for your business.



Master Tomorrow.



Digital Workforce
Transformation gets your
team ready for what's next.

Are your people ready for tomorrow?
We're here to help. Contact us:
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PWC

At PwC, our purpose is to build trust in society and solve important problems. We're a network of firms in 157 countries with over 276,000 people who are committed to delivering quality in assurance, advisory and tax services. Find out more and tell us what matters to you by visiting us at www.pwc.com. support a more seamless employee experience.

THE NEUROLEADERSHIP INSTITUTE

The NeuroLeadership Institute is a research, consulting and training organization that seeks to transform leadership through neuroscience. We operate in 24 countries and have regional offices on each continent, with a global headquarters in New York City.

Our Institute is organized into three distinct, yet interrelated departments:

- Our Research department drives the development of the content in our other two branches. We partner with labs across the country and synthesize industry research into peer-reviewed academic papers that we publish in our yearly NeuroLeadership Institute Journal.
- Our Education department offers public education and certificate programs for independent professionals looking to become more informed in the field of NeuroLeadership, or simply to acquire brain-friendly skills that can improve their performance.
- Our Corporate Solutions department works specifically with organizations to keep them up to date on current research in the field, we engage in partnerships to build strategies, and provide training to drive behavior change. Essentially, we operationalize the neuroscience into actionable insights and training.

Though our interest spans a variety of topics, we have chosen specific areas because we believe that neuroscience has the potential to make the most significant impact on current practices. These areas are:

- Performance: we help companies gain insights into how to grow talent, drive performance, and lead change by improving the quality of conversations.
- Diversity and Inclusion: we help improve decision-making by mitigating against unconscious bias.
- Culture and Leadership: we help companies create culture strategies that enable them to thrive through change.

We partner with organizations in three ways: we keep them up to date on current research in the field with Research Briefings; we engage in Thinking Partnerships to build strategies, and we provide training to drive behavior change with our Scalable Learning Solutions.



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VIDEOS MADE EASY.

Your guide to DIY video.

VIDEO PLANNING CHECKLIST

- See if your company is ready for video:
[skillscout.com/quiz](https://www.skillscout.com/quiz)
- Identify opportunities for video storytelling: educating, sharing success, explaining a product.
- Pick the perspective you would like to share. This can be an employee, customer or product.
- Pick 1-2 awesome people to feature on camera.
- Identify a quiet place for interviews. Bonus points for a beautiful backdrop.
- Jot down 2-3 key points that should be illustrated with action shots (b-roll).

SKILL SCOUT

Have you ever met someone who was born to do what they're doing? The nurse who tended siblings as a child? The mechanic who took apart the VCR? At Skill Scout, we film stories of #HumansAtWork to connect people through story, and show a glimpse inside working at your company. The result? You attract people who were born to do the jobs you're hiring and retaining for. We call Chicago home, but we've filmed over 1400 stories of people and their jobs across the globe. Clients include Nike, American Airlines, CVS Health, and Honeywell to name a few.

Did you know 71 percent of sexual harassment claims occurred in the workplace, yet only 26 percent were reported to HR?*

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- >> You have to call someone
- >> The system requires a login
- >> Management isn't able to respond

At VoiceSifter, we solve for ALL of these.

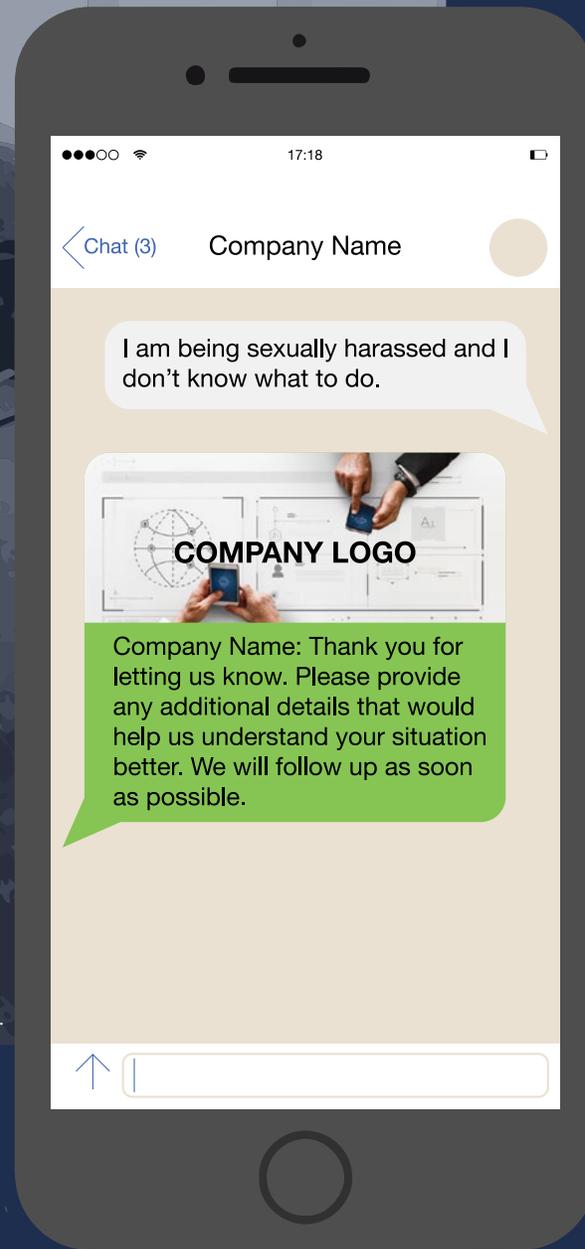
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*Challenger, Gray & Christmas, Inc.

VoiceSifter



VOICE SIFTER

VoiceSifter allows brands to stay connected to their workforce through text messaging. Companies use our system to create a channel for employees to ask questions or voice concerns anonymously. Our communication platform is easy to use, accessible to all employees and offers leadership real-time response capability.