



# PURPOSEFUL CEO SUMMIT



**EVENT PROGRAM**

**HUMANITY IN BUSINESS**

FEBRUARY 27, 2018 SYDNEY



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9:00

### HOW DID I FIND MY PURPOSE?

Muneesh Wadhwa Founder, Humanity in Business

9:15

### WHY ARE YOU HERE?

A facilitated table discussion to get feedback from attendees on their key challenges.

Peter Smith, CEO Humanity in Business and Event Facilitator

9:30

### WHY PURPOSE?

Vaughn Richter, HiB Advisor, NED and (ex)CEO ING Bank in conversation with Julie Alexander, Changing Change International

- Why is it important to help employees find more meaning in the workplace?
- How can it improve employee productivity?
- What are attributes of a purposeful leader that can drive engagement?

During Vaughn's tenure at ING Direct, the bank has grown to become Australia's sixth largest home lender. ING Direct consistently has had the highest customer satisfaction rating and Net Promoter Score (NPS) amongst all Australian banks.



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“There are a lot of studies that show companies with a purpose ultimately outperform companies without. When you can gather your people around a purpose, you can basically create a set of values and you actually deliver a culture. Culture is not accidental, it’s deliberate and it’s not simply what you say it is”

Vaughn will guide the talk toward the three key things he did in his role to ensure the purpose was emboldened through the organisation.

10:15

### UNLOCK THE POTENTIAL OF THE PURPOSEFUL LEADERSHIP MINDSET: CREATING HIGH PERFORMING CULTURES

Brett Burton, Head of Football, Adelaide Football Club

Bruce Spiers, Executive Partner Connection, Bendigo Bank

Sal Algeri, Partner, Deloitte Financial Advisory Pty Ltd

John Warburton, Deputy General Manager Community and Engagement, Inner West Council

Steve Griffith, CEO, Griffith Consulting



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Creating a vision of conscious, purposeful leadership: the inside game of culture change.

- The quantum shift that creates a high performance culture, through purposeful leadership.
- Why mindfulness is the cause of conscious, purposeful leadership and how that transforms performance within organisations.
- How purposeful leaders create high-energy, positive-thinking, solution-minded cultures.
- The latest research on how to change the brain, using the discoveries on neurophysiology and high performance, to improve engagement, accountability and results.

11:00

### **PURPOSE AT WORK - LEVERAGING CSR TO DRIVE EMPLOYEE ENGAGEMENT: A TATA CONSULTANCY SERVICES (TCS) CASE STUDY**

Anil Snehi, CEO, TCS, Australia New Zealand

in conversation with Zrinka Loverencic, MD, Great Places to Work

A part of the Tata Group, Tata Consultancy Services is a global technology company. It is one of the largest Indian companies by market capitalization (\$80 billion) and it is the world's 10th largest IT services



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provider by revenue with over 3000 employees in Australia. Recently TCS was recognised as one of the top 10 companies in Australia for CSR Awards by Australian Centre for Corporate Social Responsibility (2017) and has been named the leading company for CSR in Australia by the Australian Human Resources Institute (2016).

- How does the Tata business model building purpose into the core of the company and into employees day to day? Does purpose and CSR flow into core business?
- How can leaders engage HR and Sustainability teams to drive employee engagement?
- What strategies and methods do you use to engage employees on CSR projects? What is the role of corporate volunteering and how can it help employees find meaning at work? What are the challenges in embedding volunteering in the culture? What impact do these initiatives have on business outcomes?

11:45

## REFUEL & REFRESH

Morning tea





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12:15

### OUR JOURNEY FROM “GOOD TO GREAT” - THE POWER OF PURPOSE

Gary Edstein, CEO, DHL

Linda Clinch, VP HR, DHL

in conversation with Karen James, CEO On Purpose Hub & Karen T James.com

Gary and Linda will speak about the journey DHL Express has been on since 2010, following the GFC and a major global organisation restructure to focus the Company on its core Time Definite International business. Over these years DHL Express' turnaround performance has been remarkable. Much of this success has been due to an unwavering commitment to a Business Plan called FOCUS, which is based on 4 Pillars of Success, commencing with Motivated People. This pillar has been more than rhetoric with the Company investing significantly in its most valuable resource, its people, through a training and cultural platform known as the Certified International Specialist program. This program, along with other unique, best in class employee engagement initiatives have fuelled the FOCUS business plan and DHL Express for the last 7 years and will continue to be a key reason for the future growth and success of the Company through to 2020 and beyond.



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1:00

## EAT YOUR HEART OUT

Lunch

1:45

## EMBEDDING PURPOSE WITHIN THE CULTURE OF THE ORGANISATION

Pat McCafferty, MD, Yarra Valley Water  
Kylie Rowe GM, People and Culture Yarra  
Valley Water  
in discussion with Suzanne Mercier, CEO,  
Purpose toProfit

Over the last decade the Executive team at Yarra Valley Water has led a cultural transformation centred on our purpose that has resulted in new national benchmarks for staff engagement, constructive culture, alignment and pride.

Most recently this transformation has involved signing up to the UN Global Compact and embedding the UN's 17 Sustainable Development Goals in the way we work..



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During the same period, YVW have dramatically improved efficiency, customer satisfaction, service standards, stakeholder satisfaction environmental and safety performance as well as redefining the role of a modern water utility in creating value for the community.

A recent employee engagement survey results indicated that 95% of employees understand the organisation's purpose and 87% understand how their role contributes to achieving this purpose.

Kylie and Pat will discuss the leadership, organisational development, and communication approaches that have made the biggest difference along the journey.

2:30

## ENGAGING MILLENNIALS WITH PURPOSE

John Elliott, Managing Director TOMS Australia in conversation with Heidi Alexandra Joy, UQ Power & Christina Gerakiteys, UtopiaX

By creating opportunities where millennials are able to make the world a better place through their purchases, TOMS is engaging millennials in a two-way conversation that goes deeper and creates a stronger connection.

The TOMS "One-for-One" initiative became a new category of social action, where the product becomes a badge of honour.





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# HUMANITY IN BUSINESS

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TOMS encourages their “tribe” to be aware that they are a critical part of the Giving process and provide platforms for them to engage in to participate and have fun while doing good.

John will discuss why elevating purpose is important in engaging millennials and why business has a responsibility to use their business as a force for good. He will explore how working with others must amplify the good and why the relationships must be based on a legitimate relationship

3:15

### REFUEL & REFRESH

Afternoon Tea

3:45

### EFFECTIVELY COMMUNICATING AND EMBEDDING PURPOSE TO DRIVE EMPLOYEE ENGAGEMENT

Andrew Birch, COO, MYOB

Nicole Simona, Head of Organisational Development, MYOB

in discussion with Scott Matyus Flynn, Partner & Head of Strategy, Republic of Everyone



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Co-creating and communicating a purpose people can relate to, that is simple and memorable, can have a powerful impact on employee engagement. MYOB has not only created a simple and memorable purpose - We help businesses succeed - we have created a framework that underpins our purpose and truly allows our people to go places they haven't been before. Instead of being prescriptive and setting rigid operating principles, MYOB has created an environment and a framework to work within which has empowered our people to discover solutions and pave their own journey towards helping businesses succeed.

Communication has played a critical role in ensuring people are connected to our purpose and fully understand it.

Communication of our purpose starts before people join MYOB, then once they join, it's weaved throughout their onboarding experience. Our CEO and senior leaders regularly talk about our purpose and our people are encouraged to share their own stories of how they have helped businesses succeed. Our purpose is embedded in everything we do and helps guide decisions we make as a business.

We didn't get it quite right the first time, but after a couple of iterations, some co-design and focused communications we're starting to see measurable positive outcomes.



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FEBRUARY 27, 2018 SYDNEY

4:30

## FAREWELL & THE FUTURE

Closing Remarks, Muneesh Wadhwa,  
Founder, HiB



LEADING EMPLOYEE ENGAGEMENT

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