

▶ **PREVIOUS DELEGATES**

*"Very good. Particularly liked the balance between company examples and practical tools"*

**Michele Rowlands**  
Group Human Resources Director  
**British Sugar**

*"Concise, thought-provoking, practical."*

**Rahim Rajan**  
Head of Reward, Europe  
**Yahoo! Europe**

*"Engaging, informative, well presented"*

**Jasper Self**  
Director of Talent  
**Christian Salvesen**

*"Met all my objectives. Really valuable to hear perspectives from a wide range of organisations. Would recommend to other HR Directors within Law."*

**Sally Andrews**  
Human Resources Director  
**Reynolds Porter Chamberlain**

*"Very informative. Confirmed that many of our initiatives are aligned with best practice and highlighted some new areas we could focus on."*

**Gavin Hayward**  
Head of Compensation & Benefits  
**Siemens plc**

*"Horizon widening and thought provoking"*

**Philip Addison**  
Human Resources Director  
**Accor UK & Ireland Hotels**

3Com  
ABB  
AEGON UK  
Airedale International  
Alldays  
Allied Irish Bank (GB)  
AMP  
Arcent Norfolk  
Atkins  
Arup Scotland  
B&Q  
BAA Gatwick Airport  
Barclays Bank  
Barclays Capital  
Baring Asset Management  
BBC Worldwide  
Berwin Leighton Paisner  
Blockbuster Entertainment  
Boots  
BP  
Britannic Money  
British Airways  
British Bakeries  
British Sugar  
Broadview Associates  
BT  
Cable & Wireless plc  
Cadbury Schweppes  
Cannons Health & Fitness  
Cargill  
Channel Four Television  
Channel 5 Television  
Cheshire Building Society  
Clerical Medical  
Clifford Chance  
Colt Telecommunications  
Connex South Central  
Convergys  
Costa Coffee  
Cox Insurance  
Creative Labs  
David Lloyd Leisure  
Debenhams  
Detica  
Equant Network Services  
EWS Railway  
eFunds International  
Express Newspapers  
First Choice Holidays  
Frito Lay International  
Fujifilm Electronic Imaging  
Geac Enterprise Solutions

Getronics  
Granada Media  
HBOS  
HSBC Insurance Brokers  
Halcrow  
Halfords  
Harlequin Mills & Boon  
Harvey Nichols  
Haswell Consulting  
Engineers  
HHCL & Partners  
High & Mighty International  
Hilton UK  
HJ Heinz  
Inchcape Motors Retail  
Infineum International  
Investec Bank  
JBB (Greater Europe)  
J D Williams  
Jenners Princes Street  
Edinburgh  
Kier  
Kingfisher  
Krone UK Technique  
Levi Strauss  
Lincoln Financial Group  
Lloyds TSB  
London Transport  
Maclay Murray & Spens  
Macromedia Europe  
Manor Bakeries  
Marks & Spencer  
Master Foods  
Matalan Retail  
McCormick UK  
McDonalds Restaurants  
Mediasurface Europe  
Millennium & Copthorne  
Hotels  
Mitel Networks  
MTV Europe  
NG Bailey Organisation  
Nokia UK  
Northgate Information  
Solutions  
Norwich Union  
Novar  
Onedo Nalco  
Orange  
Osborne Clarke  
Oxford Instruments  
Owen Williams

Parker Hannifin  
Persimmon  
Polariod UK  
Porsche Cars  
Portex  
Posford Haskoning  
Power Europe  
Pret A Manger  
Prudential  
QAS  
Reckitt Benckiser  
Reuters  
Rockware Glass  
Rolls-Royce  
Royal & Sun Alliance  
Royal Bank of Scotland  
RS Components  
Safeway Stores  
Sainsbury's Supermarkets  
Scotsman Publications  
Scottish Water  
Sherwood International  
Smith & Williamson  
Sony UK  
Standard Life Assurance  
Staples UK  
Starbucks Coffee  
Stolt Offshore  
Teletext  
Telewest Broadband  
Tesco  
The Associates  
Thomas Cook  
Thomas Eggar  
T-Mobile  
Towry Law  
Trinity Mirror  
Tyco Electronics Pinacl  
United Biscuits  
Universal Music  
V A Tech Peebles  
Veritas Software  
Visa International  
Waterstones Booksellers  
Welcome Break  
Winterthur Life  
Whitbread Hotels-Marriott  
Whitbread Restaurants  
Woolworths  
Wragge & Co

# The Reward Briefing

LONDON  
TUESDAY 25 NOVEMBER 2008

## CREATING A HIGH ENGAGEMENT, HIGH PERFORMANCE CULTURE

**"How Top Companies use Total Reward and Talent Management to increase Employee Engagement and build a Performance-based Culture"**



▶ **PRESENTED BY**  
**Raymond Robertson**  
Founder & Director, Strategic Reward

Author of a major new book "The Together Company" which examines the key role of reward strategies in business performance

**Strategic Reward** ▶  
Leaders in Reward & Engagement

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**Strategic Reward** ▶  
Leaders in Reward & Engagement

## DATES & VENUE

Tuesday 25 November 2008

Hilton London  
Paddington Hotel

## PROGRAMME

### 9.30-10.00

Registration/Coffee/Tea

### 10.00 Briefing starts

- Total reward, talent management and a high performance culture
- Current practice – research findings
- World-class case studies
- Practical tools

### 13.00 Briefing finishes – Networking Buffet Lunch

*There will be a mid-morning tea/coffee break*

## TOTAL REWARD, TALENT MANAGEMENT AND A HIGH PERFORMANCE CULTURE

- Aligning reward and business strategy – communicating what matters most to the organisation's business success and long-term growth
- The employee proposition – building a compelling proposition which considers everything employees value in the employment relationship. Total Pay to Total Reward.
- Ensuring fairness and trust – reward processes that employees feel are fair. Research by the Corporate Executive Board into the key role of fairness in employee engagement
- Performance management – raising performance across the entire organisation
- Talent management – targeting resources on different talent pools to maximise the impact on business performance

## CURRENT PRACTICE – RESEARCH FINDINGS

Results of research by Strategic Reward:

- HR and reward trends among top companies in the UK – the strategies they are implementing, how they measure effectiveness and which strategies in particular have been most successful
- Creating a high engagement, high performance culture – share and benchmark your practices (a pre-briefing questionnaire will be sent to all delegates)
  - Rewards
  - Talent management
  - Performance management
  - Enabling work environment
- Linking employee engagement, HR metrics and business results.

## WORLD CLASS CASE STUDIES

Ray will preview case studies from his new book. These show how HR and reward strategies play a key role in creating a high engagement, high performance culture.

- Starbucks Coffee Company: rewarding team spirit that reflects the company's guiding principles, how employees (called partners) share in financial success, and discussing and communicating what matters most
- Royal Bank of Scotland Group: how RBS communicates the content and value of the reward package (Total Reward) – a key element of its employee proposition and performance culture
- David Lloyd Leisure: alignment of reward and vision/values/business strategy, engaging employees to create a great experience for club members and team recognition in a high performance culture
- BAA: linking senior management reward and performance through pay review, performance shares and deferred bonus – including rewarding results and competencies/behaviours – and making reward processes fair and transparent

- Manchester United: rewarding employees for living the UNITED values (VIP scheme), paying for additional contribution, building fairness and trust through performance management and the club's Total Reward approach.

## PRACTICAL TOOLS

- The "Engagement Index" – quantifying drivers of employee engagement – 3 methods compared and criticised
- The "Recognition Reckoner" – finding out if your organisation recognises and celebrates the things which matter most
- The "Talent Matrix" – focused development for high performers / high potential people
- The Reward Calendar – linking themes and messages
- Steering the "high performance car" – leading, living and lagging performance measures
- "Star Gazing" – delegates share their vision of the future.



### THE PRESENTER

#### Raymond Robertson BSc DMS Chartered FCIPD

Raymond Robertson is a leading authority on reward management and is Director of Strategic Reward, one of the UK's leading specialist reward consulting firms. Ray advises clients about how reward and employee engagement strategies can be used to increase business performance. His clients include Manchester United, Whitbread, ABB, Porsche Cars and Ralph Trustees Limited (owners of one of the largest independent 4\* and 5\* luxury hotel groups in the UK).

Ray speaks about reward at conferences, seminars, employers' forums and in-company events. He is author of *The Together Company* (see panel, right), and a regular contributor to Stakeholder Satisfaction, a magazine about creating value for customers, employees and shareholders. His published articles include "Rewarding contribution", "Creating a recognition culture", "Fast guide to attraction and retention" and "Balanced scorecard: putting it into practice"

### ABOUT STRATEGIC REWARD

Leaders in Reward and Engagement

- **Advice to clients** – total reward strategy, employee engagement, performance, leadership development and benchmarking
- **Research** – we carry out research into reward practices at the leading edge and how they are being implemented worldwide
- **Reward events** – we run seminars and events on topical issues, on a public or in-company basis.



### THE TOGETHER COMPANY

#### – Raymond Robertson's new book

*The Together Company* sets out a three-part reward framework for implementing practices that deliver "what matters most to organisations" and "what matters most to employees". The book shows us:

- Reward essentials – the things we have to get right before anything else
- Reward choices – key practices aligned with business priorities
- Reward extras – practices which help create a culture where people feel valued
- Step-by-step processes for successful implementation
- Solutions to the most commonly found problems
- Examples of how each reward practice might work in different organisational circumstances
- How leading companies (see case studies in the programme) reward what matters most

 **BOOKING**

Please tick the box for your chosen venue and date.

**LONDON**     **Tuesday 25 November 2008**

Hilton London Paddington Hotel

Please complete this booking form in BLOCK CAPITALS

First Name: .....

Surname: .....

Job Title: .....

Company: .....

Address: .....

.....

Postcode: .....

Telephone: ..... Fax: .....

Email: .....

**Fee:** £230.00 (+ VAT at 17.5%)

Includes comprehensive handouts, refreshments and a buffet lunch.

I enclose a cheque for £270.25, payable to Strategic Reward


Please invoice my company

**Terms and conditions:** Payment in full is due before the date of this event. If a cancellation is received in writing not less than 10 working days before the date of this event, a full refund can be made or a transfer to an alternative date arranged at no extra cost. If less than 10 working days notice is given no refund is possible, but arrangements for a replacement delegate can be made (at no extra cost) or a transfer to an alternative date (transfer fee of £80 plus VAT).

I agree to abide by the booking conditions set out above.

Signed: .....

Dated: .....

 Please post your completed booking form to:

**The Strategic Reward Consultancy**  
**Brinkworth House, Brinkworth, Swindon SN15 5D4**

or F A X B A C K o n 0 1 6 6 6 5 1 1 3 0 1

please photocopy this form if you want to book more than one place



 **LONDON**

**EXTRA DATES DUE TO DEMAND:**

Tuesday 25 November 2008

**Hilton London Paddington Hotel**  
**146 Praed Street, London W2 1EE**

**Tel: 020 7850 0500 Fax: 020 7850 0600**

Located inside Paddington Station. Direct links to the London Underground network – Bakerloo, Circle, District, Hammersmith and City lines. Heathrow Express link to Paddington in 15 minutes, every 15 minutes.

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**PREFER THIS PRESENTATION IN YOUR COMPANY?**

We can present The Reward Briefing at your location. Please telephone us to discuss your requirements and we will give you an indication of the fees involved.