



In this Issue

- Changing the Game
- Communications Chair
- Steering Committee
- WorldatWork Seminars
- Volunteers Needed
- Binder Change
- Membership Renewal
- Upcoming Meetings

Compensation &
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May Program Meeting: Changing the Game

We completed our 2008-09 program year with a fascinating presentation by Mr. Dennis Hummel, President & Chief Operating Officer of Maritz. The topic, "Changing the Game," focused on leading change and driving performance in your organization. Mr. Hummel laid out Maritz's blueprint model for change, which includes Identifying, Preparing, Engaging and Sustaining Change. Key questions companies should consider include, How do we create real change? How do we motivate employees during times of change? How do we maximize their performance? The answer is engagement.

To be effective at engagement, senior leaders must set direction and focus employees on the importance of the customer. Compensation and recognition should be based on performance and customer focus. Company strategy and goals must be clearly communicated with a focus on managing performance. Small improvements in productivity can yield major performance improvement. Engagement and leadership must go hand in glove. Research shows that higher engagement levels translate into better financial performance and a positive impact on productivity, attraction and retention.

Today's workforce, comprised of Traditionalists, Baby Boomers, Gen X and Y, which can be further segmented into Award Seekers, Nesters, Bottom Liners, Freedom Yearners, Praise Cravers and Upward Movers, poses additional challenges in and of itself, and clearly one size does not fit all. To engage this diverse group and lead them through change,

June 2009

Mr. Hummel presented Maritz's "I⁵" roadmap for results:
Inquire - understand employees & customers

Inspire - operationalize the vision & brand promise

Immerse - engage & align managers & employees

Improve - solve customer and employee experience issues through on-going measurement & feedback, facilitated continuous improvement and reward & recognition

Ingrain - sustain and refine leadership coaching, communication & best practice sharing

As HR professionals, we can facilitate and drive change by partnering with internal communications, public relations, and other stakeholders to coordinate the messages of leadership to ensure consistency, providing resources and guidelines for managers including describing the role of managers to support retention efforts, and providing regular updates and logistical information to employees.

It is important to remember that the economy will turn around, and talent will become scarce again - we need to continue to attract, retain and motivate talent. In the mean time, be disciplined in your efforts to lead and communicate change in your organization. Understand your population and what can get them engaged, and remember that one size does not fit all. Always take a total rewards view of pay, benefits, recognition, culture, etc. Compensation alone is only one part of the equation.

A copy of Mr. Hummel's presentation is available and may be obtained by visiting the CBN website at: <http://www.cbn-stl.org/>.

Message from the Communications Chair

It is my pleasure to serve as your 2009-2010 Communications Chair of CBN! You'll notice that the format and content of our bi-monthly newsletter is largely unchanged for this issue. One of things I want to do is to make sure that our association's communications are seen as value-added to you, our membership. So, with that in mind, if you have any ideas or suggestions for any improvements/enhancements to both the Newsletter and/or our website, please let me hear from you. Please drop me a line at sverbest@ameren.com - your feedback is important and valued. In the interim, enjoy the summer months ahead!

Steering Committee 2009-2010

CBN is delighted to announce the Steering Committee members for the upcoming 2009-2010 program year:

Chair - Alicia Busse
Program Chairs - Keith Weldon
and Darla Dickinson
Education Chair - Priya Kapila
Membership Chair -
Lauren Steindler
Communications Chair -
Scott Verbest
Treasurer - Jamie Kwiatek
Member-At-Large - open

If you are interested in serving on the Steering Committee as an At-Large member, or participating in any one or more of our committees, please contact the Committee Chair directly, or write to info@cbn-stl.org.

Seminars/Certifications

CBN will be hosting WorldatWork seminars in July & October (see Calendar of Events) at the Crowne Plaza Hotel in downtown Clayton. Please register directly with WorldatWork (toll free) at 877.951.9191 or online.

Volunteers Needed!

Who said there's no such thing as a free lunch any more? If you can spare an hour or two to network with our July WorldatWork seminar participants in Clayton (dates & time slots listed below), please contact Priya Kapila at 314.995.5558 or pjkapila@cbiz.com:

Wed. July 8: 11:45 AM - 1:15 PM
(free lunch provided)

Wed. July 8: 2:30 - 3:30 PM

Thurs. July 9: 11:45 AM - 1:15 PM
(free lunch provided)

Thurs. July 9: 2:30 - 3:30 PM

WorldatWork - Course Binder Delivery Changes

CBN has partnered with WorldatWork to implement a change to the delivery of course materials to our upcoming events. Course binders (and BAII calculators, if applicable) will be available for pick up at the event location on your course start date. In addition, you will now have the opportunity to access the course binder electronically, as a PDF e-binder. In the coming weeks, after registering for a WorldatWork course, or two weeks prior to the course start date, WorldatWork will send an email with information on how to access the e-binder.

Membership Renewal

We would like to welcome you to renew your CBN membership. The 2009-2010 CBN Steering Committee is very excited to offer some new additions to our programs.

As in the past, personalized membership renewal invoices will be sent out via email starting next week. Please be sure to review and update any necessary contact information. Then return the statement with payment by July 17, 2009.

We are also including a membership application form to pass along to any interested co-workers or colleagues. CBN is a phenomenal organization and we are eager to include new members. Your help to continue to grow our membership base is greatly appreciated!

Calendar of Events

June/July 2009

Membership renewal period

July 8-10, 2009

WorldatWork Seminars:

C4 - Base Pay Management

C6 - Principles of Executive Rewards

October 21-23, 2009

WorldatWork Seminars:

C12 - Variable Pay

T1 - Total Rewards

Management

CBN Program Meetings:

September 8, 2009

November 10, 2009

January 12, 2010

March 9, 2010

May 11, 2010