



## Corporate Leadership Forum: Strategies for Success in the New Economic Reality

The November, 2009 program, hosted in conjunction with the Employee Benefits Association, featured a lively dialogue exploring what the new economic realities mean for our businesses in terms of strategic direction, performance expectations, and leadership, and what the resulting impact is likely to be on our talent and total rewards strategies. Speakers included Becky Fine, Senior Vice President & Chief People Officer, Panera Bread; Con McGrath, Chief People Officer, Maritz Holdings Inc.; Tim Volk, Corporate Director of Employee Relations, Emerson; and Andy Greenberg, Principal, Human Resources Programs, Edward Jones. Mr. Brandon Bennett, Principal, Hewitt Associates, moderated the panel discussion.

Some of the key questions posed and addressed were:

1. What trends are having the greatest impact on your roles within your respective industries?
2. What programs did you modify as a result of the changes in the economy? If you removed certain programs/incentives, will you be starting those up again in the upcoming years?
3. What changes have you made for the changing demographic makeup in the workforce?

Your CBN Steering Committee will explore whether future joint meetings with the EBA (and other local organizations) are of value and benefit to our membership.

## Strategic Workforce Planning at Monsanto

To ring-in the new year right, CBN's January 2010 program was well attended, and featured an engaging presentation by Mr. Stu Larson, Global Strategic Workforce Planning Lead, Monsanto.

Mr. Larson set the stage by sharing a metaphor of how strategic workforce planning (SWP) is much like 'running the river!' According to Stu, whose many outdoor interests include river-running, "either you take the river, or the river will take you." SWP is about managing risks, anticipating what's coming, and knowing how to 'read the river' and understand what it's telling you.

Mr. Larson defined SWP as a process which "enables the organization to slice-and-dice its workforce data to discover critical issues, compare different groups, understand patterns and trends, hone in on critical segments of the workforce, and customize its approach to managing different segments of its workforce." He outlined three key areas in which SWP is different than traditional 'headcount planning' (it's strategic vs. tactical, it's based on metrics and quantifiable measures beyond headcount, and focused on change). Mr. Larson also provided a history of the SWP process at Monsanto including valuable lessons learned such as challenges around tracking internal moves and transfers, forecasting and managing temporary (contingent) labor, and the critical need to link SWPs with the business' long-range business planning process.

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Compensation & Benefits Network of Greater St. Louis

P.O. Box 50080  
St. Louis, MO 63105

314-286-3951  
www.cbn-stl.org

## Judgement: The Essence of Leadership

On January 22, 2010, the St. Louis Chapter of the Human Resource Planning Society (HRPS) is bringing management expert, Noel Tichy, to St. Louis. This program includes a morning skill and strategy-building session for HR professionals, and an afternoon roundtable attended by intact teams from Ameren, Arch Coal, BJC, Edward Jones, Express Scripts, Kellwood, Sigma-Aldrich, Mercy, and UniGroup. Cost for attending the morning session is \$25 per person, which is primarily to cover the costs of food and beverage. Pre-registration is required to ensure adequate seating and refreshments. If you are interested or have any questions, please contact Sherry Harsch-Porter, The Porter Bay Group, Inc., at 314-963-7878, or [www.porterbay.com](http://www.porterbay.com).

## Web Enhancements

To ALL members: Very soon, we will be working on enhancements to our CBN website. We would like to make it a useful and valuable tool for you. Please send me your thoughts and ideas.

1. Do you visit the CBN website?
  2. If so, how often?
  3. Where do you navigate first?
  4. Do you reference the calendar?
  5. Are program summaries or Power point presentations of interest?
  6. What about current industry trends; articles? Links?
  7. Do you read the newsletter?
  8. Is the directory easy to use?
  9. What would make the site of more value to you? Please list.
- I look forward to hearing from you.

Thank you,

Scott Verbest

[sverbest@ameren.com](mailto:sverbest@ameren.com).

## Seminars/Certifications

CBN will be hosting the following WorldatWork seminars **in 2010**:

### April 21-22, 2010

T2 - Accounting and Finance for the HR Professional  
T4 - Strategic Communication in Total Rewards

### October 20-21, 2010

C2 - Job Analysis, Documentation and Evaluation  
T3 - Quantitative Methods

To register, please contact WorldatWork directly at (toll free) 877.951.9191 or online.

## Volunteers Needed!

Does the opportunity to network with other compensation and benefit professionals sound interesting? Would you like to enjoy a free lunch? If you are willing to represent CBN and join WorldatWork seminar participants (dates & time slots listed below) please contact Priya Kapila at 314.995.5558 or [pjkapila@cbiz.com](mailto:pjkapila@cbiz.com).

### April 21 or October 20, 2010

Wednesday: 11:45 AM - 1:15 PM (free lunch provided)  
or

### April 22 or October 21, 2010

Thursday: 11:45 AM - 1:15 PM (free lunch provided)

Thank you in advance!

## Calendar of Events

### January 22, 2010

Skill and Strategy-building session with Noel Tichy  
[See first article on this page]

### March 9, 2010

CBN Program Meeting  
Legislative Update

### April 21-22, 2010

WorldatWork Seminars:  
T2 - Accounting and Finance for the HR Professional  
and  
T4 - Strategic Communication in Total Rewards

### May 11, 2010

CBN Program Meeting

### October 20-21, 2010

WorldatWork Seminars:  
C2 - Job Analysis, Documentation and Evaluation  
and  
T3 - Quantitative Methods

## Mark your calendars... Make plans to attend the March 9, 2010 program!

Jamie Zveitel Kwiatek and Courtney Brunfeld, attorneys at Polsinelli Shughart PC, will provide an overview of key legislative items affecting human resources professionals in 2010. The discussion will address how newly implemented legislation will affect your organization and what actions you must take to be sure your organization is compliant.