



Columbus Compensation Association

Valentine's Day

Breakfast Meeting February 14, 2019

Rob Danna, Senior Vice President at ITA

Presents "How Company Culture Affects Motivation, Engagement and Advocacy"

Where: The Fawcett Center, OSU Campus
2400 Olentangy River Road
Columbus, OH 43210

Time: 7:45 AM Registration and Breakfast
8:30 AM Speaker Presentation

Register on our website: www.columbuscomp.org

Cost: Event is FREE to members;
Non-member cost is \$40

Special Promotion:

Bring Your *HR BUSINESS PARTNER* or
RECOGNITION / REWARDS PARTNER for a
reduced cost of \$25. Select VIP when registering
your guest.

PRESENTATION OVERVIEW

Today, loyalty hangs by a thread. Employee engagement is at its lowest point ever. Getting mindshare in a distracted world takes fresh and new techniques. Compensation and total rewards are constantly evolving. Add to that the ongoing war for talent – and we're all challenged to attract, onboard, retain and develop our workforce. In this presentation we will explore how we got here and where the future of work culture is going. We will also look at the latest research underlying the trends we see in employee engagement.

Together we will review recent research that validated which psychological benefits are key to driving employee engagement. These include:

- Cultural Identification | Feeling aligned with the company culture
- Social Identification | Identifying with company colleagues and leadership
- Personal Identification | Self-esteem, self-expression and sense of belonging
- Ability to Accomplish Goals | Material benefits (time, money) and ability achieve personal and professional goals
- Positive Emotions | Typical workdays that produce positive (vs. negative) emotional experiences

The research also uncovered five types of company initiatives that drive employee engagement by fostering these psychological benefits:

- Company communications | The processes/tools/formats an organization uses to convey relevant information to employees
- Company-sponsored events | Coordinated opportunities for networking, building connection or otherwise leveraging company-sponsored time to do various activities
- Recognition programs | The programs and processes in place to recognize employee contributions
- Incentive programs | Performance-focused programs that motivate and reward for behavioral accomplishments (different from recognition in that there is an assumption of behavioral change/discretionary effort)
- Professional development programs | Programs and processes in place to advance an employee's professional skills

During this presentation we'll help each other discover the right combination of initiatives for your organization to maximize employee engagement. As a business leader you will learn how to better lead your teams, engage your customers and develop advocates for your brand.

ROB DANNA, SENIOR VICE PRESIDENT AT ITA GROUP, INC



Rob is Senior Vice President at ITA Group, a global engagement agency focused on creating brand advocates. ITA Group ignites the passion in people and connects it to your results. Rob is committed to helping individuals and businesses achieve higher levels of performance through loyalty, motivation, engagement and recognition. Rob has leveraged his 25 year background in technology and sales management to bring real-world performance improvement solutions to hundreds of large companies.

Rob has been an employee-owner at ITA Group since 2008 and has served as Director of Technology, Vice President of Sales and now serves as Senior Vice President of Sales and Marketing for ITA Group. Prior to ITA Group Rob has held several sales and senior leadership positions where he has been responsible for sales strategy, structure, recruiting, compensation, marketing, product development and company acquisitions. He prides himself on staying on the front lines of performance improvement technology and innovation. Rob holds a Bachelor of Science in Finance from LaSalle University.