



The Disappearing Work Ethic: Fact or Fiction?

You Decide.

NOVEMBER 24TH
HOLIDAY INN, ST. JOHN'S

8:15am

Registration and Continental Breakfast

9:00am **Conference Opening Remarks**
Richard Alexander, NLEC Executive Director

9:15am **Panel: Defining Work Ethic**

What constitutes a strong work ethic may not mean the same thing for each of your employees. In this session, a panel of representatives from various generations and employment backgrounds will give their perspective on the topic of The Disappearing Work Ethic. Panelists will respond to questions and encourage discussion from conference participants, in an effort to determine what differences in work ethic may exist in your organization.

10:00am

Mid Morning Refreshment Break

10:15am **Social Media in the Workplace**

- **John Sheridan, President and Managing Partner, Social Media 404**

Does social media benefit or hinder workplace productivity? This session will discuss the myths about social networking and productivity, as well as address the uses and benefits of social media for employee retention, engagement and morale.

11:15am **Social Programs and their Effect on Workplace Productivity**

- **Don Mills, President & CEO, Corporate Research Associates (CRA)**

Join Don Mills, President & CEO of CRA, a Halifax based market research company, for a discussion of Employment Insurance and Worker's Compensation and the effects these programs have on your business. This session will include commentary from industry group leaders and findings of a recent independent study of NLEC member employers, conducted by CRA, outlining employer perceptions of the impact EI and Worker's Compensation have on managing a business in this province.

NOVEMBER 24TH (CONTINUED)



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12:15pm

Working Lunch: NLEC AGM

1:30pm

Founding Chair Scholarship Presentation

- **Vince Withers, Founding Chair, NL Employers' Council**

2:00pm

Work Ethic Across Generations

- **Elizabeth Whitten, Director, Strategic Initiatives, Public Service Secretariat**
- **Veronica Bricout, Manager, HR Planning and Development, Public Service Secretariat**

The Newfoundland & Labrador Public Service is currently exploring and implementing a number of strategies to effectively engage employees of all generations. In this session, the speakers will present an overview of the various generations in the workforce today, some common traits and values they may share as it relates to the workplace, and provide insight into the Public Service Secretariat's recent research and current strategies.

3:00pm

Work Ethic in Unionized and Non-Unionized Environments

- **Don Mills, President & CEO, Corporate Research Associates(CRA)**

Does a unionized work environment stifle or enhance work ethic? This session will explore the differences between productivity and work ethic in the private, public and unionized sectors; why these differences exist; and how employers can overcome work ethic issues in each environment.

4:00pm

Day One Concludes



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NOVEMBER 25TH
HOLIDAY INN, ST. JOHN'S

8:30am *Continental Breakfast*

9:00am **Day Two Opening Remarks**
Fabian Connors, NLEC Incoming Chair

WORKSHOP - ENGAGING & MOTIVATING STAFF

9:15am **Improving Work Ethic**
• **Dr. Sudhir Saha, Gardiner Centre, Memorial University**

In this workshop, Dr. Saha will identify non-compensatory techniques to motivate your staff to be more productive. He will outline the theories behind these motivations and how to improve the overall work ethic, productivity and engagement of your staff.

10:30am *Mid-morning Refreshment Break*

10:45am **Communicating, Motivating and Managing Anxiety in your Workforce during H1N1**
• **Dr. Sue Rideout-Vivian, Regional Medical Director, Shepell-fgi**

H1N1 mania has taken hold of this province and is impacting employers' ability to motivate and manage their employees. This workshop will provide tools to help employers deal with anxiety surrounding H1N1 in both employer and employee, through proper communication and anxiety management techniques.

12:00pm *Served Luncheon*

Keynote Speaker: Dr. Charles Randell, President & CEO, C-CORE

Dr. Charles Randell, President & CEO of 2008 Employer of Distinction Award, C-CORE, will discuss the many initiatives his company has implemented to motivate and engage its employees.

1:30pm **Work Ethic Across Borders: Exploring Successful HR Strategies from Other Countries**
• **Tom Cooper, Assistant Professor, Strategic Management and Business Ethics, Memorial University**

The notion of work ethic is one of the main issues that employers continually debate. In this session, Tom will discuss how a work ethic may change by cultural or national boundaries and provide tips and tools employers can borrow from other countries.



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2:30pm **Discipline and Discharge for Poor Work Ethic**

- **Anna Cook, Partner, Cox and Palmer**

This session will review case law surrounding terminations for work ethic and performance, best practices for employers dealing with performance based terminations, tips on discipline and managing performance issues before they escalate.

3:30pm **Work Ethic of Tomorrow**

- **SIFE Memorial**

Think all youth suffer from a poor work ethic? You may feel differently after watching this presentation from SIFE Memorial, the local branch of Students in Free Enterprise (SIFE), an international organization that mobilizes university students around the world to make a difference in their communities while developing the skills to become socially responsible business leaders.

4:00pm

Conference Concludes
