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Coming
Soon

Companies Are People Too... Leveraging

Start Date: 6/20/2018 7:30 AM

End Date: 6/20/2018 10:00 AM

Companies Are People Too... Leveraging Your Internal Brand Wednesday, June 20th 7:30 - 8:00: Registration & Networking 8:00 - 10:00: Program Presented by Dixon Schwabl Location: Landsman Development Corporation, 3 Townline Circle, Rochester NY 14623 Sponsored by Benefit Resource, Inc. This program has been pre-approved for 1.5 Professional Development Credits (PDCs) by the Society for Human Resource Management and 1.5 HR (General) credits by the HR Certification Institute. Dixon Schwabl has a strong culture. There's no denying it. We've been on the Great Place To Work list for 13 years! But that's not random. There's a strategy behind everything. Join us as we share our story and how we strategically source for new talent, feed culture information to our talent pipeline, immerse new hires during onboarding, and maintain a strong culture throughout the employment lifecycle. We'll also share the foundation of our exceptional communication tool – Companies Are People, Too. This is a Myer-Briggs-based program that not only involves each employee and their preferences, but defines the MBTI for the organization as well. It's the amazing power of personality (and that's our culture!). The interactive presentation will demonstrate how organizations can strengthen and use their internal branding to achieve their mission, vision and values. By the end of this session, participants will: •Have a deeper understanding of the strategic role culture plays in the success of an organization including identifying key business metrics that can be positively impacted. •Gain best practices for how communication can help support the culture inside an organization. •Learn how a Great Place To Work has built its employer brand and understand examples of how we live that brand internally. •Understand the role individual communication preferences plays in organizational success – and how it strategically helps maintain culture and performance. About our Speaker, Lauren Dixon, CEO, Dixon Schwabl: As Chief Executive Officer of Dixon Schwabl (DS), Lauren oversees a full-service marketing communications firm with 125 employees and billings in excess of \$70 million. She has full responsibility for agency performance, including bottom-line factors such as long-range strategic planning and company vision and culture. Lauren builds and provides day-to-day general and strategic oversight of a growing roster of more than 200 clients. The agency culture and leadership have been recognized with national awards including being named one of the "Best Small Companies to Work for in America" for fifteen consecutive years, including ranking #1 twice. In addition, Dixon Schwabl was ranked No. 1 Marketing Firm to Work for in America by the consulting firm Great Place to Work® and Fortune magazine in 2016. Inc. Magazine and Winning Workplaces honored Dixon Schwabl with the 2010 Top Small Company Workplace Award, and that same year PR News named Dixon Schwabl one of the Top Places to Work in PR—a national award the agency won again in 2012, 2013, 2014 and 2016. In 2013, Lauren and her husband, Mike Schwabl, were inducted into the Rochester Business Hall of Fame. In 2001, Lauren was named Rochester's Small Business Person of the Year. Lauren currently serves on the following boards: United Way of Greater Rochester, 2015 campaign co-chair (with Mike Schwabl) United Way Women's Leadership Council, 2012-present and serving as chair in 2015 and 2016 Thompson Health Foundation Board, 2004-present Thompson Health Board, 2015-present Greater Rochester Enterprise Board, 2005-present CMAC Board, 2007-present Monroe Community College Foundation Board, 2009-present Rochester Business Alliance Board, 2009-present Rochester Business Alliance Executive Committee, 2012-present United Way of Greater Rochester Board, 2009-present Rochester Police Foundation Board, 2015-present University Rochester Medical Center Board, 2015-present