



Creating a Connected Culture: World 2.0 Employee Communication

A web-based seminar on this topic is being offered by Lindner & Marsack, S.C.

Date: October 13, 2009

Time: 12:00 p.m. - 1:30 p.m. CST

Duration: 90 minutes

Cost: Complimentary

To Register: Please send an email to mgemeinhardt@lindner-marsack.com

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Employers know that communication builds trust and leads to better working relationships and greater productivity, which in turn drives business success. Effective communication can maintain employee morale in a difficult economy. It also can lay the foundation for responding to a union campaign, regardless of how EFCA changes the game. In fact, communication can be critical to retention, productivity, and the avoidance of litigation.

In periods of uncertainty, communication becomes even more important because fear, anxiety, uncertainty and stress all distract employees. Creating strong connections and focusing your employees on achieving results has never been more important than it is today.

This presentation will share:

1. World 2.0 communication strategies that:

- create and foster a positive workplace culture
- engage employees around the organization's goals
- focus employees on performance, increasing productivity
- increase commitment by helping employees understand how their role supports the organization
- encourage constructive dialogue that connects employees with the organization

2. Assessment tools that allow you to create a customized communication and engagement strategy.

The learning will benefit all levels of management and human resources to develop effective communication strategies for connecting effectively with employees.



Will Ruch
CEO / Managing Partner
Versant

Versant brings over 40 years of experience to provide focused marketing, advertising and communication solutions.

Will has helped to establish Versant's specialty practice VersantWorks as a leader in employee communications, with expertise in generational workforce issues, and strategies for the recruiting and retention of high performing employees. Through work with Thomson Reuters, Xerox, Northwestern Mutual Insurance, Sears and Kohl's Department Stores, Will has become a leading authority on communication that aligns employees and drives results. Will has presented at more than 100 national seminars and conferences, including the Association for Corporate Growth, the National Retail Federation, and the Society for Human Resource Management.



John E. Murray
Attorney
Lindner & Marsack, S.C.

Established in 1908, Lindner & Marsack is one of the nation's pre-eminent law firms specializing in labor and employment law.

John has represented employers in a wide range of labor and employment issues. He has worked with employers to develop policies which minimize the risk of litigation. John has developed several training programs for employers which have addressed harassment, workplace investigations, performance feedback, supervisor communications, union avoidance and corporate leadership. Mr. Murray is a frequent lecturer on HR Law topics. He has spoken at seminars hosted by the Wisconsin Safety Council and the Council on Employment Management. His presentations have included Effective Performance Reviews; Documentation of Discipline and Discharge Decisions; Managing Ill, Injured and Disabled Employees; Workplace Investigations; monitoring employee communications and union avoidance.

Lindner & Marsack, S.C. represents management exclusively in labor, employment, and employee benefits law, including the administration of employee health and retirement programs. Established in 1908, Lindner & Marsack, S.C. is consistently rated among the top labor and employment law firms in the nation. We are located at 411 East Wisconsin Avenue, Suite 1800, Milwaukee, Wisconsin, 53202. Call us at (414) 273-3910 or visit our website, www.lindner-marsack.com, to learn more about our firm and its talented and innovative legal professionals.