



Customer Service, Corporate Communications & Human Resource Conference

11-14 March, 2018
Kingston, Jamaica



Theme: Redesigning Customer Service, Corporate Communications, and Human Resource Processes

DAY	Sunday March 11, 2018
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Meeting of the Board of Directors of CARILEC 8:30 am – 12:30pm
 Agenda – Confidential

Meetings – Sun March 11th, 2018

Human Resource Managers Meeting	8:30 am – 12:00 pm
Corporate Communications Managers Meeting	9:00 am – 11:00 am
Customer Service Managers Meeting	9:00 am – 11:00 am
Occupational Health and Safety Committee Meeting	9:00 am – 12:00 pm
Disaster Coordinators Meeting	1:00 pm – 5:00 pm

DAY

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Monday March 12th, 2018

Registration

7:15 am - : 8:00 am

8:30 a.m.

Opening Ceremony

Followed by light Refreshments

Panel Discussion

10:30 a.m. – 11:30 a.m.

Theme: Redesigning Customer Service, Corporate Communication, and Human Resource Processes

Panellist: TBA

Moderator: Dr. Cletus Bertin, Executive Director, CARILEC

Presentation 1

11:30 p.m. -12:30 p.m.

Topic: Leaders Go First

Strategically, there is no better decision than the one to design the organization for signature service delivery. Sure business has many more focal points than customer service, however when leaders are service focused, people processes and products must all be aligned, efficient and effective to deliver a stellar experience. When done right, every facet of the business is positively affected and aligned including: generation, transmission, finance, HR, communications and service delivery. This presentation and Q& A will focus on making the business case for service and the key strategic moves a leader must make including: Vision building, servant leadership, modeling, taking the long view and advocacy.

Presenter: Richard Dick Solomon, Managing Director and Principal Consultant, Development Consulting Center Ltd

LUNCH

12:30 pm - 1:30 pm

Presentation 2

1:30 p.m. – 2:15 p.m.

Topic: Transforming a utility's brand image from cold and unapproachable to dynamic and innovative: How to execute a multi-media campaign that will elevate perceptions, educate the public and motivate your workforce:

In 2014 GRENLEC perceived as reliable and well-run, but the utility's brand projected an out-dated image of industrial and unapproachable. This visual presentation will show how GRENLEC: - Rebranded the utility as evolving and innovative, delivering high levels of service at lowest cost possible - Educated the public on the utility's community involvement and future of renewable energy - Engaged employees and stakeholders to "buy into" the new transformative philosophy.

Presenter: Ben lee, Principal, Schifino Lee Advertising and Branding

WORKSHOP

2:15 p.m. – 4:45 p.m.

Topic- Self Inflicted Overload

Facilitator: Mrs Joyce E. Brooks, Owner and Managing Member, Brooks Consulting LLC

Coping with the daily demands of one's personal and professional responsibilities can be extremely challenging. Often, when unexpected change is added to the equation, it tends to make matters worse. This reality can cause the sanest person to become overloaded, stressed out, tired and sometimes frustrated. This session aims to help participants find an appropriate work-life balance, minimize self-inflicted overload, avoid stress, and embrace change. Participants will walk away with a renewed confidence in one's ability not only to survive, but to thrive.

Something Extra!

4:45 p.m. – 5:15 p.m.

Topic: Dress for Success on a Budget

Facilitator: Danielle Devonne, An Image and Wardrobe Coach committed to "Contouring the style in You"

Followed by -Mrs Joyce E. Brooks, Book Signing

DAY

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Tuesday March 13th, 2018

Registration 7:30 am – 8:00 am

Presentation 3

8:30 a.m. – 9:15 a.m.

Topic: Lessons from Irma and Maria: Effective Stakeholder Management during Disasters:

Customers and employees are regarded as critical stakeholders in progressive organizations. When disaster strikes, supportive roles such as Human Resources (HR), Customer Services (CS) and Corporate Communications (CC) underpin an organization's ability to implement its business continuity plans. During Hurricanes Irma and Maria, these roles proved crucial in ensuring a successful, record-breaking and ultimately award-winning restoration effort for FortisTCI. Drawing from the FortisTCI experience, this presentation highlights the HR, CS and CC strategies adopted to overcome business challenges posed by an unprecedented national disaster. Coordinating a substantially expanded workforce and managing customer expectations, while maintaining effective stakeholder engagement and brand reputation are underscored. This presentation also compares these strategies to utility best practices.

Presenter: Ruth Forbes, Vice President of Corporate Services and CFO, FortisTCI Ltd

Presentation 4

9:20 a.m. – 10:05 a.m.

Topic: The Utility of a Multigenerational workforce

The purpose of this research is to demonstrate that electric utilities can benefit from a strategically managed multigenerational workforce. This research contends that a utility that has Baby Boomers (1948-1963), Generation X (1964-1978), Millennials (1979-1991), and Generation Z (1991 – 2014) working side-by-side may encounter difficulties, but if lead with a strategic leadership style this type of workforce can propel the business forward. This philosophy is based on a premise that the business can derive benefits from the diverse perspectives, experiences and approaches of these various generations. The research clearly outlines the benefits and leadership techniques.

Presented by: Rochelle Analecia Reid James, Human Resource Business Partner, JPS

Networking Break

10:05 a.m. - 10:35 a.m.

Presentation 5

10:35 a.m. – 11:35 a.m.

Topic: Leading Employees through Leadership Transition

At JPS, change is constant. Since becoming publicly owned in 2001, JPS has had five Presidents; three in the last 10 years alone. Each has brought their own style of leadership and vision, and has left a distinct legacy. They have also brought organizational changes resulting in at least five major restructuring activities within the past 10 years. A comparison will be made of the Caribbean vs the International leader, their transition styles, change-management strategies and the resulting company-wide impact. On a smaller scale we will also look at some individual departments and how they were led through leadership changes.

Presenter: Gina Tomlinson-Williams, Head of Planning and Organizational Development, JPS

Presentation 6

11:35 a.m. – 12:20 p.m.

Topic: Anabolic Responsiveness - Using Energy Leadership to Power Leadership Transitions:

Leadership change can be imposed on an organization because of unforeseen circumstances or it can be planned to achieve specific outcomes. How the change is handled though will have the greatest impact on the organization. This presentation proposes four (4) main phases of leadership transition, the behaviours that are most likely to be experienced and exhibited at each stage by both employees and leadership and how principles of the Energy Leadership model can be utilized to produce lasting positive impact on the organization. The role of leadership and employees at each stage will also be examined. The role of the organization overall is to encourage and foster an environment of cohesiveness, connectedness, openness and balance.

Presenter: Jenny Alcide James, Founder CEO, Success Connections Inc

LUNCH

12:20 p.m. – 1:30 p.m.

WORKING SESSION

1:30 p.m. - 4:00 p.m.

Topic: Back to the Drawing Board: Redesigning the Customer Experience for Signature Service

Facilitator: Richard Dick Solomon, Managing Director and Principal Consultant, Development Consulting Center Ltd

What about customer satisfaction? The needs of customers have morphed to such a point that organizations recognize the need to map, manage and measure the customer experience. Many Caribbean electric utilities have a history of being monopolies. A sole provider often does not facilitate the growth in quality offerings on the service front. While some have been making strides, many remain stuck in the archaic space of favor provision versus experience management. The leaps in telecoms have only served to make this reality worse by comparison. A blank page is needed, organizations need to clearly define what the new customer reality is and thereby design what they would like the sum quality of the relationship the customer will have with the brand over the lifetime of the relationship including all interactions across all platforms. This presentation, panel discussion and workshop will help participants clarify the difference between service and experience, map major touch points in the customer life cycle and consider the internal re-engineering and role efforts required to deliver a stellar experience.

Visit to Devon's House a Cultural Experience

4:30 p.m. – 6:30 p.m.

DAY 4	Wednesday March 14th, 2018
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Registration 8:00 a.m. – 8:30 a.m.

Presentation 7

8:30 a.m. - 9:15 a.m.

Topic: A Case Study: Light & Power's efforts in Transforming Stakeholder Communication

Over the last 5 years, The Barbados Light & Power Company has made several changes to the communication strategy.

- *We have segmented the market, decided on and prioritized our target groups.*
- *We decided on the most effective channels to reach each target group and implemented them.*
- *We built a proactive strategy around key messaging for issues and relevant information and communicating with one voice.*
- *And over the last months, we have evaluated our progress through surveys and have noted the feedback.*
- *We are still prepared to make the necessary adjustments to ensure continuous improvement in communication.*

A specific project

In 2015, Light & Power launched its 100/100 vision which is an aspirational goal of 100% Renewable Energy and 100% electrification by 2045. It was shared with employees, with Government and with the regulator.

However, it was the regulator's mandate in April 2017 that the vision be shared more widely and that Light & Power show more 'grass root' engagement on this vision. With that, we devised and implemented a specific stakeholder engagement plan. By December 2017, the records highlight engagement of over 350 000 persons in 35 activities using our channels and communication strategy – a very successful outcome.

Presenter: Jackie Marshall Clarke, Manager Communications & Government Relations, The Barbados Light and power

Presentation 8

9:15 a.m. – 10:00 a.m.

Topic: Leadership Development: Preparing leaders in an era of transition and disruption – The implementation of the JPS iLEAD programme

Developing leaders is no longer about chance. A deliberate, strategic, all-encompassing and supported programme must be developed and pursued to - build competencies and position top talent to succeed in organizations. Programmes must stretch participants and organizations towards capacity building for resilience in the face of disruption and transition. After many years of chance, in 2015 JPS launched its flagship leadership development programme, iLEAD, to meet the needs of the organization as it recognized that "everything rises and falls on leadership. iLEAD was designed to promote a unified and consistent brand of leadership that serves to train, mentor, and coach high-potential candidates to take up greater responsibilities over time, since they have been already promoted into senior roles.

Presenter: Carolyn Parchment, JPS

Networking Break

10:00 a.m. - 10:30 a.m.

Presentation 9

10:30 a.m. - 11:15 a.m.

Topic: Disaster Communications, Crisis Communications and Reputation Management

Corporate communication is considered the life-force of an organization that contributes significantly to its advancement and overall success. Communications at the core of a corporate entity should include an integrated system including a comprehensive crisis management plan; that consistently influences and ensures a secure diffusion of information. Crisis management may be defined as how companies deal with a sudden emergency situation. It is deemed an integral part of a company's functionality; comprising a multiplicity of communication strategies employed to combat issues that may tarnish an organization's corporate identity.

Public Relations, Communications and Digital Marketing Specialists are responsible for protecting a company's brand image and identity; thereby a fundamental part of any crisis management team. This presentation will seek to explain the importance of Disaster Communications, Crisis Communications and Reputation

Management and the specialist's role in each area. Additionally, this plan will address the strategies for managing a social media disaster and communications during a leadership transition.

Presenter: Moya-Mae Rose, Public Relations & Digital Marketing Specialist, Jamaica Energy Partners & West Kingston Power Partners

Presentation 10

11:15 a.m. – 12:00 p.m.

Topic: Coming Soon!

Presenter: Karl Williams, President, The Human Resource Management Association of Jamaica

Presentation 11

12:00 p.m. - 12:45 p.m.

Topic: Coming Soon!

LUNCH

12:45 p.m. - 1:45 p.m.

Best of Jamaica Farewell Party

7:00 p.m. – 10:00 p.m.