

# The Inaugural TECET Linowes Leadership Lecture

## WorkInspired: How to Build an Organization Where Everyone Loves to Work

Right now and in the post-pandemic times ahead, you know well of the fierce competition to both attract and hold employees. Keeping your firm's workforce has become one of your firm's greatest challenges. How can you create a company where everyone loves to work? The secret sauce is building a corporate culture where employees feel not just "satisfied" but truly cared for, respected, and energized.

This engaging lecture presents some surprisingly simple guidelines for focusing on your people. Beyond the familiar design firm approaches, Aron Ain, chairman and CEO of the global corporation UKG, will share how his distinctive *WorkInspired* tactics have evolved as Kronos and Ultimate merged to create UKG during the pandemic.

Attendees will hear about best practices such as:

- ❖ Overcommunicating and truth-telling
- ❖ Trusting your people (again and again) and keeping them safe
- ❖ Holding managers accountable for being great at what they do
- ❖ Celebrating to motivate



Ain's unique perspective on corporate success will inspire leaders of today's engineering firms as we move into this new era. Aron Ain serves as chairman and CEO at UKG, one of the world's largest and most innovative human capital management companies built from the 2020 merger of Kronos Incorporated and Ultimate Software. As a multi-year Glassdoor Top CEOs honoree and author of "WorkInspired: How to Build an Organization Where Everyone Loves to Work," Ain fiercely contends that there is a direct link between employee engagement, customer satisfaction, and business success.

The TECET Linowes Leadership Lecture brings top business thinking and strategy to leaders and those aspiring to be leaders of our engineering and land surveying community in New England. Drawing upon experts in corporate success and academic research, these lectures provide vision and approaches for enhancing design professional leadership as firms go forward.

Monday, June 13, 2022

4:00pm to 6:00pm

Conference Center at Waltham Woods

860 Winter St, Waltham, MA 02451

Cost for Participants: \$125

Heavy refreshments and a hosted bar will be provided

Register for this event using this form or online: <https://bit.ly/LinowesLecture>

NAME: \_\_\_\_\_ ORGANIZATION/FIRM: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_ EMAIL: \_\_\_\_\_ PHONE: \_\_\_\_\_

CHECK: MAKE PAYABLE TO THE ENGINEERING CENTER EDUCATION TRUST & SEND TO: ONE WALNUT STREET, BOSTON, MA 02108

CREDIT CARD:  VISA  MASTERCARD  AMERICAN EXPRESS

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Please fax or email this form to 617.227.6783 or [tecet@engineers.org](mailto:tecet@engineers.org). For questions, please call 617.227.5551  
Cancellations and no shows will be billed. Cancellations must be received by June 6, 2022 by email or phone for refund.  
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