

2022 HR Leadership Agenda

Shaping tomorrow's professionals & businesses

Charlotte Marriott City Center
100 W Trade St, Charlotte, NC 28202

Day 1: Sept. 29

7:30 AM – 8:45 AM: Registration, Continental Breakfast & Networking

8:45 AM – 9:00 AM: Welcome, Leaders! Conference Introduction with Cheryl Richards, Ph.D., CEO at Catapult

9:00 AM – 10:30 AM: Business Alert: Gale Force Demographic Wind Gusts Ahead with Dr. James Johnson, UNC

The world of work has never been so different. As tomorrow's ideal organization takes shape, Carolina employers are challenged to embrace the realities of today's ever-changing business landscape. Four gale force demographic disruptors have evolved over the past several decades: slowing total and foreign-born population growth, white population loss, and declining fertility. There are also coming challenges rooted in recent crises that create a major demographic depression in the United States. What's an employer to do? One thing's for certain: failure to address these forces has enormous implications for talent recruitment, development and retention. Learn organizational actions to take right now to better prepare for the storm ahead.

Speaker: Dr. James Johnson, UNC

10:30 AM – 10:45 AM: Break & Mindful Connection: Staying Social Virtually

How do you stay connected in a virtual world, and how do you stay intentional with screen time? Take a moment of mindfulness alongside MYGroup experts during this break session. They'll share how the technology we use to accomplish professional goals can also present new, creative methods for connection, involvement and growth.

10:45 AM – 12:15 PM: The Talent Shortage (& What to Do When You've Tried Everything)

Finding top talent isn't easy. There's also the challenge of retaining your best employees, especially as competitors pay above market rate. What's an employer to do? While compensation reanalysis is an excellent starting point, there are other options available to help you and your employees break ahead from the crowd. Attend this presentation to dive deep into modern-day examples of creative solutions that will boost your business' appeal. From simple strategies you may already be doing—and should lean into—to more transformational undertakings, our experts will explore solutions to the talent shortage you haven't considered.

Speakers: Cheryl L. Richards, Ph.D., President and CEO, Catapult; **Henry Batten,** CEO, Concrete Supply; **Melissa McGuire,** Managing Director, Sherpa

12:15 PM – 1:30 PM: Lunchtime Chronicles: HR Stories from the Real World

If there's anything leaders know, it's that the unexpected should always be expected. Enjoy a provided lunch over stimulating recounts from our "Ask an HR Advisor" hotline. We'll share our most common calls from human resources professionals across industries, including managing a remote/hybrid workforce, employees as caregivers, losing employees for more money, and the ever-evolving mental health crisis. For a chance to win a prize, audience members can flex their knowledge and tell us how they'd handle these common situations. After

each scenario, our panel will share HR and legal best-practices to stay compliant, effective and professional. You don't want to miss this!

Speakers: **Doug Blizzard**, Chief Solutions Officer, Catapult; **Kevin W. von der Lippe**, Director, Pre-Employment Services, Catapult; **Karol Dixon, SPHR**, HR Advisor, Catapult; **Jennifer M. Vuillermet**, Managing Attorney: Legal Services Plan, Employment Attorney, Management Advisor, Soule Employment Law Firm

1:30 PM – 3:00 PM: Your Business' Culture, Evolved

Employees are taking their jobs personally. After the last two years of shifting global conditions, mindful working environments that operate with empathy are shaking up what it means to build agile and engaged cultures. What can employers do to craft rewarding employee experiences? What measurable steps can you take to inspire belonging within your workplace? During this presentation, we'll teach scalable, actionable methods of building meaningful alliances between your business and your workforce. We'll also share sneak-peeks of valuable Catapult Survey insights only available to our Members.

Speaker: **Becky Drozd, MBA, CCP, SPHR, SHRM-SCP**, Director of Total Rewards Solutions, Catapult

3:00 PM – 3:15 PM: A Moment for Mindfulness Break

3:15 PM – 4:45 PM: Equipping Talent: What Your Future Leaders Want

Your best employees are looking for advancement opportunities. It's up to you to determine if that opportunity is at your company, somewhere else, or worse—employees quiet quit on you! We know it's more cost- and culture-effective to develop talent internally than it is to recruit. However, many employers aren't sure how to start conversations about where employees see themselves growing. Plus, how to help them get there? That's another challenge. Attend this session to be guided through the development of actionable, collaborative performance and career plans to combat "quiet quitting" and ensure the right talent finds its optimal role. Our development experts will also teach you exciting ways to illuminate learning opportunities alongside your employees for greater retention, better performance and stronger engagement.

Speaker: **Nicole Case**, Learning Partner, Catapult

4:45 PM: What's Ahead in Day 2

5:00 PM – 7:00 PM: Best of HR Awards with Charlotte Business Journal

Join Catapult, fellow attendees and our partners at CBJ for an invigorating cocktail hour! Heavy hors d'oeuvres will be served over casual conversations that drive regional thought leadership. Plus, the Best of HR Awards will be announced as we celebrate human resources excellence in the professional community. Let's toast to the professionals who embody what it means to inspire success.

Day 2: Sept. 30

7:30 AM – 8:30 AM: Registration, Continental Breakfast & Networking

8:30 AM – 8:45 AM: Solutions Showcase: Day 2 Intro with Cheryl Richards, Ph.D., CEO at Catapult

After a thought-provoking Day 1 discussion of modern business challenges, Catapult experts take the conversation a step further by defining the opportunities ahead. Meet the professionals, the tools and the solutions Catapult provides to businesses seeking to take action and raise the competitive bar. During Day 2, we'll explore the many ways Catapult becomes an extension to your business. Experts will also share Catapult strategies that have streamlined business operations for thousands of employers across the region.

8:45 AM – 9:30 AM: Breakout Sessions: Choose Your Learning Experience

Select one session to attend from the opportunities below:

Session 1: Empowered Managers Change Everything

Poor managers cost employers their workforce. They can crumble motivation, tank productivity, and make teams dread work. So how can you stop engagement issues before they evolve into retention emergencies that impact your bottom line? In this session, let's explore what effective management *really* looks like. We'll also share measurable, creative solutions to better invest in your employees. Great managers lead high-performing teams, and with your support, both can be cultivated from practical strategies. We'll show you how!

Speaker: Tracy Mambrino, PHR, SHRM-CP, Learning Partner, Catapult

Session 2: How Strong People Skills = Your Business' Superpower

Fact: businesses with employees who excel in *Power Skills* accomplish far more than uninspired employees using the greatest tech. Even now with increased virtual connection, teams can create effective and thriving professional relationships through communication, resilience and other soft skills. Let's explore the must-have abilities that can be developed in yourself and others to inspire long-term success. Our experts will share best practices used to nurture applicable human skills, making your team's flow of work more successful *and* enjoyable.

Speaker: Darricka Sorrells, HR Consultant, Catapult

Session 3: From Conversation to Action: Assess & Implement DE&I

There's been a lot of discussion around diversity, equity and inclusion. But what does it all mean? How do you recognize your cultural gaps and successes, and how do you know if you're doing inclusion "right"? The bad news: you'll often see poor DE&I in your business' net income. The good news: DE&I doesn't always need to be a major, transformational event. In this talk, experts will discuss modern case studies of businesses who succeed in fostering belonging. We'll also give you simple steps to start your journey, as well as ways to justify DE&I initiatives to doubtful leadership.

Speakers: Cynthia Daniel, Diversity & Culture Leader, Cherry Bekaert; **Sertrice Grice, MS**, Co-Owner & Chief Consulting Officer of Mattingly Solutions

Session 4: Compliance Made Simple

Time is money, they say. Another cost to your business: compliance oversight. Our Pre-paid Legal Services Plan (PPLSP) gives you the most of both. Ensure you have freedom to focus on everything else *and* feel confident in your organization's compliance with often-changing laws. Under one annual cost, PPLSP grants you unlimited,

off-the-clock access to employment law attorneys from Soule Employment Law firm. This session will get your compliance journey started by highlighting common legal issues employers face. We'll also explore the services these attorneys provide, in addition to mistakes employers make before engaging an attorney. This is one session you don't want to miss!

Speaker: Jennifer M. Vuillermet, Managing Attorney: Legal Services Plan, Employment Attorney, Management Advisor, Soule Employment Law firm; **Tom Sheehan**, Director, Member Services, Catapult

Session 5: Smarter, Better & Faster Ways to Hire

Writing job descriptions, posting inquiries, reading applications, background checking... Whew. If just reading that was tough, leave pre-employment to us. We're passionate about all stages of the hiring process and are delighted to help connect the best talent to your business, all while liberating your HR pro's capacity. Plus, unlike other placement services, we recruit hourly or flat fee, not at a percentage of the hiring salary. Discover how we partner with you to tailor our recruiting services to the size and availability of your HR staff!

Speaker: Jill Feldman, MBA, Director, Strategic HR Services, Catapult

Session 6: Need More Hands? Collaborating to Expand Your HR Capacity

If people think the world is more complicated than ever, they're likely not ready to learn about today's Human Resources experience. In Session 6, we've identified the three most urgent actions your business should take to succeed in the chaotic HR present (and the forecasted future.) Realize you need more hands-on-deck? Uncover the many ways our accomplished experts supplement your HR teams, short- or long-term. Whether your organization is established or growing, we plug into every industry, timeframe and org chart. Find out how!

Speaker: Kendra Stewart, MSHR-SPHR-SHRM SCP, Manager, HR on Demand Consulting, Catapult

Session 7: Need to Compete for Talent? Try These New Benefits

Most employers believe they're doing everything to attract and retain employees, yet an often-overlooked strategy comes from one of HR's greatest expenses: healthcare. New models are breaking into the North Carolina marketplace, providing better care and lower costs for employees and employers alike. For those not ready to change their healthcare strategy, there are also new offerings like Lifestyle Savings Accounts (LSAs) and nutritional counseling, both paid by your health plan. Plus, Catapult has recently launched our new Association 401k program to help organizations provide a competitive retirement plan while saving on administrative costs. Learn about these solutions and more during this session.

Speaker: Martha Barker, CFC, Manager, Benefit Services, Catapult; **Becky Drozd, MBA, CCP, SPHR, SHRM-SCP**, Director of Total Rewards Solutions, Catapult

9:30 AM – 9:45 AM: A Moment for Mindfulness Break

9:45 AM – 10:30 AM: Breakout Sessions: Choose Your Learning Experience

Review the session options listed above – choose one of the same opportunities presented, on your schedule.

10:30 AM – 10:45 AM: A Moment for Mindfulness Break

10:45 AM – 11:30 AM: Breakout Sessions: Choose Your Learning Experience

Review the session options listed above – choose one of the same opportunities presented, on your schedule.

11:30 AM – 12:00 PM: Closing Hour

After our breakout sessions conclude, take a moment to explore the conference tables highlighting our Catapult Solutions. You can also meet our sponsors and learn the many ways our partners help support Catapult in our mission to provide your business with the confidence to navigate everyday challenges.