

## **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: Mindful Connection: Staying Social Virtually**

Incorporate Mindfulness Moment as announce break

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.

**Speaker: Announcing soon!**

**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.

**Speaker: Announcing soon!**

**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:** *Announcing soon!*

### **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, Director of Total Rewards Solutions at 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—or somewhere else. While it's more cost- and culture-effective to develop talent internally than it is to recruit, many employers aren't sure how to start conversations with employees about where they see themselves growing. Attend this session to be guided through the development of actionable, collaborative performance and career plans that 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:** Kirsten Lora, MS, PMP, Vice President of Learning at 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 leaders. Great managers lead high-performing teams, and with your support, both can be cultivated from practical strategies. We'll show you how!

**Speaker:** *Announcing soon!*

**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:** Kirsten Lora, MS, PMP, Vice President of Learning at 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.

**Speaker:** *Announcing soon!*

**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:** *Announcing soon!*

#### **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!

**Speakers:** Kevin W. von der Lippe, Director, Pre-Employment Services and Jill Feldman, Director, Strategic HR Services at 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:** *Announcing soon!*

#### **Session 7: The Employee Experience: It's Time to Get Personal**

To compete in today's disruptive environment, employers need to match talent to the right roles. There's no comparison to a company that's fueled by impassioned employees who feel engaged and fulfilled by their jobs. Employers: it's up to you to start the conversation to retain untapped talent eyeing the opportunities presented elsewhere. Let us help open the dialogue! This talk explores our proven methods to discover how employees perceive their working environment and how engaged they are. We'll also dive into ways your data can be turned into measurable business results down to the individual level.

**Speaker:** *Announcing soon!*

#### **Session 8: 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:** *Announcing soon!*

### **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.

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**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.