

2024 HR Leadership Conference: The Future Workplace

Thursday, April 11, 2024

9:00-9:45 AM

Registration, Breakfast and Networking

9:45-10:00 AM

Welcome

Dr. Cheryl Richards, President & CEO, Catapult

10:00-11:00 AM

Navigating What's Next: Insights for the Future of Work

Seth Mattison, Founder and Chief Movement Officer, FutureSight Labs

The Future of Work is unfolding now and there has never been a more important moment to claim your version of it! What will we collectively create?

We're entering an unprecedented moment in the world of work. With so much in flux, everything is up for grabs as we collectively claim a Future of Work that best supports us all as we draft a new social contract between employees and employers.

Seth Mattison will help you and your leaders answer some of today's most pressing questions: What does talent need today? What type of leadership will be required? How will we nurture great teams? What employment experiences will matter most? How will we activate a culture of belonging to drive high-performance? As a researcher and thought leader, Seth will help you answer these questions and more. As we enter a new era of work, leaders are making big bets on what's next for their industry, the future before us, and the world at large. Navigating this defining moment while preparing to capture the opportunity will require a bold vision, the courage to change, and a commitment to contribute to the evolution of work and leadership.

Rooted in the research and bolstered by time helping high performing leaders through moments of transformation, Seth Mattison will share insights on the biggest trends impacting the state of work today. Armed with actionable insights and practical tools, participants will be primed to lead their teams and organizations as they intentionally shape the future.

11:00 -11:10 AM

Break

11:10 -12:10 PM

Breakouts (Choose 1)

Elevating the Employee Experience: Moments that Matter**Shawn Gulyas, Founder and The Thought Catalyst, humanworks8**

Join Shawn Gulyas in an interactive breakout workshop focused not on leadership grand gestures, but rather the small moments in organizational culture that have long-lasting impact on employee engagement and retention. How can Human Resources and leadership teams from across an organization build sustainable practices and habits that lead to cultural belonging and a renewed sense of mattering for every individual as we embrace the “future of work?” Shawn will share tools and tactics that will jumpstart your efforts and provide direction for any role that truly cares about elevating the employee experience.

Growing Your Own Talent Amid Changing Demographics**Doug Blizzard, Chief Solutions Officer, Catapult, Cecilia Holden, myFutureNC, John Loyack, VP Economic Development, NC Community College and Barbara Brothers, Business Engagement Director, Capital Area Workforce Development**

Join us for a panel event focused on strategies for growing your own talent in the face of changing demographics. Our expert panelists will share their insights and experiences on developing a diverse and inclusive workforce that is equipped to meet the challenges of today’s business landscape. From targeted recruitment and training programs to fostering a culture of continuous learning, we’ll explore the essential ingredients for building a strong and sustainable talent pipeline. Don’t miss this opportunity to learn from industry leaders and get inspired to take your talent development initiatives to the next level!

Leading Through Change**Becky Jacobs, CEO, Simple Change**

Join us for an insightful session on "Leading through Change" where we will discuss ways to manage stress, build empathy, and practice active listening to support your team during times of uncertainty. This event is designed for leaders who want to learn how to lead their teams effectively during challenging times. CEO of Simple Change, Becky Jacobs, will share valuable insights on navigating through change and leading with confidence. Gain practical knowledge and tips that will help you become a better leader.

12:10 – 1:00 PM**Lunch****1:00 – 2:15 PM****Social Super Glue: How to Create a Thriving Workplace Culture****Kris Boesch, CEO and Founder, Choose People**

In this highly interactive and energized exchange, Kris Boesch weaves valuable content, enlightening stories and tangible tools to support you in creating a thriving workplace culture. Kris brings cultural savviness to the future of work and unveils the secret ingredient to the secret sauce of creating joy at work. You will discover how to authentically uplift and energize yourself and your team. You will also learn how to create voluntary collaboration, camaraderie and connection amongst your team. This “glue” results in the capacity to persevere through tough times, inspiration to go the extra mile and retention of top talent.

2:15 -3:15 PM

Breakouts (Choose 1)

What is Generative AI and Why Should HR Care?

Ben Eubanks, Chief Research Officer, Lighthouse

Artificial intelligence is in the news for writing novels, preaching sermons, and generating fake video and images. But it's also impacting the work of HR professionals around the world. In this session, the author of the world's first most-cited book on AI applications for HR leaders will talk about the evolution of AI over time, how it can be used for HR tasks like employee support, recruiting, training, and more, and what the latest iteration of generative AI like ChatGPT has to offer. In addition, Attendees will also have the opportunity to download a set of 10 unique prompts that can be used to experiment with generative AI at their own pace.

Inclusion Balancing Act

Cynthia Daniel, Diversity and Culture Leader, Cherry Bekaert

Join Cherry Bekaert Diversity & Culture Leader Cynthia Daniel in a session dedicated to creating a diverse and inclusive workplace, which is essential for fostering collaboration, innovation, and productivity. Organizations must consider unique perspectives, experiences, and identities of their employees and promote equity, respect, and belonging. DE&I efforts can impact the bottom line by improving employee engagement, retention, and performance. By prioritizing DE&I, organizations can create a more positive and productive work environment for everyone.

Top 10 Employee Benefits Trends for 2024

Patrick Long, CEO, Hero Health

Explore the latest trends in employee benefits with our guide to the top 10 considerations for 2024. Embracing the mantra "It's not a benefit if I don't think it's a benefit," HR practitioners must redefine their approach to benefits planning. In the evolving landscape, the one-size-fits-all approach is obsolete, extending beyond traditional healthcare and retirement offerings. From innovative self-funding solutions tailored for smaller organizations to options like direct primary care, virtual care, and imaginative non-traditional benefits such as student debt repayment, childcare assistance, and even perks like Uber or Netflix accounts, new baby bonuses, healthy meals, etc., companies of all sizes must revolutionize how employees engage with their benefits. Join Patrick Long, CEO of Hero Health Plans and Martha Barker, Manager, Catapult Benefits Solutions as they help you begin a shift in how you approach your employee benefits experience.

3:15 -3:30 PM

Break

3:30-4:30 PM

Breakouts (Choose 1)

Talent Scarcity: How to Hire and Retain Workers in a Talent Shortage

Ben Eubanks, Chief Research Officer, Lighthouse

Research shows that the cost of losing just one specialized employee could cost thousands of dollars. So, why is it harder than ever before to attract and keep amazing talent? Is it because of more competition? Different expectations? Demographic shifts? Or something else entirely? The truth is that while it's difficult, there are organizations today who are succeeding at drawing in the amazing workforce they need to support their clients and operations. They are also finding innovative ways to keep those workers engaged and productive, and the key variable in this equation is leadership. Data indicate that the vast majority of someone's satisfaction at work has to do with their direct leader, not other factors like pay or benefits. Attendees will learn the key ways to create a team culture that brings out their best work, insightful ideas from other organizations that are doing this well, and practical ideas for how to make it all fit into a busy work schedule.

Transforming the Workplace: Doing more with Less

Doug Blizzard, Chief Solutions Officer, Catapult

Join Catapult Employers Association Chief Solutions Officer Doug Blizzard, SPHR, SHRM-SCP, for an engaging event on transforming the workplace and discovering ways to do more with less. He will share insights and strategies on optimizing resources and boosting efficiency.

Doubling Down on Developing People Managers

Carlie Houchins, Director of Learning, Catapult

Investing in the development of people managers is an investment in the organization's long-term sustainability, employee satisfaction, and overall performance. Effective people management directly contributes to the overall success and performance of the organization. When your managers are equipped with the right skills and knowledge, they can align their teams with the company's goals, drive performance, and contribute to the organization's success. Prepared and successful people managers are fundamental to employee engagement and motivation, talent retention, productivity and effectiveness, as well as innovation and creativity. And they are the key to an organization's future.

Friday, April 12, 2024

9:00 -9:45 AM

Breakfast and Networking

9:45-10:00

Welcome

Dr. Cheryl Richards

10:00-11:00 AM

THRIVE: Turning Uncertainty To Competitive Advantage

Meridith Elliott Powell, President and CEO, MotionFirst

Competitive, challenging and constantly changing – that is today’s marketplace! To grow and compete you need a new perspective and a new approach to sales, leadership and business growth. In this high-energy, power-packed session, Business Growth Strategist Meridith Elliott Powell shares the innovative strategies you need to master disruption, redefine strategic growth, and develop a future strategy and future focused mindset designed to turn uncertainty to competitive advantage.

Based on research from her award-winning book, “Thrive: Turning Uncertainty to Competitive Advantage”, where Meridith studied nine companies (who started in the late 1700s to early 1900s) that are still thriving in business today. Businesses that have survived World Wars, Economic Depression, and yes, even a Pandemic. Her research revealed a powerful methodology for what it takes to navigate change at this level, find opportunity in crisis, and how to inspire your team to move from reacting to change to driving it. In this program, Meridith walks you through the steps you need to strategically move forward, proactively prepare for disruptions, standout from the competition, and dominate your marketplace. You’ll leave this session inspired, motivated, and armed with the strategy and tools you need to dominate your marketplace.

This program has it all – energy, engagement and an innovative, empowering message.

11:00 – 11:00 AM

Break

11:10 – 12:10 PM

Breakouts (Choose 1)

How To Retain And Engage World-Class Employees

Jill Feldman. Director of Strategic HR Solutions, Catapult

During this informative and engaging event, you’ll have the opportunity to hear from Catapult Employers Association Director of Strategic HR Solutions Jill Feldman about successfully building and maintaining high-performing teams. You’ll learn about the latest trends and techniques for retaining top talent, including how to create a workplace culture that fosters employee engagement, how to provide meaningful feedback and recognition, and how to develop career pathways that inspire growth and development.

Succession Redefined | Who Comes Next? Leadership Succession Made Easy (CEO Track)

Meridith Elliott Powell, President and CEO, MotionFirst

In today's marketplace, your competitive advantage comes down to the level of talent you attract, retain, and develop – period! To compete, you need to build your leadership bench. Learn the secrets to attracting top talent, and develop a culture of succession, a deep pool of leaders that ensures the viability and sustainability of your organization. One that is committed to getting results.

It's tough out there – a perfect storm. The great resignation combined with more than 75 million baby-boomers reaching retirement age – the war on talent is on. You need to be prepared. Attracting, retaining, and developing talent today – it is different. You need a new approach, a new perspective, and a new plan. In this innovative, high-energy program, Business Growth Strategist and leadership expert, Meridith Elliot Powell, shares the proven strategies you need to build your leadership bench, and design a succession plan that ensures the long-term growth of your organization.

In this session, Meridith reveals what it takes to build a strong talent pipeline, develop your future leaders, and create a succession plan that gives you a clear competitive advantage. Best of all, she'll break it down, she'll make it easy, and you will leave with a clear plan of action that you can easily execute.

Shaping and maintaining organizational culture in a hybrid world

Hyuanna Coelho, CAO, Merz

Join CAO of Merz Hyuanna Coelho for this engaging session on creating a culture of success with unique work environments. In a hybrid world, where some employees work remotely and others are in the office, it's important to create a culture that connects everyone and fosters a sense of belonging. This can be achieved through regular communication, virtual team-building activities, and setting clear expectations for all employees. By shaping and maintaining a strong organizational culture, businesses can attract and retain top talent, increase employee engagement, and ultimately drive success.

12:10 – 1:00 PM

Lunch

1:00 – 2:00 PM

Breakouts (Choose 1)

CEO's Candid Guide to Aligning Right People, Right Seats & Right Leadership to Drive Your P&L

Bryan M. Smith, CEO & Executive Advisor, The Board of Advisors LLC (CEO Track)

Does your company's People Strategy support your Business Strategy? Statistics show that over 87% of organizations fail to execute the CEO's strategic objectives. Furthermore, studies indicate that you have an 86% chance of hiring / promoting the Wrong person, using a traditional hiring process. In addition, per Gallup's State of the Global Workplace report, nearly 79% of employees aren't engaged at work. Unchanged, these alarming statistics will prohibit your company from meeting its goals, while continuing to cost you money and market share.

In this session, Bryan will demonstrate how to utilize cutting-edge Predictive Analytics, to identify top talent, predict job success at >91% statistical accuracy, and build high-performance teams by getting the Right People in the Right Positions, and providing them with the Right Leadership. The outcome is an increase in individual productivity and wellbeing, a reduction in employee stress and an improved company culture, all of which reduce turnover and drive an increase in company revenue and profitability. This is “Moneyball for Business” using statistics.

To maximize the value of the session, Bryan utilizes a Case Study Approach. He invites each participant to set aside 10 minutes to complete a two-question survey that will be emailed out before the conference. Your confidential results will be provided to you prior to the event, allowing for more value from the information Bryan will share with the audience.

Top Legal Issues Surrounding Workers and the Workplace

Jennifer Vuillermet, Managing Attorney – Legal Services Plan, Catapult

As workplaces evolve, so do the legal issues that surround workers. Some of the top legal issues that employers face include hiring practices, wage payment practices, and legal compliance. Managing Attorney Jennifer Vuillermet, J.D., covers everything you need to know and then some:

Hiring Practices:

- Remote Employees
- Job Descriptions
- Form I-9s
- Employment Agreements/Restrictive Covenant Agreements

Wage Payment Practices

- Employee/Independent Contractor Classification
- Exempt/Non-Exempt Classification
- Time Tracking
- Wage Deductions

Legal Compliance

- Discipline/Termination Documentation
- ADA Reasonable Accommodations
- FMLA
- NC Leave Laws
- Harassment/Discrimination
- Retaliation

Designing and maintaining competitive total rewards

Jackie Esposito, Compensation Advisor and Business Partner, Catapult

Hear from Catapult Compensation Advisor and Business Partner Jackie Esposito about how having a competitive total rewards strategy is essential in attracting, retaining and engaging top talent. With the

market continuing to rise and employers competing for labor in this tight market, creative ways to enhance total rewards can stand employers apart. Since Covid, employees are demanding more from their employers, greater transparency, social corporate responsibility, work life balance and values alignment. Having a total rewards strategy that links to your values and company culture is a key to engagement.

2:00 -2:15 PM

Break

2:15 – 3:15 PM

Leading for Today and Tomorrow

Dr. Melissa Furman, Founder, Career Potential, LLC

Do you have the critical leadership skills needed to successfully lead your organization into the future? Organizations are experiencing historical levels of diversity, change, and disruption and as a result, leaders need to evaluate their abilities, preferences, and mindsets. This engaging and interactive session will provide recommendations and strategies to develop relevant leadership skills such as self-awareness, emotional intelligence, adaptability, and decision making to name a few.