



2024 HR Leadership Conference: The Future Workplace Virtual Agenda

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

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.

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

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.

3:15 -3:30 PM

Break



3:30-4:30 PM

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.



Day 2

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**, stand out 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

SUCCESSION REDEFINED | Who Comes Next? Leadership Succession Made Easy

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.

12:10 – 1:00 PM

Lunch

1:00 – 2:00 PM

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

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.

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.