HR VIRTUAL Summit

PRESENTED BY:
bambooHR | kazoo

OCTOBER 8, 2020

Keynote Speakers

A Conversation with Leslie Odom Jr.

A conversation with Leslie Odom Jr. about failing up, taking risks, and aligning action with intentions in life and in the workplace.

A Conversation with Katie Sowers

A conversation with Katie Sowers about overcoming obstacles and living an authentic life that you love.

BRAD RENCHER
Humanity is the Heart of Business Health

What makes a healthy organization? Experts say it's some combination of profitability, revenue growth, customer satisfaction, ability to adapt and cope with change, ability to innovate and be creative, and opportunity in its market.

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DANIA SHAHEEN

The Only People Strategy That Matters for Your Business Right Now

Even before COVID-19, our work lives were headed for significant change.

The global pandemic and social unrest have accelerated the fundamental workplace shifts that were already in motion, and now the employee experience revolution is fully upon us. And in case you haven't noticed, these changes have radically altered employees' expectations about the nature of work and how they succeed in "the new normal."

This is especially true regarding remote work. According to a Global Workforce Analytics survey, 56% of the U.S. workforce is currently working from home, at least partially, if not entirely. Regardless of where your company ultimately lands on the remote work spectrum, there's no denying the future of work is here. There is no getting back to normal, there is only what's next. This is a unique moment where HR leaders have an unprecedented opportunity to join their CEOs to lead their companies into the future.

So where do you start? Today's multi-generational, diverse, and virtual workforce expect a lot from their employers, so you start by putting their employee experience at the center of your people strategy. This means transforming how work gets done (in an office or virtually) with a focus on connection, meaningful impact, appreciation, and growth—all the things your employees need to thrive. After all, a future built with your employees as the foundation is a revolution where everyone wins.

In this session, Dania Shaheen, SVP customer and business operations, will reveal why your employee experience is the most crucial part of your people strategy. She will dive into the relationship between inspiration and alignment and the four big challenges today's HR leaders need to address to move your business from surviving to thriving. Finally, she will share a five-part framework for improving the employee experience and how it drives improved business performance.

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LOU ADLER

Diversity Hiring by Design

By hiring for the anniversary date rather than the start date, you focus on what matters: performance, ability, team skills, potential, and job satisfaction. This is called Win-Win Hiring. It involves a new way of thinking about hiring and it is the foundation for building a more diverse team of remarkable people. The goal of this effort is to achieve this objective: "Diversity Hiring by Design" Performance Objective.

Within 6–12 months, design and pilot a hiring process that opens the talent pool to everyone who's qualified to do the work regardless of race, gender, age, physical challenges, or sexual orientation without compromising ability, performance, or potential.

Designing the hiring process to achieve this type of Win-Win Hiring outcome starts by changing the focus of measuring hiring success. In this case, it's defining success on the first year anniversary date, not the start date. This is when the hiring manager still considers the new hire a top performer and the new hire still considers the job the right career move. This is a challenging objective, but one worth pursuing.

CELINDA FARIAS APPLEBY

Build a case for data driven recruitment marketing

Companies are competing fiercely with one another in the global talent marketplace and candidates expect innovative thinking and tailored brand experiences. Communication underpins all touch points in the candidate journey, and by deploying a few simple tactics aligned with data, companies can personalize candidate interactions in a scalable way. In this session, Celinda Appleby will share how she has designed and scaled data driven strategies with limited budget. You'll walk away from this session with a blueprint that can be activated at your company, regardless of size.

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ANDREA BALLARD, SPHR, SHRM-SCP

Get Camera Ready: Virtual Interview Success

Virtual interviews are the new normal—and not just for screening. Virtual interviews allow you to source more widely, save money on travel and lodging, and develop schedules to protect the health of both employees and candidates. Virtual interviews also open you to a more diverse pool of candidates. Highly effective virtual interviews can help you see past the resume, connect with the best talent, and highlight your company's commitment to inclusion. This session will focus on the best practices related to virtual interviews, regardless of the platform or technology.

KATE BISCHOFF

Two Questions to a Harassment-Free Workplace

What if there were two questions every manager could ask their employees that could help eliminate harassment from our workplaces? Wouldn't it be awesome? Well, there are. And while it's just a start, every HR person can help train managers to build a workplace where employees feel empowered, encouraged, and welcomed to share their concerns, especially around harassment issues.

HARLEY BLAKEMAN

Hiring Candidates with Criminal Records

Harley Blakeman was a homeless teen and drug addict for several years before being convicted of drug trafficking when he was 18 years old. After spending 14 months in prison, he decided he wanted to go a different direction in life. However, like most Americans with criminal records, his life would be defined by his biggest mistake from that point forward.

He decided to pursue a bachelor's degree in business administration believing this would be a great way to improve himself while also establishing a track record he could reference to employers. After four years of hard work and commitment, he graduated in 2017 with honors from Fisher College of Business at The Ohio State University.

He received interviews for nearly every job he applied for, but after disclosing his criminal record, he would always receive the same rejection email. Shortly after he graduated,

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he began studying how HR approaches the topic and gathering information. In 2018, he created Honest Jobs which is now the nation's largest fair-chance hiring platform hosting job openings from over 300 companies nationwide.

In this presentation, Harley will cover the negative effects that strict background check policies have had on businesses and the community as well as some common yet outdated hiring practices HR should be trying to move away from. Additionally, he will provide guidance on how to create a fair-chance program that benefits your company and your community without taking on unnecessary risk or sacrificing operational efficiency.

LINDSAY BOCCARDO

Every Generation Matters: Why Building Multi-Generational Teams is the Future of Work

Generations misunderstanding each other is not a new problem. In fact, every generation thinks the one that comes after them is less competent, more entitled, or harder to work with.

The good news is that no one generation is broken. No single generation of employees is in the wrong. Maslow's famous hierarchy tells us all humans have the same internal drivers—but we're realizing now that our needs manifest themselves differently depending on the year someone was born.

According to a 2019 study, multi-generational teams with a range of 25 years or more from youngest to oldest meet or exceed expectations 73% of the time. Those with a narrow range of less than 10 years did so only 35% of the time. The future of work is truly about inclusion. Leadership acumen is measured by a person's ability to transform diverse groups of humans into cohesive, effective, and compassionate teams.

In this interactive session, Lindsay will guide a conversation about generational differences over the five decades of employees in today's workforce. Together, attendees will examine experiences they had growing up and how those experiences directly affect their relationships at work.

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DANA BROWNLEE

8 Tactics for Courageous Workplace Conversations About Race

While courageous conversations about race may be necessary for organizational progress, they're not always easy. There may be times when we want to speak up against offensive comments, unjust policies, or questionable practices, but we just don't know how to do it. In this session, we'll explore eight specific techniques that anyone can use to address these uncomfortable situations with clarity and focus.

FADJANIE CADET

Ignite Your DE&I initiatives

A whole lot has happened in 2020, some good, some bad, and some in between. One major positive change that stands out among the rest is a huge push toward igniting DE&I initiatives across countless organizations.

We've reached a point in time where there's no question DE&I initiatives have proven business impacts. A recent study by McKinsey & Company shows ethnically diverse companies are 35% more likely to yield higher revenue. But even with proven data like this, it can be difficult to know where to start.

That's why we're turning to Fadjanie Cadet, LEK Consulting's diversity recruitment and engagement lead, to talk about actionable ways for you to succeed in your diversity, equity, and inclusion initiatives.

ANNETTE CARDWELL

How 2020's New World of Work Is Shaping HR Teams

Let's face it—2020 was a year that nobody could've predicted in terms of how it transformed our lives, much less our work lives. Looking back on the shift to remote work post-COVID-19 and at the need to care more deeply on a work level about racial justice issues, companies have had to react. And nobody is more keenly aware of how big of an impact it has had on our companies than HR teams and leaders.

Lattice surveyed hundreds of HR leaders from their customers and community asking them what their teams and priorities look like after 2020's incredible challenges. We'll look at how their

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teams are evolving, their biggest learnings from a year full of change, how their priorities have shifted, and what we can learn from them as they look ahead to next year.

RON CARUCCI
Building Organizations of Truth, Justice, and Purpose

Based on the forthcoming book, *To Be Honest: Lead with the Power of Truth, Justice, & Purpose*, author and organizational consultant Ron Carucci will share the findings of his 15-year longitudinal study of more than 3,200 leaders on what conditions it takes to create organizations in which people tell the truth, do the right thing, and act with purpose.

The research revealed four surprising factors that predict these conditions, and Ron will share practical ways HR professionals can shape honest organizations where people and performance thrive. HR professionals continue to reach for levers of employee engagement, retention, and rewards, when in fact the levers that unleash peoples' greatest contributions are ensuring strategic clarity of purpose, accountability founded in dignity, governance that is transparent, and cross-functional relationships that inspire collaboration and trust.

HR is uniquely positioned to shape an organization's culture to ensure people bring and become the best versions of themselves—their most honest self.

NIHAR CHHAYA
How to Coach Any Senior Leader to Be More Effective in an Hour or Less

In our increasingly uncertain and complex business environment, companies must ensure their executives are not only driving results but working effectively across silos and inspiring teams to perform at their highest potential. But senior leaders, given their positional authority, receive much less feedback on their blind spots and effectiveness than they give to those that report to them.

For those senior executives that do invite feedback from their colleagues, they may accept input about opportunities for improvement but then struggle to connect the feedback to a clear, decisive plan of action that ensures changing their habits and behaviors while ensuring continuous business effectiveness.

After all, these executives are exceedingly busy, have responsibilities that limit their ability to

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step back and observe how they are working, and may not always have the chance to work with a dedicated executive coach to guide them through the development journey.

This is where a talented and astute HR leader or business colleague can come in and be of tremendous help. With a few quick interventions that demonstrate credibility, competence, and creative coaching technique, HR partners or peers of the senior leader can have a dramatically positive impact on them and ultimately the organization at large.

These HR colleagues can help senior executives develop greater self-awareness and refine their leadership behaviors in ways these leaders have rarely experienced. In the process HR can transform not only leader effectiveness, but ensure a healthier company culture and business units operating at peak performance.

In this presentation, Fortune 50 executive coach Nihar Chhaya will provide HR leaders and business executives a set of tools they can use to quickly develop a shared purpose with senior leaders around their development, influence executives to want to hear their feedback, and craft a decisive one-page action plan that favors momentum and business-guided growth over theoretical or overly academic input.

Even if longer-term change and coaching is required to develop your company's senior leaders, using these methods will set the wheels in motion for leaders and HR partners to have deeper, more collaborative discussions about the things that may be hindering their potential for greater leadership success.

COURT CHRISTOPHERSON
Measure Employee Satisfaction to Make Meaningful Change

Why is it so important to measure employee satisfaction in today's changing climate? What are the ways you can measure employee satisfaction, and what would be best for your organization? After gathering results, how do you make meaningful changes in your organization? BambooHR has developed a way to help organizations know and understand how their employees feel about coming to work by gathering true and honest anonymous feedback. Join us to learn the ins and outs of how BambooHR and other organizations are measuring employee satisfaction and how they're leveraging the results to be more successful and make a difference in their employee's work experience.

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LINDA CLARK

Coachable Competence: The Pause Before the Pivot

We know we need feedback. It is an integral part of our creativity and innovation. We thrive when we continue to grow and implement positive change. We know this, and yet in conversation after conversation, we discover that each of us has experienced the heart-racing moment where feedback and fear become synonymous, and we lose sight of choice.

Mythology we perpetuate and drive fear of feedback includes these hits:
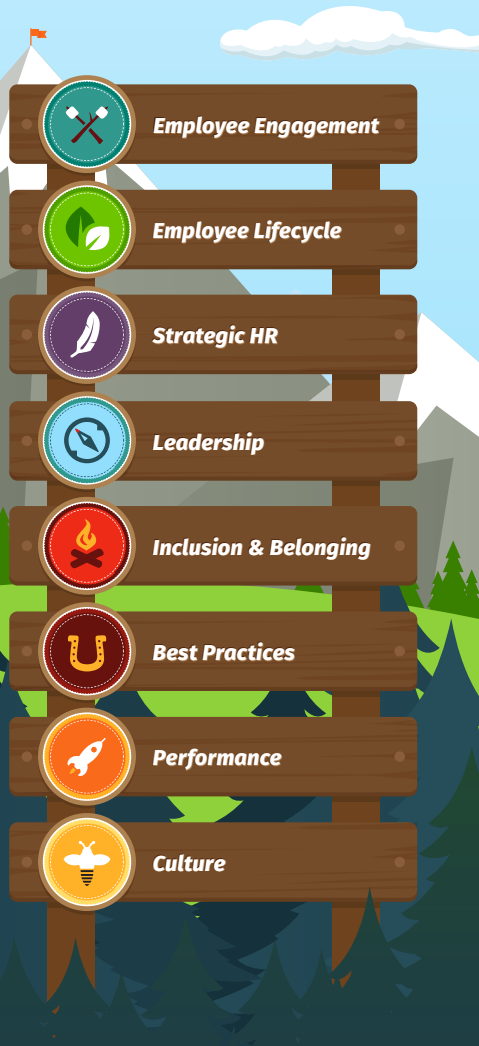
- What doesn't kill you makes you stronger
- No pain, no gain.
- It's not personal, it's just business.

This session considers feedback and the sense of apprehension and tension that surrounds the conversation from all sides of feedback and the opportunity, the moment we "GET TO" create change, improve, and grow.

The first moment when we receive feedback is an opportunity for mindfulness and a choice to pivot towards action. The challenge we face in that moment can include conflicting messages, emotional responses, a visit from impostor syndrome, and the whispered voices of failures past. In that moment, how do we find our stillness, revive our courage, and make the powerful pivot to our response of choice? We'll focus specifically on 4-stop framework after the feedback discussion where change happens.

CORE creates actionable change, drives accountability, includes personal agency and empowerment, and celebrates the positive potential of change, even in challenging performance conditions. We'll talk about a positive focus on your strengths to move forward, mindfulness as an active practice for habits, acceptance and grace for your humanity, and even lessening the fear of failure. CORE gives you the skill of coachability. The demonstration of resilience.

Accountability as an intentional practice. You are enough to create great change. Let's take what you've learned, look at where you want to go, and craft a path that celebrates your talent and imagination.

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JACKYE CLAYTON

The Data Dilemma: What Data Reveals About Your Diversity Initiatives

Data. Most human resource organizations collect tons and tons of data. Starting with applications, resumes, and assessments. And then you have HRIS data, payroll data, and don't forget performance data. Then there is the measurement of branding, and ad performance, and the list goes on and on.

With all of this data, you would think it would be easy to measure how our diversity recruiting efforts are going. But what is the RIGHT data as it relates to diversity and how can you collect it and then measure it? In this presentation, you will find out!

BRITTANY COLE

Redefining Resilience: Leveraging Inclusive Leadership to Thrive Through Change

Cultivating resilience professionally requires an intricate understanding of how we personally navigate adversity. As leaders change and challenge help to focus on our priorities while establishing a purpose-driven approach to inspire and equip everyone on our team to thrive. Resilience isn't about bouncing back from adversity, but rather, a resilient mindset enables us to extrapolate the lessons from change and challenge to journey forward in a more effective and efficient way.

With compelling storytelling, engaging delivery, and an on-stage and on-screen presence that instantly connects audiences, Brittany Cole shares The Resilience Roadmap™ to help leaders thrive through adversity.
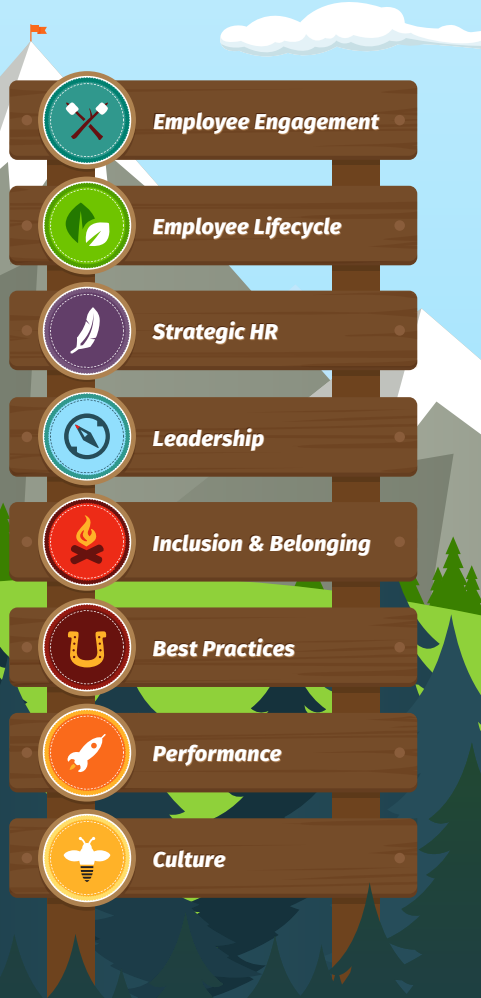
LIANE DAVEY

Change Has Changed: Supporting Talent in a World of Perpetual Change

Leaders have always been expected to manage change. But this is different. Change has changed. Reality is shifting daily, if not hourly, and there are no orderly phases or playbooks to get us through. In these unprecedented times, even the best employees will struggle to

stay productive. While we can't stop the current tsunami, we do have the power to create calm within the storm.

In this virtual session, Liane Davey equips teams with the tools needed to deliver even in the midst of chaos. With the right mindset and language, leaders will be able to surface and move through resistance and drama rather than getting stuck in it. Most importantly, Davey will share strategies you need right now, so you have the energy, patience, and endurance to be there for your employees throughout this ordeal.

DR. SHIRLEY DAVIS

Strategies for How HR Professionals Can Reinvent Themselves in an Era of Disruption

Given the current state of affairs and the multiple disruptions and pandemics facing our nation, it couldn't be a more opportune time for HR professionals to reinvent themselves. Additionally, the workforce is rapidly changing and so are the demands on HR for leading a more diverse, virtual, and inclusive workplace. HR professionals must demonstrate new strategies, policies, and skills in order to be effective business partners. Likewise, they must also manage their own personal life changes and navigate through the waters of uncertainly in this era of disruption.

In this engaging session, Dr. Shirley Davis shares real life stories and proven strategies from her 25+ years as an HR professional and corporate executive for how to reinvent yourself and to remain relevant in your HR role and in every area of your life.

GALEN EMANUELE

Designing a Culture of High Performance, Engagement, & Retention

This virtual session will blow the doors off the way you approach and drive culture within your organization. Galen translates the elusive and complex concept of "culture" into a simplified, step by step approach to architect, execute, and live the culture of your own design. We all know what a great culture feels like, and we all know toxic culture, too. What's missing from the toolbelt of many executive teams is HOW to establish a clearly defined, positive code of behaviors, mindsets, and conduct that are collectively understood and practiced every day in how people show up, impact each other, and approach their work. Galen will also provide a takeaway resource to guide your team through putting his content into practice immediately.

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Come all non-believers and eye-rollers who think culture is a buzzword or a problematic way to reinforce baises, you're about to be converted. Flat out, this session will change the game for you, your team, and your organization.

CHRISTINA GIALLELI

Building a Data-Driven Learning Strategy for Training Success

Employee training has proven to be beneficial both for companies and employees. With the right training, employees grow their skills and advance their careers while they remain engaged and stay with your company in the long-run. But what kind of courses will help you build well-equipped and motivated teams?

To design a meaningful training program, you need first to look into data like skill gaps, professional interests, and learning preferences and challenges. This requires a carefully-planned learning experience if you want employees to truly benefit from and enjoy the training courses you deliver.

But it's not just them. It's you, too.

Tech advancements and global events, like the COVID-19 pandemic, that disrupt the way we work, force companies to be flexible. If you want to stay relevant and competitive, you need to adapt to changes fast and update your knowledge and procedures. To do so effectively, training courses can't be a mandatory chore. Learning should be part of your company's cultural identity, and new knowledge should stick with your employees. But that's often easier said than done.

In a time where everything goes digital, how can you measure whether employees are truly engaged as they sit in front of their screen watching a training session? Likewise, can you remain confident they understand and apply all training material, and they're not just clicking "mark as complete?" Luckily, you can use the right data to gauge how successful a learning program is. Christina Gialleli, director of people ops at training tech company TalentLMS, discusses what metrics you should be tracking and how to adjust your training courses so that both you and your employees get the most out of your learning programs.

GARRISON GIBBONS

Avoiding the Back Burner: Diversity, Equity, Inclusion, and Belonging Prioritization Amidst Protests and Pandemics

Diversity, equity, inclusion, and belonging have everyone's attention. Now what?

We have all seen the increase of DEI conversations over the last several months. Whether it is corporations submitting press releases on how they will promote diversity, or leaders opening DEI roles—suddenly the once trendy function has become a must have. After the murder of George Floyd, and the global protests for Black Lives Matter that soon ensued, many HR leaders were challenged with "fixing" DEI at their company. But, where do you start? What do you prioritize? And how do you ensure that your efforts don't lose prioritization when the next problem arises?

In addition, a global pandemic pushed many organizations to go remote, so we now must consider the future of work for our company and our employees. This has made any internal initiatives more challenging for in-office cultures and workplaces. How can you increase inclusion efforts remotely? How do you foster belonging and visibility through Zoom or Slack? How do you increase diversity if your hiring has slowed or temporally frozen?
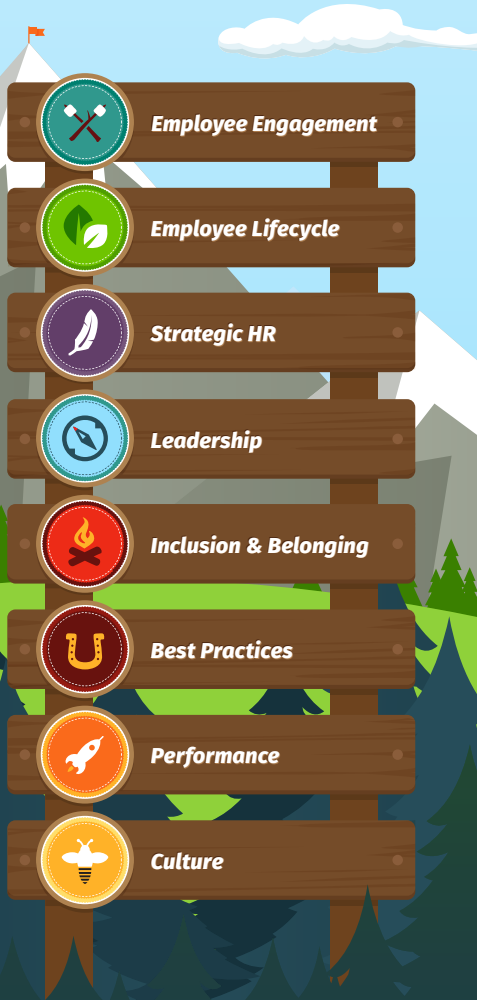
Garrison Gibbons, head of people at Knotch, will weave his own DEI journey as an HR professional and an openly queer executive with the answer to these questions. You will walk away with tangible steps that you can do to promote DEI right now—including a few ways to address diversity and inclusion at minimal to no cost. You will hear ways to promote DEI as a necessity to executives and teams internally where prioritization might differ. You will learn how to avoid the back burner, and become a DEI advocate everyday—not just during protests and pandemics.

DETHRA GILES

The Employeepreneur

The best and the brightest employees have a name, employeepreneurs. Employeepreneurs are employees that manage their careers like a business. They take initiative, are innovative, and are more productive, but they need the right environment to thrive. Let's talk about how to find, attract and retain the employeepreneur.

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STACEY GORDON

Unbias™: Moving Beyond Talk

We've defined the concepts—we've talked about what diversity is, what inclusion is, and how the concepts relate to the workplace. We've told everyone why diversity matters, why inclusion matters, and explained with charts, graphs, and statistics about return on investment and the business case for inclusion. But we are beyond talk and data. It's time for action. If you've found yourself asking "how?," this session is for you. Stacey Gordon will cover how to handle the uncomfortable conversations your employees want you to have, how to authentically discuss race when you've never had to do it previously, and steps you can take to be seen as more inclusive, as well as actually be more inclusive.

MATT HAMMER & TERRI VARNELL

HR Certification: Why Now?

We will discuss the following:

1. Why **now** is a good time to obtain your HR Certification
1. Various options to **prepare** for the certification exams
2. Information on taking the exams

JEFF HARRY & TESHONE JONES

How To Not Be Racist At Work...By Accident

With the recent killings of George Floyd, Breonna Taylor, Ahmaud Arbery, and countless others at the hands of police, concerns about ways that systemic racism persists in U.S. institutions has become a focal point of advocacy and bold action. Unfortunately, the ways that racism rears its head in the workplace can often go unaddressed, leaving even the most well intended employees unaware of how their actions, assumptions, and biases may perpetuate harm. If you want to shift culture in your workplace to be more relevant to this moment, this experience is for you. Through this workshop, "How To Not Be Racist at Work....By Accident," learn how to cultivate more understanding about how your employees can foster a more antiracist workplace.

Through experiential play exercises, Jeff creates an interactive space that helps you become more aware, perceptive, and empathic through putting participants in the shoes of those experiencing racism in the workplace. From understanding racist microaggressions to developing a deeper awareness of self, I offer scenarios to help you and your team identify and develop the skills to counteract racism in workplace culture.

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BEN HASTINGS

Designing a Modern Performance Management Process That Works for Your Organization

The number of "right" ways to do performance management can be totally overwhelming. Should you be like Google and use OKRs? Should you do quarterly check-ins like Adobe? Or does Deloitte have it right with short project based reviews?

There is one thing the three companies above are all doing—each one designed a performance management strategy to be the perfect fit for a specific organization, and it's not yours.

At PerformYard we have helped hundreds of companies across many industries implement their performance management strategy. What we've found is that performance management is as unique to an organization as its culture. They might have role models and inspiration, but the most successful organizations are driven more by what they see inside their company than what they read outside.

Modern performance management isn't about following the latest trend, it's about understanding your organization and choosing just what it needs to be successful.

LAWRENCE HENDERSON

Is It Me or You? Yeah...You're Right, It's You!

Is it me or you? It may seem obvious, but accountability and ownership are probably two of the most important elements when describing an organization's ablity to achieve its desired goals. Why is this? When we think about accountability at work in its simplest form, it's all about our employees stepping up and doing what's best not only for themselves but for the business. An employee who is accountable will take responsibility for results and outcomes. They will have a conviction to do right because it is right. At the end of the day, we want our employees to be accountable for their piece of the pie and be the professionals they were hired to be.

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Similarly, when you think about ownership, it is about taking initiative. When we believe taking action is not someone else's responsibility, individuals begin to own their part and be accountable for the quality and timeliness of outcomes. That is why accountability and ownership are the foundations of any clear organizational culture strategy.

This session will provide tools to assist in building consistency for execution and job performance and teach how to prevent a lack of accountability and ownership from spreading throughout the team. Buckle up and hold on tight. This is going to be a values-filled ride.

SARAH HUNT & STEPH STERN
Building Organizational Emotional Intelligence

Join Search Inside Yourself Leadership Institute's Sarah Hunt and Steph Stern for an engaging session on how to introduce an emotional intelligence program and scale it inside your organization. We'll discuss best practices to build a strategy to increase resilience, emotional intelligence, and collaboration across your teams.

This session will provide you with the tools and resources to build emotional intelligence skills through this period of disruption. We'll share the strategic insights we've learned through our partnerships with HR professionals who've scaled mindfulness-based emotional intelligence globally.

In this half-hour session you'll:

- Learn how to introduce an emotional intelligence program and scale it globally inside your organization

- Discover how emotional intelligence can support individuals, teams, and leaders in navigating an uncertain future

- Learn from best practice examples and case studies how to embed emotional intelligence in your organization

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KATRINA KIBBEN

3 Ways to Make Your Job Posts More Inclusive

Want to increase your job post engagement with candidates from diverse backgrounds? Of course! But how? First, we have to change the way we've always done things. Looking back 100+ years, job post strategies haven't changed at all, bringing 100+ year old biases along the way.

This hands-on presentation will provide examples of why many job postings fall flat, particularly regarding inclusion, and three ways recruiters can refresh this content with inclusion in mind. You'll walk away with tactics to increase qualified candidate engagement by as much as 300 percent, and you'll reach many more qualified candidates who identify as diverse.

You'll learn how to:

-Break the trends with better tactics for talking about skills and education in your job postings

- The psychological factors and language that will send candidates from diverse backgrounds running
- Recognize what works and what doesn't about your job posts
- Hone your copywriting skills to improve response rates, including responses for those hard-to-find candidates and passive job seekers from diverse backgrounds

...and more!

LORI KLEIMAN

Stop Waiting for Your Invitation: Drive Growth and Engage Strategically Today

Enterprise growth requires executive leadership involvement when it comes to changing the culture, focus, or services an organization offers. To be successful, your growth strategy must focus on many things at once, including people. Every aspect of your organization has to work together, and here's where HR's role is crucial. Whether it's a new product or a shift in competitive focus, HR is intrinsic to helping the company stay competitive.

HR's role in driving the success of the organization includes a number of factors. HR must ensure

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the administrative function of the organization are handled, but also must focus attention on the important role of sharing the culture and vision of the organization. Internal and external relationships will help shape HR's function, as well as your career.

In order to drive enterprise growth and achieve optimal business results, HR and the leadership team must get on the same page and keep communications open. But, how can you do this? Lori Kleinman will share proven tips and tricks to being a strategic executive who is action oriented and technologically savvy by defining a five-step process to join the leadership team and have the career of your dreams today!

TRISTAN LAYFIELD

Paranormal [Recruiting] Activity: Shifting Best Practices from Ghosting to Feedback

Ghosting is a hot topic of conversation in the hiring world—whether you're a job seeker or a recruiter. Ghosting occurs when either the candidate or employer cuts off communication without any apparent warning or justification and subsequently ignores any attempts to reach out or communicate. While both sides can be equally frustrating, this session focuses specifically on the implications of potential employers ghosting candidates throughout their recruiting processes.

Recruiting provides an opportunity for companies to develop relationships with potential employees. Candidates take the time to tailor their resumes, customize their cover letters, fill out those lengthy applications, and begin the screening and interviewing process only for 53.5% of them to receive no feedback or communication. There are numerous reasons why recruiters and hiring manager ghost candidates, including time/capacity, fear of lawsuits, and third-party outsourcing. While each of those proves to be a valid business concern, imagine the taste this leaves in applicants mouths, not only about the potential employer but about the hiring process in general.

As we dive further into the implications ghosting has on candidates, we begin to understand that not providing constructive feedback creates an unnecessary barrier to access for entry-level, Black, PoC, and women candidates. Join the presenter as he discusses the importance and business benefits of candidate feedback, the diversity, equity, and inclusion implications of ghosting candidates, and how feedback positively impacts candidates, which can benefit your hiring pipeline.

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AMY LENEKER

Dare to Lead™: Answer a Call to Courage

What would happen if we chose courage over comfort? How would that impact our teams and organizations? What about our families and communities? The latest research from Dr. Brené Brown found that daring leadership is a collection of four skills that are 100% teachable. This workshop is an empirically based courage-building program designed for anyone interested in developing their leadership skill set and becoming braver in their working life and beyond. Daring leadership is learning and practice that requires brave work, tough conversations, and showing up with our whole hearts. Let's start today!

CHRISTOPHER LITTLEFIELD

Leading from Afar – The Pandemic Leadership Playbook

After months of working remotely, your leaders are tired, burned out, and barely have the bandwidth to take care of themselves, let alone support their people. As return to work dates get pushed further and further away, it is time to stop waiting for the storm to pass, and learn to thrive in our new reality. Learn to curate an engaging remote team culture without investing more than 15 minutes of planning each week. This program is designed to give you the tools to make leading remotely easier. Leave with an abundance of concrete activities to curate an engaging remote team culture on your team and help leaders in your organization do the same.

KELLY LOUDERMILK

Transforming into a CHRO as a Department of One

You are a total Rock Star! You are responsible for all things people related in your organization. You work with managers for recruitment, you craft a transparent candidate experience, train and onboard all of your hires, and possibly run payroll or manage all of the benefits. You are responsible for all the crazy questions that come to HR and much more. And you want to impact your organization more like a CHRO than a generalist, but you get weighed down with all the daily tasks. In this interactive session, we will cover how to adapt your work to the changing HR landscape and free up time to think more like a CHRO and impact your organization.

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KRISTEN MAGNI

The Neuroscience of Motivation: A Brain Based Approach to Human Capital Innovation

What if the secret to attracting, engaging, and retaining your greatest business asset—your people—lied somewhere in that three pound mass of gray and white matter called the brain? Well guess what...the secret is soon to be unleashed. Humans are fundamentally driven by the same motivations. It doesn't matter what part of the planet we call home, what language we speak, or what temperature the air is. As humans, we are all wired to crave the same things. Every second of every minute of every day, our brains are telling us whether those needs are being met or not, from the day we are born until the day we depart this earth.

So what does this have to do with the workplace? Everything. We are living in a rapidly changing world, interpreted through culture, influenced by societal norms, and tilted by the media. While this complicates how we process and respond to our environment, it doesn't change how we are wired, or the importance of attending to the needs of employees relative to these critically important motivators. What we do and how we do it may evolve, but when it comes to empowering human capital innovation, attracting, engaging, and retaining a diverse workforce, and building great places to work, the answers lie in the brain.

BRUCE MARABLE

How to Transform Your HR Data into HR Actions

This session is for those smart HR and People leaders who already know using HR data is important but want to better understand how using HR data can lead to making actions that will have real impact on the business. With all the hype around buzzwords including artificial intelligence, machine learning, and predictive analytics, it be can overwhelming for HR leaders to know where to start, but this session will help set you on the right path.

On this journey, we will kick things off discussing why your HR role should be viewed as "product manager" for the workforce, with the employee being the customer buying and using your "product." With so much emphasis now on designing the best employee experience possible, thinking of the workforce as your product will help you see why data is so important in building, designing, and optimizing your "workforce product."

As we begin to discuss the HR data journey, we'll highlight the current state of HR leaders using data, discuss why it's important to follow through and actually complete your HR data initiatives,

and review the actual reasons why you're using HR data in the first place. If you don't have a strong reason why you're using HR data, and you're just doing it because it sounds like the right thing to do, you'll fail before you even start.

We'll then start to breakdown the stages of making your HR data actionable, why it's important for you to understand your business in order to make any real impact, and why you should always begin your HR data efforts by trying to solve prioritized and urgent business problems. By solving a real business problem, your chances of getting executive buy-in and budget for your HR efforts will increase exponentially.

Lastly, we'll cover a few workforce areas to show examples of the transformation of HR data to HR actions, discuss how the data can point you in the direction of multiple HR actions, and then review the responsibility HR leaders have when it comes to managing sensitive HR data.

If you want to become that data-driven HR leader we know you can become, this session is for you!

LAURA MAZZULLO

Not Everyone Will See HR's Value: Don't Let One Be YOU

HR has never been more valued than right now. We are (finally!) seeing HR professionals thrive in strategic, leadership roles, at their "seats at the table" transforming cultures, employee experience and everything related, and engagement and productivity of their employees.

Yet, we see many HR pros struggling to see their own value, to do the (crucial) work of self-reflection, to stand in their own power. So many don't feel worthy of the seat they're in! It's hard to look inward, yet it's the most important foundation for all successful HR pros. The ability to stay humble, curious and challenge our own assumptions. HR pros don't want to feel powerless, but so many do. HR pros don't want to feel subservient to their peers, but so many do. And we aren't talking about it... until now! Get ready to spend these 25 minutes together talking about ensuring we stand in our worthiness, recognize our value, and lessen these feelings of powerlessness!

Sidebar

HR VIRTUAL Summit

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bambooHR | kazoo

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BRIDGETT McGOWEN

It's All in the Details: 19 Do's, Don'ts, and Best Practices for Presentation Pros

It's all in the details, right? Whether you're talking attire, an essay, or decorating a cake, the small matters are what will make or break you every time. It's no different for presentations. Although each misstep on its own may not feel like a big deal, a culmination of missteps can result in a poorly executed presentation.

1. Do you know the one thing you should never say to your audience at the start of your presentation?
2. Are there phrases you use that diminish your power? What are they, and what should you say instead?
3. Do you know what it is presenters often have audiences do but that you should stop doing?

Get the answers to all of these questions and more. Avoid common mistakes, and you set-up yourself to look, feel, and sound like a real pro!

MICA McGRIGGS

Racial Equity in the Workplace

Dr. King famously said, "Right now is always the time to do the right thing." Right now is the right time to build racial equity into your company! Not only will building a strategy for racial equity into the foundation of your company give you a competitive advantage' it will create a healthier environment for all of your constituents. This presentation will introduce you an overall framework and key strategies for your company to do the hard but crucial work of equity and inclusion.

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DAVE McKEOWN

5 Questions to Overcome Fear, Frustration, and Anxiety

Great leadership comes down to asking better questions—of yourself, of your team, of your clients, and of your community.

Asking better questions can unlock a solution you didn't know existed, shine a light on an answer less evident to you or uncover a path you wouldn't otherwise have discovered.

In this engaging virtual session, Dave will walk you through five great questions to help you and your team overcome fear, frustration, and anxiety in these turbulent times.

SARAH McVANEL

Recognition in a Virtual World: Fuel Trust, Connection, and Resiliency Through Challenges and Change

Recognition is one of the most effective, accessible, and cost-effective ways to fuel healthy working relationships, trust, and collaboration. Now, more than ever, we need to show how much we value each other (not to mention all the unsung heroes in the community helping us through the pandemic). How do you do this when you have minimal time, limited energy, and even less face-to-face contact? How do you express gratitude when typical recognition forums and systems for communication have changed? How do you find the energy to appreciate when you are overwhelmed yourself? Learn from Sarah McVanel, Canada's recognition expert, and from your peers about the multitude of manageable and effective ways to recognize virtually and remain more resilient in the process.

EMILY MEEKINS

Performance Management in a Remote World from Hiring to Day 1 and Beyond

Curious how to manage performance in a distributed environment? Join us for a session on hiring and maintaining employees with performance measures in mind. If your team is bordering burnout, this is a session for you! You'll walk away with ideas for the year ahead and the future of remote work performance management.

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J.T. O'DONNELL

6 Things Employers Should Teach Employees About Career Management in 2020

Today, **every** job is temporary. And while employers want employees to be loyal and stay with them long term, the reality is, no job is guaranteed to last. If 2020 has taught us anything, it's that careers can be turned upside down overnight. In this session, you'll learn why helping your employees realize they are "businesses-of-one" will give them the mindset they need to handle unexpected career changes. Giving employees the tools they need to survive beyond working for your organization is one of the **best** ways to develop trust, respect, loyalty, and understanding. This session will show you how to get there in these difficult times.

MONA PATEL

Is this Uncomfortable? A New Format to Discuss Race

Participate in Gray Zones—live social experiments where you enter a show and leave learning something new about yourself when it comes to topics like race or sexual harassment. This session will take you through the origination, give you a chance to try it, and then follow up with a Q&A (technology permitting).

LEEANN RENNINGER

Burnout Proofing Your Organization

More than half of Americans have reported that pandemic-related worry or stress has led to negative mental health effects. So how do we support our people and pave the way for great work to be done? In this mini-workshop, the experts at LifeLabs Learning will share the newest research, interventions, and strategies to create a resilient culture and prevent burnout. You'll hear from other execs and people leaders and leave this session better equipped to create healthy work habits across your org.

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SASHA ROBINSON

The SMB Playbook for Building High-Impact Teams

Building a high-impact team doesn't happen by accident. Admittedly, it's a lot of work. Especially for SMBs that might have limited bandwidth. But creating scalable hiring processes improves your company's efficiency, and it creates greater alignment between candidates and the roles you want to fill.

To start, you need to clearly define what responsibilities the position will own, complete with success metrics and key deliverables. Plus, you'll need to create a detailed persona for your ideal candidate, including expected experience level and skill set. And that's just the beginning—long before you start searching for your ideal candidate. But here's the good news. If you put in 60% of the work upfront, you can make sure you hire the best people for your business every time! And you can make your hiring process a lot more efficient moving forward.

Join Trainual head of people ops Sasha Robinson to learn how to build a robust hiring playbook. She'll walk you through all the processes you need and teach you how to scale them when the time comes. Plus, Sasha will even outline actionable steps you can take to ensure your hiring process is equitable and inclusive.

You'll take with you:

- Customizable templates for building high impact job descriptions and scorecards
- A step-by-step guide to the interview screening process (including questions)
- A comprehensive checklist for the hiring and onboarding process
- Strategies to gauge candidate value such as role-specific projects

Who should attend:

- Anyone with a hand in your hiring process (whether it's scouting top talent, interviewing candidates, or onboarding new hires)
- Everyone who cares about employee retention and employee happiness

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SUMMER SALOMONSEN

Setting a North Star: How a Pandemic Reminded Us What Learning is All About

In the early days of the global pandemic as companies faced enormous challenges to keep their employees safe and connected and their businesses running (remotely!), the concept of workplace learning moved front and center. Employees found resources they needed and content they craved to rise above the challenge and keep on working. This surge presented new opportunities for companies to position learning as a driving strategy through the change.

JEFFREY SHAW

Building Dreams: How to Recruit, Retain, and Inspire Your Dream Employees

How do we find the best qualified employees? How do we stand out in a competitive employment environment? How do we get the most out of today's employees? Finding dream employees can feel like a shot in the dark and often we're left wondering, "Are there any great employees left out there?"

What if the solution is not wasting time trying to fit employees into the company but rather attracting only the dream employees that are a fit for the company? How about instead of trying to improve employee engagement from the inside, what if only employees who were emotionally invested were hired in the first place? To do that, you would need to understand and speak their lingo.

Gain a new perspective on talent acquisition from brand message expert, small business consultant, and photographer, Jeffrey Shaw, by learning to see your dream employees the way a photographer sees their subject. How understanding their lingo will make your company stand out, make recruiting easier, and bring out the best in them. When that happens, both employees and companies feel it's a perfect fit and everyone's dreams can come true.

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ADAM SHEFFIELD

Go Global but Act Local: HR Strategies to Keep You Successful Globally

Expansion into new countries is not simply a matter of sending employees overseas or hiring locally. As companies go global, the complexity in managing this global workforce multiples 10x. But what exactly should you know and prepare for?

In this session, we will provide insights on:

- Key considerations for global HR teams

- How HR leaders can better predict and minimize employment risks while staying in tune with local cultural considerations

- Hiring best practice, employment law considerations, wage/hour pitfalls, and other regulatory issues

- Global workforce visibility: processes and systems that can setup you for success

- How to keep international employees engaged and high performing especially in the new normal

- …. And more including your questions

Key Takeaways

- Get an overview of international hiring and employment law considerations; how to keep your organizations safe from regulatory risks

- How to setup process and systems for true global workforce visibility

- How to engage employee globally and create a happy, culturally-sensitive workplace

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CHELSEA STONEROCK

A Million Little Moments: How To Influence Culture

Culture is made up of a million little moments happening across your work place (both good and not so good). Often as self identified control freaks, HR professionals want to have full influence over their company culture, but at most we have opportunities to nudge it in a favorable direction with the processes and initiatives we put into place. It's the people we work with who really make culture live in their every day interactions. Inspired by the experiences captured in the A Million Little Moments series, this talk shares both practical and conceptual inspiration to create a company culture with more of the moments we want and less of those we don't.

ANDREW TARVIN

Putting the Humor in HR: Using Emotions for Efficiency and Effectiveness at Work

The current way of working isn't actually working. We have become so obsessed with efficiency that employees are stressed out, disengaged, and zombie-like at work. There is a limit to how efficient we can be with humans because they have emotions and feelings, and, in today's work environment, those emotions impact our ability to get results.

But what if there was a way to put those emotions to work. Better yet, what if work didn't have to feel like so much work. When people strategically use humor in the workplace, they are more productive, less stressed, and happier. And when humor is applied across the five core skills of work, you execute faster, think smarter, communicate better, connect closer, and lead further.

In this program, humor engineer, Andrew Tarvin, reverse-engineers the skill of humor to teach you how to get better business results while having more fun. You'll learn why no one can stop you from using humor, the tenets of humor that anyone (yes, even Bob in accounting) can learn, and how to use humor appropriately.

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JOSH TOLAN

Perfecting Your Virtual Hiring and Onboarding Playbook

With a dramatic increase in remote work, adjusting people processes to fit a newly-dispersed team is one of an HR pro's biggest challenges. There are always going to be bumps on the road to creating virtual hiring and onboarding processes that really work and demonstrate why your organization is the one to work for. Whether you've been hiring throughout remote work or are just now resuming hiring and onboarding efforts while still working remote, a game plan is crucial to your success.

Spark Hire is one of those organizations hiring throughout their continuing remote work efforts. Since they went to all-remote work in March, the workforce has grown by almost 40%. Now, the Spark Hire team has honed their hiring and onboarding skills razor-sharp. And Spark Hire CEO Josh Tolan is here to deliver you the playbook you need to get your people processes back on their (virtual) feet.

Learn how Josh and his team have created a retention-minded, efficient hiring process. He'll lay out how Spark Hire gets their new hires productive fast with an organized onboarding process and maintains connections with new hires through creative employee engagement tactics. Last but not least, he'll give you the cost-effective list of HR tech you'll need to make it all happen with ease. Building on your organization's world-class culture doesn't stop just because the team isn't congregating in your office. Bring the office to your team attending Perfecting Your Virtual Hiring and Onboarding Playbook.

RUSS WAKELIN

2020's Compensation Currency: Real-Time Data

In 2020, our world has changed rapidly. In compensation, timely and accurate data is always vital, and this year it's more important than ever. Due to COVID-19, the cards have been reshuffled, and it's even more difficult to keep up with the changing and fast-moving labor market. What can you do if your budget's been cut or your go-to industry surveys are not running this year? What are my options? How can you get accurate market data?

Join Payfactors CEO Russ Wakelin to learn industry-specific COVID-19 findings, how hard-hit industries have adjusted quickly, and how real-time data can help.

This session will cover COVID-19 trending jobs and how to obtain current real-time data from your industry to put you in a position to stay competitive.

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GARY WARE

Play for Innovation, Creativity, and Joy in the Workplace

In this virtual session Gary will share best practices around building a playful workplace that lends itself to better creativity, employee satisfaction, and improved communication. You will learn how to apply improv thinking and play psychology as tools to convert any workplace challenge into a space for trust, growth, and laughter.

LIZ WEBER

Strategically Driving Organizational Effectiveness Through Change and Uncertainty

Did the impacts of the COVID 19 pandemic change your business? Are you continuing to identify human resource enhancements needed to better develop and support your teams no matter where or how they work? Would it make your life easier if you could sell your ideas more quickly to other leaders so you could gain their support and implement the needed programs sooner? If you answered "yes" to just ONE of those questions, this presentation is right for you!

Initiating change during a normal business period isn't easy—you know that. However, asking for additional organizational change—when you've already experienced so much life and business-altering change—seems impossible. And, asking for organization-wide change when the future is uncertain is simply ludicrous. But is it? Why not take advantage of this opportunity to strategically and decisively position yourself and your workforce for even greater flexibility, fluidity, and success? Why not take this time to step up and show your organization how to drive, survive, and thrive in change and uncertainty?

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JO WEECH

Agile Performance Management

The 1950s called. They want their annual performance review back. Yes, this ritual dates back to the 1950s. Do you know any managers or team members who look forward to this evil necessity? Does this antiquated methodology contribute to retention in your organization? We will explore how applying the methodology used in agile software development can greatly enhance employee engagement, reduce/eliminate the need for PIPs, optimize career pathing, reduce liability, and inspire everyone to do their best work.

Millennials and Gen Z have stated that they desire feedback, good or bad. To be honest, so do Gen X and Perennials! In every personal and professional relationship, giving and receiving honest input can give everyone the opportunity to course correct if needed and to be appreciated for successes along the way.

If you are in a leadership role and can influence how performance is measured in your organization, this webinar will provide you with four simple steps for implementing change. If you are more of a line manager on the org chart and the annual performance review will not go away any time in the next decade, you can still employ these simple steps to inspire your team and reduce the time needed to complete the lengthy annual forms.

Whether you are using OKRs or MBOs or KPIs or 360s, agile performance management can be leveraged within any of those systems. Have your questions handy, and if they are not answered in the webinar, connect with me on LinkedIn, and I will do my best to answer them, or crowdsource the answers for you!

CASSIE WHITLOCK

Untapped Potential: Advancing from Best Practices to Strategic Principles

Do your organization's best practices tie you to a scarcity mentality? It can certainly feel that way for HR professionals who spend their days handling repetitive tasks, solving urgent problems, and generally trying to make the unpleasant parts of work tolerable. Join Cassie Whitlock, director of HR at BambooHR, to learn how to expand from task-centered best practices to strategy-centered best principles. This shift in mindset can engage everyone in your organization in building a supportive and successful workplace.

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CATHERINE MATTICE ZUNDEL

5 Actionable Steps for Harassment Prevention (And Better Training!)

Why do we talk about harassment prevention as if it's separate from employee engagement, equity and inclusion, or workplace culture? Also, why are we pretending that harassment prevention training works to actually prevent harassment? In fact, #MeToo and #BLM is proof harassment prevention training doesn't work, mostly because it's lacking key information on engaging in respectful behavior and speaking up when someone engages in incivility. Harassment and bullying prevention has so far been seen as a free-standing, check-the-box training rather than a part of the overall goal to create an engaged workforce or positive work culture that attracts talent.

We're doing it wrong. Change up your training, engage your workforce in building a better culture, and prevent harassment in the process. You want to have engaged employees, and employees want to be happy and psychologically safe at work, and a focus on culture is the answer. And happy and engaged employees have an ROI—they are committed to and passionate about the work they do, which results in great performance and low turnover. Yet many companies fail to realize a positive, healthy, and happy workplace culture because it seems elusive, hard to measure, and hard to prove ROI. It's also hard to address a negative culture where incivility, bullying, or harassment may thrive because your organization may not have guidelines for addressing these behaviors and managers probably aren't trained to step in.

This presentation will provide you with some steps to make your culture a positive, respectful, and engaged one, and prevent harassment in the process.