



2012 Philadelphia SHRM Symposium

March 23, 2012

7:00am-5:00pm

The Ritz-Carlton, Philadelphia

Ten Avenue of the Arts

Philadelphia, PA 19102



Engage. Learn. Connect.



Philadelphia SHRM Symposium
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Philadelphia SHRM Symposium
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Welcome

Dear HR Colleague,

We're so glad you decided to join us at the inaugural Philadelphia SHRM Symposium! This event promises to be a game-changer for continuing HR education—and that's why we're so pleased you'll be there. While there are plenty of events across the Greater Philadelphia area that add value to your professional growth as an HR leader, this is the only one that will allow you to **engage** with thought leaders; **learn** new strategies and practical applications, earning up to 6.5 HRCI credits; and **connect** with HR professionals of all levels—all in one career-revitalizing day.

Our 2012 Advisory Board and Committee Members have worked tirelessly to bring you relevant, interactive, and actionable content that you can immediately implement at your organization—and we cannot thank them enough. We would also like to extend our deepest appreciation to all of our sponsors and speakers because this exceptional event would not be possible without them. And lastly, we thank our Keynote Speaker, Stuart Crabb, Head of Learning and Development at Facebook for coming from the Silicon Valley to show us how the revolutionary company successfully integrates social media into their HR strategy.

We encourage you to take a few minutes to review the event agenda, track sessions, and other event details provided in this packet so you can hit the ground running and get the most from the highly interactive, content-rich Symposium!

See you there,

Dan Gallagher

Dan Gallagher
Event Chair

Christine Derenick-Lopez

Christine Derenick-Lopez
Chapter President

To learn more about the Society of Human Resource Management, Philadelphia regional chapter, visit: ***PhillySHRM.org***





Philadelphia SHRM Symposium *Engage. Learn. Connect.*

Event Agenda

7:00am-8:00am

Registration and Breakfast

*Grand Ballroom Pre-function – Lower Level
Continental breakfast with coffee and tea will be provided.*

8:00am-9:30am

Keynote Presentation

Grand Ballroom - Lower Level

9:30am-10:00am

Break/Move to Breakout Sessions

10:00am-11:15am

Breakout Session 1

*Plaza I/ II, Plaza III, Pavilion and Petite Ballroom
Snack provided in breakout room.*

11:15am-11:35am

Break

*Outside of Breakout Sessions
Coffee will be provided.*

11:35am-12:50pm

Breakout Session 2

Plaza I/ II, Plaza III, Pavilion and Petite Ballroom

12:50pm-1:50pm

Lunch

*Grand Ballroom
Entree, freshly baked rolls, dessert, coffee, tea and iced tea.*

1:50pm-3:20pm

Breakout Session 3

Plaza I/II, Plaza III, Pavilion and Petite Ballroom

3:20pm-3:45pm

Break/Move to Closing Session

Snack and sodas provided.

3:45pm-4:45pm

Closing Session

Grand Ballroom

4:45pm-5:00pm

Thank You/Closing

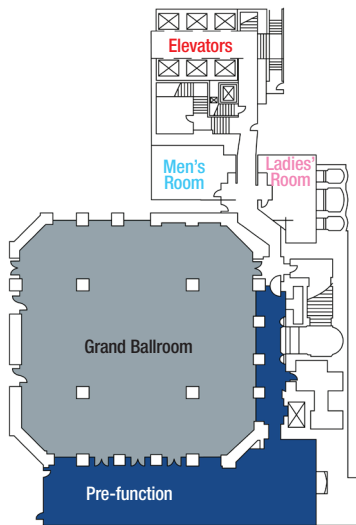




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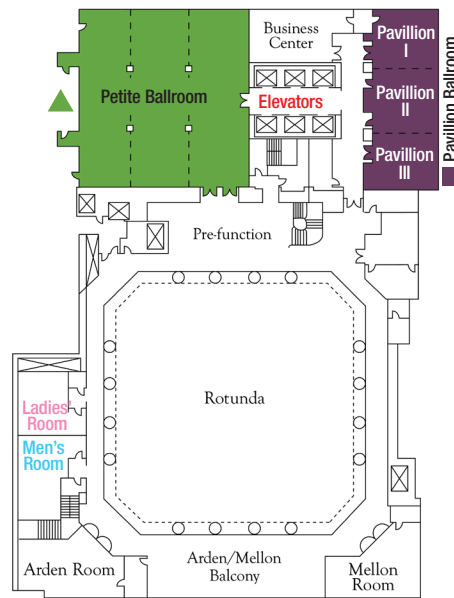
Map of Venue



Concourse Level

Registration and Breakfast
Grand Ballroom Pre-function

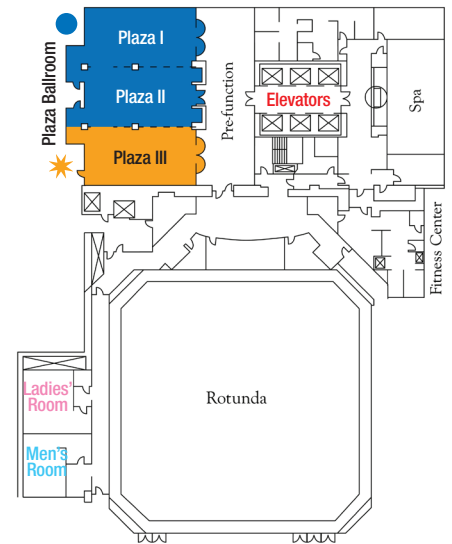
**Keynote Presentation, Lunch,
& Special Closing Session**
Grand Ballroom



Second Level

**Engaging the Workforce
Breakout Sessions**
■ Pavillion

**Managing the Change
Breakout Sessions**
▲ Petite Ballroom



Third Level

**Leading the Talent
Breakout Sessions**
● Plaza I/II

**Analyzing the Data
Breakout Sessions**
★ Plaza III



Keynote Presentation – 8:00am-9:30am



What it Means to Be Social The New Age of Employee Engagement



**Stuart Crabb, Head of
Learning and Development
at Facebook**



1.5 strategic credits - Grand Ballroom

We live in a connected world where a constant stream of information affects our perceptions and decisions – even relationships. The convergence of high resolution data with the newest generation of fast mobile devices is most strongly felt in the social media space, where connectivity to social networks enables us to broadcast, listen, connect and share with the people that are most important or relevant to our lives in an instantaneous, seamless way.

Facebook is the most widely deployed mobile application in the world, and with 800 million users around the world, the most essential online relationship platform. The advent of social media is no fad – since the dawn of time man has behaved in a social way, and today it's shaping web 3.0 in a constantly connected digital world. Employers cannot ignore the challenges & opportunities it poses; especially as the emerging generation of young millenials demand nothing less than constant connection and openness.

In this presentation, Stuart Crabb Head of Learning and Development at Facebook will explain how this revolution is changing the world and the workplace, and share how Facebook itself is harnessing this revolution to improve the way its employees communicate, debate, solve problems and perform. He will also explain how the demands of this new generation can be managed and harnessed to create the building blocks of the future organization. He'll share some of the key learnings that Facebook has gathered along the way and some of the people practices – both successful and unsuccessful, that have contributed to Facebook being one of the most sought-after places in the world to work, and one where its own employees rate their sense of pride and loyalty in the company at 98 percent.



Session 1 – 10:00am-11:15am – Breakout Descriptions

Leading the Talent

Doing More with Less: Tools for Delivering Better Results with Fewer Resources

(1.25 strategic credits) – **Plaza I/II** ●

Presented by Beth Albright, SPHR, Brent O'Bryan, SPHR, Mikaele Racine

Moderated by Caroline Monlina-Ray, Ph.D.

In today's ever changing economy, businesses have had to cut back and re-align resources in order to survive and Human Resources has not gone unscathed in the process. HR professionals are forced to wear a variety of "hats" and produce the same deliverables, if not more, with fewer team members and smaller budgets. Given this challenge, how can you, your team and your organization continue to excel? Learn from this panel discussion featuring practitioners and experts in the field who will discuss real world examples of how their organizations are using various tools and applications to not only survive, but thrive, in this new environment.

Analyzing the Data

Financial Literacy: Become Fluent in the Language of P&L (1.25 strategic credits) – **Plaza III** ★

Presented by Eric Patton, Ph.D.

In organizations, financial measures are the most common indicators used by managers to determine success or failure. In fact, numbers involving money can be considered a universal language in business that allows managers to communicate within an organization and beyond the organization. It is vital for Human Resource professionals to be fluent in this language. In this session, participants will review standard financial and accounting topics, explore the financial considerations of human capital and discuss how human capital can impact various financial statements.

Engaging the Workforce

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Distinguishing Merely Good From Really Great Talent: The Unique Chemistry of Top Performers in Talent in Any Profession (1.25 general credits) – **Pavilion** ■

Presented by Harry Griendling

Recent research in neurology and behavioral science have identified the key ingredients that combine to create 'Top Talent' in any endeavor. By understanding how top talent is created and driven, HR Leaders can more effectively select, develop, and engage their best performers. Harry Griendling's entertaining and engaging take on what makes and drives Top Talent will help you understand what drives your best talent and gives you a deeper insight into how to develop and engage them for the long run.

Managing the Change

Change Management and HR's Role: Moving from Strategy to Successful Execution

(1.25 strategic credits) – **Petite Ballroom** ▲

Presented by Stephen Oliver, Ed.D.

This presentation will look at HR's role in the 21st century and how HR ties into the organization's overall strategy. The presentation will reflect how HR helps to navigate human capital issues as companies move through change. We will look at how processes around people, business strategy and operations contribute to change implementation. For the HR business partner to be an effective change agent, s/he must not only grasp the interpersonal dynamics that characterize the workforce, but must also have a thorough understanding of the business and its strategy, while scanning the external environment.



Session 2 – 11:35am-12:50pm – Breakout Descriptions

Leading the Talent

Accelerate New Manager Productivity – Learn strategies to help your organization accelerate the transition from individual contributor to first time manager (1.25 general credits) – Plaza I/II ●

Presented by G.M. (Bud) Benscoter, Ph.D.

Learn strategies to help your organization accelerate the transition from individual contributor to first time manager. This workshop focuses on a very relevant topic in today's business world: How do we speed up the productivity of the first-time manager? In addition to best practices, the workshop will be interactive by encouraging participants to share what's working for them as well as the challenges they're facing in cutting the time it takes to bring a new manager to peak performance.

Analyzing the Data

Employee Surveys: From Analysis to Action (1.25 general credits) – Plaza III ✨

Presented by John Fullam, Missy Grafe, Dan Suwyn

Most organizations today see the value of conducting an employee survey. The challenge many face is what to do with the results. Please join us for an engaging look at what Greater Media did to improve using their Top Workplaces employee survey results. Greater Media is the parent company of 23 AM and FM radio stations, including legend 93.3 WMMR, 950 ESPN Philadelphia, 102.9 MGK, 95.7 BEN FM, and 97.5 Fanatic, the first FM sports station in Philadelphia. We will present a business case study focusing on how to take your survey results from analysis to action, effectively and efficiently.

Engaging the Workforce

Out of Sight, Out of Mind: Managing a Virtual Workforce (1.25 general credits) – Pavilion ■

Presented by Lisa Trainer Bottin, Jason Piccola, Audrey Purcell

The traditional company office is no longer the only option for conducting business. Virtual offices are becoming more and more popular and with that the need for company leaders to adjust their way of managing their teams is ever pressing. Virtual offices present an entirely new set of challenges for managers to handle, but if mastered, the virtual environment can provide a great opportunity for both the employee and the company. In this session, attendees will learn communication techniques for creating unison and camaraderie among a virtual team, strategies for keeping employees engaged and connected with the company, technology that can assist in providing a successful virtual team, ways to manage productivity in a virtual environment and benefits of having a virtual workforce.

Managing the Change

Healthy, Wealthy & Wise: Implementing Wellness Programs to Improve Employee Mental & Physical Health and Company Costs (1.25 general credits) – Petite Ballroom ▲

*Presented by Dr. Ray Fabius, Debbie Heller, Douglas McLaughlin, John O'Rourke, Sumit Sethi
Moderated by Marie Becker*

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As employers look to provide a healthy and productive environment, employee wellness programs have grown in popularity. From corporate fitness centers to incentive programs, health initiatives are delivering cost savings and improving individual employee health. Now that these programs are becoming more widely accepted, employers are faced with the challenge of maintaining engagement and increasing participation. Join us as we hear from local leaders about their successes in creating and implementing strategic wellness programs that have significantly impacted the bottom line.



Session 3 – 1:50pm-3:20pm – Breakout Descriptions

Leading the Talent

Beyond Theory: Applying Style Inventories to Develop People and Manage Teams

(1.5 general credits) – **Plaza I/II** ●

Presented by Barry Stern

As of January 26, 2012, clicking on the term “Style Inventories” in a Google search returns close to 31 million results. They range from the highly popular and accepted (e.g. the Myers-Briggs Type Inventory [MBTI]) to the home grown and arcane. But like any kind of assessment tool, such data are worthless unless the insights they provide are translated into meaningful development and/or leadership action. Attendees of this session will learn the major types of Style Inventories and their purported purpose, the pitfalls of over-reliance on Style Inventories and practical tips for translating Style Inventory data into meaningful development and leadership actions.

Analyzing the Data

HR Analytics: Identifying & Measuring Business Drivers (1.5 strategic credits) – **Plaza III ★**

Presented by William Strahan and Yasmine Ndassa, Ph.D.


This session will highlight the importance of creating and utilizing properly defined human capital metrics to strategically align your human resource function with overall organizational business objectives. Particular emphasis will be placed on how HR professionals can establish themselves and their responsibility centers as strategic business partners by analyzing and identifying the HR measures necessary to help drive business success. Various relevant human capital metrics will be discussed and how you can analytically identify the right ones for your own organization.

Engaging the Workforce

Diversity in the Workplace: Strategies for Embracing Differences, Increasing Employee Interaction and Fostering Organizational Synergy (1.5 strategic credits) – **Pavilion ■**

Presented by Kevin Carter, Kelley Cornish, MA, CCDP, Sherryann Plessé

Moderated by Jim Smith, Jr.

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Workforce
Solutions

Workforce diversity continues to be a vital component in today's global economy. Different perspectives, experiences and beliefs can be the catalyst for innovation as well as the source for customer loyalty. As human resource leaders and professionals develop and execute an organization's diversity and inclusion strategy, social media can be a critical tool for employee branding in external recruiting as well as a tool for internal employee engagement. This expert panel offers unique insights into diversity strategies that have challenged the status quo, elevated the role of diversity and delivered unexpected results.

Managing the Change

Power Packed Legal Platform (1.5 general credits) – **Petite Ballroom ▲**

Presented by Mary Theresa Metzler, Esq., Nicole Morris, Esq., Jonathan Segal, Esq.

Moderated by Sam First, Esq.

This session will provide participants valuable information on salient labor and employment legal issues, with a particular focus on newly promulgated and amended laws having a significant impact on the human resources profession. Session information will be imparted by a panel of legal experts each of whom will primarily focus on specific and relevant topical areas for discussion. The session is designed to be interactive, mixing the panel's instructional overview of legal topics within a moderated question and answer format.



Closing Session – 3:45pm-4:45pm

The Art of Engagement – Developing Connector Skills (1.0 strategic credits) – *Grand Ballroom*

Presented by Elizabeth Dow, CEO, LEADERSHIP Philadelphia

Engagement is about connecting with your employees. In [The Tipping Point](#), Malcolm Gladwell describes “Connectors” as those people who seem to know everyone one and get things done behind the scenes. In other words, these are hyper-engaged employees. LEADERSHIP Philadelphia has done pioneering work in turning Gladwell’s idea into a competency model to teach connection. This interactive workshop addresses ways to develop Connector skills.



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