2022

PHILLY SHRM SYMPOSIUM

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Philly SHRM
Where business & HR connect

March 17, 2022 | Sheraton Philadelphia Downtown

EVENT AGENDA

AGENDA – Thursday, March 17, 2022

Approved for 5.5 SHRM Professional Development Credits & 5.5 HRCI Credits

7:30am - 8:00am	Registration, Breakfast, Visit Exhibitors	Liberty Ballroom Foyer
8:15am - 8:30am	Welcome Remarks	Liberty Ballroom BC
8:30am - 9:30am	CHRO Panel	Liberty Ballroom BC
9:30am - 10:00am	Break – Visit Exhibitors	Liberty Foyer
10:00am - 11:00am	Keynote Speaker	Liberty Ballroom BC
11:00am - 11:30am	Break – Visit Exhibitors	Liberty Foyer
11:30am - 12:30pm	Breakout Sessions	Liberty Ballroom A, BC, and D
12:30pm - 1:45pm	Lunch – Visit Exhibitors	Liberty Foyer
1:45pm - 2:45pm	Breakout Sessions	Liberty Ballroom A, BC, and D
2:45pm - 3:00pm	Break – Visit Exhibitors	Liberty Foyer
3:00pm - 4:00pm	Breakout Sessions	Liberty Ballroom A, BC, and D
4:00pm - 4:15pm	Break – Visit Exhibitors	Liberty Foyer
4:15pm - 5:00pm	Closing Session & Event Closing	Liberty Ballroom BC

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WELCOME FROM THE CHAIR

Dear Philadelphia People!

I've never been as proud to be part of this incredible community of HR professionals than these past two years. I would need ten pages to highlight your various roles and responsibilities during this seemingly never-ending pandemic. If ever there was a doubt as to the value of HR within an organization, these past few years has shone a bright light on the critical role you all play to a company's overall strategy and success. In short, companies and organizations would have never survived (let alone thrived) without each one of you and this should never be forgotten.

You must be exhausted – which is why I was advocating for one giant spa day instead of booking an agenda full of speakers and panels. You should know I was quickly out-voted by a large margin to 1, something about unhappy sponsors and pedicures not qualifying for SHRM credits and blah blah blah. Even the person talking on mute for nearly the whole discussion was clearly not going to go along with my idea.

We've been busy – and I've been honored to work with Theresa, the Philly SHRM Board and every committee member. This is a fierce team donating their time and energy to ensure this event (and an entire year of programming) is inspiring, relevant, and educational. Bear in mind, this is volunteer-led which is even more incredible. We owe Philly SHRM so much gratitude for stretching above and beyond, - this day is because of these brilliant minds and generous souls.

So, in lieu of massages and steam rooms (probably an HR nightmare anyway, thinking it through a bit more), we have an incredible line-up, starting with our dynamic CHRO panel, and followed by Cassandra Worthy, the world's leading expert on Change Enthusiasm. We'll then move through a phenomenal day of programming, including many other breakout sessions, and a spotlight closing speaker, Amber Hikes. Amber is the ACLU's first Chief Equity and Inclusion Officer with a message not to be missed (this will not be the year to catch the train - there's another train around the bend).

This year is all about being one with our community – we need it now more than ever. We're excited to be live and in-person! We encourage you to go above and beyond (safely, don't scare anyone), to introduce yourselves to each other, extend yourself to an unfamiliar face, be open to finding a mentor/mentee, maybe even a new friend, and thank all the sponsors for supporting the event. We are truly better together, and let's never lose sight of that or miss an opportunity to nurture this community again.

Connect. Engage. Lead.

Cheers, friends!

Mikal Harden
2022 Symposium Chair

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CHRO Panel

Liberty Ballroom BC • 8:30am - 9:30am

Approved for 1 SHRM Professional Development Credit (PDC) & 1 Business HRCI Credit

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Moderator:

Rich Krekstein, *Managing Director,* NFP Corporate Benefits

Panelists:

Kia Christian, *HR Executive*
Carolyn Hahn, *Chief Human Resources Officer,* Professional Plumbing Group
Vickie Kozhushchenko, *Chief People Officer,* IntegriChain
Karen Sweeney, *Senior Vice President and Chief Human Resources Officer,* TruMark

Attendees will have the opportunity to hear from leading CHROs in the Philadelphia region. During the session we will explore the events over the past year and the impacts on the HR organization including their talent ecosystems. Attendees will hear how the panelists dealt with the challenges within their organization and learn innovative ways they were addressed. Lastly the panelists will discuss their outlook for the future of work in the area.

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KEYNOTE SPEAKER

Master the Chemistry of Change Uncover Your Inner Change Enthusiasm®

Liberty Ballroom BC • 10:00am - 11:00am

Approved for 1 SHRM Professional Development Credit (PDC) & 1 HR (General) HRCI Credit

Speaker:

Cassandra Worthy, *Creator and World's Leading Expert* of Change Enthusiasm®, *Founder & CEO* of Change Enthusiasm® Global

About Cassandra

Cassandra Worthy, Top Change and Transformation Speaker, Creator and World's Leading Expert of Change Enthusiasm®, Founder & CEO of Change Enthusiasm® Global, Bestselling Author

With contagious energy that radiates throughout every room she steps into, Cassandra Worthy is the world's truly DISRUPTIVE thought-leader on CHANGE that companies need to build organizational resilience and adaptability. During times of major shift such as merger, acquisition, organizational restructure, new systems integration, and market disruption RARELY do businesses ever face the tumultuous emotional landscape of the organization head-on. Only 10% of successful change adoption is about know-how…the other 90% is squarely centered on an organization's motivation and willingness to embrace the change. Without addressing the emotions standing in the way of motivation, any transformation journey is stopped in its tracks. This is where Cassandra steps in. She has created and cultivated the unique strategy of Change Enthusiasm® which is arming individuals around the world with the means to harness the power of emotion, a resource in infinite supply, to embrace and accelerate change and transformation journeys. Cassandra's message nurtures highly resilient and adaptable organizations beginning at the heart of the individual.

Cassandra's client base spans the Fortune 500 and larger all over the world including Procter & Gamble, Allstate, Jones Lang LaSalle, Centene Corporation, ConferenceDirect, and WeWork. Cassandra invigorates and inspires organizations, C-suite executives, and business associations alike going through significant change, disruption, and transformation. Cassandra's customized keynote and workshop programs motivate the workforce to embrace Change Enthusiasm® and subsequently become self-actualized in working towards a change vision. In her leadership-centric presentations, she is not only sharing this unique strategy of Change Enthusiasm® but also 10+ years of M&A experience distilled down into the critical leadership traits required to lead with exception during high-stress times of change and transformation.

BREAKOUT SESSIONS 1: 11:30am - 12:30pm

The Leader's 7; The 7 Languages Your People Need, Want, and Benefit Most Hearing from Leadership!

Liberty Ballroom A • 11:30am - 12:30pm

Approved for 1 SHRM Professional Development Credit (PDC) & 1 HR (General) HRCI Credit

Speaker:

Andre Young, *Founder,* You Evolving Now, LLC

If you were planning to move to France and live there would you learn to speak French? Why... Of course, because it would make life easier as you could connect better, meet your needs… and the needs of others much easier. Then EVOLVE with speaker, author, and Founder of You Evolving Now, Andre Young and let's do the same in your company as your people learn to speak the 7 Languages that best build, bond, and motivate! Everyone likes all 7, but your people have a top one or two that connects with who and how they are. Once we know their language, leaders can more easily build, bond, and motivate; getting the best out of their team and the best for the organization!

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Navigating the Current Talent Landscape

Liberty Ballroom BC • 11:30am - 12:30pm

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Moderator:

Rick Grimaldi, *Partner,* Fisher Phillips

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Panelists:

Connie Geiger, *Field Recruiting Leader,* gopuff
Ragini Holloway, *General Partner,* The Fund XX
Jeff Reid, *Executive Director, Recruiting Consumer & Community Banking,* JPMorgan Chase & Co

It is hard to think of a company or industry that is not being hit by a shortage of talent. As we see higher turnover rates, it is getting dubbed the Great Resignation or the Turnover Tsunami, and businesses are scrambling to figure out why and how to act. On top of that, the talent pool is shrinking, and it has become increasingly difficult to find the right talent for open positions. How are companies getting by? How are HR strategies and recruiting efforts changing? What are some innovative ideas companies are using to engage their staff and reduce turnover? This panel will address the various areas that are being affected and how they are working to combat these growing challenges.

Deploying a Talent-Led HR Transformation with a DE&I Lens

Liberty Ballroom D • 11:30am - 12:30pm

Approved for 1 SHRM Professional Development Credit (PDC) & 1 Business HRCI Credit

Speaker:

Susan Gunn, *Expert Partner,* Bain & Company

For well over a decade, multiple organizations have focused on the transformation of HR, primarily driven by changes to their operating and service delivery models, including the integration of leading HCM technologies to deliver consumer grade digital employee experiences. With the impact of the pandemic and significant shift in employee preferences and ways of working, The Great Resignation, combined with labor shortages in key industries, has required organizations to consider a different kind of HR transformation – specifically one that is talent-led and ensures that the HR function is fit for purpose to deliver on an organization's future talent needs. This provides a unique opportunity to rethink talent acquisition, management and development strategies to deliver a more diverse and inclusive environment where employees, regardless of background, can thrive.

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BREAKOUT SESSIONS 2: 1:45pm - 2:45pm

Wellness Intelligence: How to Use Wellness as a Growth Lever and Avoid Burnout

Liberty Ballroom D • 1:45pm - 2:45pm

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Approved for 1 SHRM Professional Development Credit (PDC) & 1 HR (General) HRCI Credit

Speaker:

Bryan Smith, *Co-founder,* LEON Health Science & *Founder,* HUMANS Community

In this session, you will learn how we can understand and predict team burnout and how you can build your business to have high-performance people leadership. Bryan will share facts and fallacies of employee burnout, what it is and what it isn't. He will discuss stress management concepts he used leading up to the 2016 Rio Olympics, and how Human Resources can work with Executive leadership and managers of people to use data science and stress management strategies at scale to drive well-being and performance of their people.

Beyond Performance Reviews: How to Have Coaching Conversations on the Hard Stuff

Liberty Ballroom BC • 1:45pm - 2:45pm

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Speaker:

Sarah Noll Wilson, *CEO/Chief Edge Officer,* Sarah Noll Wilson, Inc.

One of the most important roles we play as leaders within our organizations is to develop the capacity of the team members we serve while also holding them accountable to the expectations of the role. While there can be technical objectives that are easier to measure, we know that to excel in any role requires a broad set of skills. If we only have conversations on the "what" and never have conversations on the "how", we may be missing an opportunity to set up our colleagues for great success.

Building upon over a decade of leadership and talent development experience, Sarah Noll Wilson will share the Skills Matrix Framework to support your coaching conversations. This framework and approach invite you and the team members you serve to go below the surface and dive into the behaviors and mindsets that may create barriers to their success.

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Massage AtWork

We've Hit the 'Future Of Work', Now What?

Liberty Ballroom A • 1:45pm - 2:45pm

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Speaker:

James Hancock, *Co-Founder,* mwah.

As people evolve, learn, grow and understand, both individually and collectively, the world changes. That means the world of work changes too.

As we increasingly left jobs on the land and into the industrial revolution in 1830, people have been discussing the future of work. Yet, over the last 50 years (and really, over the last 10-20 with capital letters as the 'Future of Work'), the discussion, thinking and research on Work has been gaining pace.

Unsurprisingly, the rhetoric on what COVID-19 has done to work and workplaces is everywhere - in reflection of the shared experience, in marketing, in workforce design, in recruitment.

We have all seen the articles on remote, hybrid, fluid, the great resignation, the great realignment and many more.

There's little doubt COVID-19 has added fuel to the fire of workforce trends that were already occurring, and has been the biggest push in power between employee (in whatever contractual arrangements) and employer in our working lives so far. The workplace is no longer bound by contracts or even walls of a building, and work is fundamentally about a much broader community.

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This presentation will explore the trends and data, and offer great reassurance to HR Professionals everywhere that they can navigate this moment in time. What's most evident, is the democratization of work – a need to understand and design for n=1, n=few, n=many.

We will present the core principles of what makes us human, what drives us at work and what we need to create in organizational cultures. While the 'what' and 'how' of work has shifted (and, historically, that has often been the case), the 'why' is largely unchanged.

The results will comfort you – the 'why' - purpose, relationships, agency, accountability and ultimately the need to belong to community, are the fundamentals our organizational cultures must nurture.

We will land on how you measure this 'why' and ultimately explore: "Is your organization measuring, and then designing for, the right things as we look forward to a post-pandemic workplace?"

BREAKOUT SESSIONS 3: 3:00pm - 4:00pm

Neurodiversity in the Workplace

Liberty Ballroom A• 3:00pm - 4:00pm

Approved for 1 SHRM Professional Development Credit (PDC) & 1 HR (General) HRCI Credit

Speaker:

Joe Riddle, *Director,* Neurodiversity in the Workplace

As we see the effects of the great resignation in every industry, there is an expanding talent pool that has largely gone untapped. Neurodivergent talent, including those that identify with autism, ADD, ADHD, dyslexia, etc. are often left out of the workforce due to the way we interview and assess talent. Additionally, the majority of companies don't consider neurodiversity in their employee engagement and support plans. In this conversation we will explore the simple strategies you can take to make your organizations more accessible to this wide section of the population.

Dear Helga

Liberty Ballroom BC • 3:00pm - 4:00pm

Approved for 1 SHRM Professional Development Credits (PDC) & 1 HR (General) HRCI Credit

Speaker:

Michael Cohen, Esquire, *Partner,* Duane Morris, LP

We've all said it: "I would write a book, but who would believe these stories are true?" And, in this post-2020 and 2021 environment, unfortunately many of the tales are far too real! Given the effects of the last two years, including massive social unrest, the Covid-19 pandemic and the new realities of our "workplaces," the legal workplace has become far more complicated to manage. Designed for Human Resources professionals, this fast-paced session will focus on uncommon workplace issues and examine practical, business-focused solutions that you can use immediately to solve those problems.

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A New Look at an Old Problem: Why Belonging is [Still] Best for Business

Liberty Ballroom D • 3:00pm - 4:00pm

Approved for 1 SHRM Professional Development Credit (PDC) & 1 Business HRCI Credit

Speaker:
Kristin Bakalar, *Talent Developer, Status Quo Disruptor, Workplace Innovator and Diversity Advocator*

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With diversity, equity and inclusion becoming a strategic priority for many organizations across the globe, shouldn't we expect to see significant advances in the representation and engagement of employees from marginalized groups, as well as a myriad of humble brags coming from PR and HR departments? But we're not! And despite the fact that ~85% of CEOs with a diversity strategy claim it has improved business performance, the majority of employees feel that DEI programming is just talk and no walk. Why? What are we missing about D&I?

Let's start with a simple question: what if the "I" in "D&I" stood for invitation? How would that change peoples' mindsets, behaviors, and relationships? How would that change the feelings of belonging? How would that change our recruiting strategy, our promotion criteria, and the ways we make decisions? In this session, we'll unearth some of the challenges around DEI programming, we'll discuss ways to change the nature of the relationships within the organization, and we'll explore how HR – as the gatekeepers to equitable opportunities – can push the agenda forward, and start winning the fight for justice. We'll move past programming and into policy, and we'll get beyond mindset-change and enact behavior-change.

CLOSING SESSION

Lift Others Up While You Climb

Liberty Ballroom BC • 4:15pm - 5:00pm

Approved for .5 SHRM Professional Development Credits (PDCs) & .5 HR (General) HRCI Credits

Speaker:

Amber Hikes, *Chief Equity and Inclusion Officer,* ACLU

It's up to all of us to create a more inclusive and diverse workplace. No matter where you are in your career journey, it's essential that you help others grow, even as you are growing yourself, says ACLU Chief Equity Officer Amber Hikes.

In this inspiring closing session, Amber will discuss the importance of growth, and the journey we need to take to the top. While we climb we also need to lift others. We need more diversity at the top, people sitting at the table, calling the shots. Each of us have a play in making this happen -together! Amber will lay out three ways we can help each other succeed -- and empower and advance those who historically have been left behind.

About Amber Hikes

Amber Hikes (she/her they/them) is a social justice advocate, community organizer, and unapologetically queer and Black. As the ACLU's first Chief Equity and Inclusion Officer, she provides vision, leadership, and direction for the ACLU's nationwide strategy to support equity, diversity, and inclusion (EDI) across all aspects of the organization's work and efforts. Amber serves as both the internal and external ambassador on the importance of EDI as a crucial cornerstone of the ACLU's culture of belonging.

Prior to joining the ACLU, Amber served as the Executive Director of the Philadelphia Mayor's Office of LGBTQ Affairs where she developed policy and served as the principal advisor to the Mayor on issues that affect the LGBTQ community. At the Mayor's Office, Hikes set her sights on fighting and advocating for the most impacted populations within the LGBTQ community – specifically youth, elders, immigrants, transgender people, and people of color. In her time leading the office, Amber advocated foranti-discrimination legislation at the municipal level, passed one of the nation's most trans-inclusive police policies and added black and brown stripes to the rainbow flag, prompting an international conversation about race and discrimination within the LGBTQ community.

Hikes has been recognized nationally by OUT Magazine as "Community Organizer of the Year" in the 2018 OUT 100 and by Business Equality Pride as one of the 40 LGBTQ Leaders Under 40. Hikes earned a Master's Degree in Social Work from the University of Pennsylvania and Psychology and English degrees from the University of Delaware.

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LETTER FROM THE PRESIDENT

Dear Attendees:

It is my very great honor to welcome you to the 2022 Philly SHRM Symposium. Ten years ago, we were gearing up to host the inaugural Philly SHRM Symposium in 2012. The goal was to hold a full-day educational conference focused on advancing the HR profession through both educational programs and personal connections. As we embark on our 11th conference, I am filled with a sense of pride when I think about how far we have come on our journey to becoming one of the premier events in the Delaware Valley for HR and business professionals. I am so grateful to the Philly SHRM Board and Symposium team for their tireless efforts in putting together what I know will be an unforgettable event.

I won't spend too much time waxing poetic about the past two years and how our chapter – and the world – was truly turned on its ear. What I will say is how proud I am that we met the unexpected challenges head-on and have truly shown the worth of the Human Resources profession in times of crisis and uncertainty. This Symposium is for you, my friends. It is an opportunity to invest in yourself – to connect, to engage, and to be inspired. We are so glad to have you here!

We have an amazing event planned for you, and I hope you will take every opportunity to immerse yourself in the experience of the day. Our keynote speaker, Cassandra Worthy, will take you on a journey to become enthusiastic about change and to find your unique power of resilience during turbulent times. After Cassandra gets you primed for a day of learning, you will choose your own adventure by hearing incredible content from any of our nine breakout session speakers. Be ready to walk away with tools, concepts, and ideas that you can immediately apply to your work (and in many instances – your life)!

I challenge you to take advantage of the day to network with the wonderful individuals around you. While one of the major benefits of the Symposium is to learn, it also provides the unique opportunity to engage with others and build a solid professional support system – an invaluable resource that you will benefit from long after the symposium is over. As the day nears the end, we will gather one final time to hear from our closing session speaker, Amber Hikes - ACLU's first Chief Equity and Inclusion Officer who is a social justice advocate, community organizer, and unapologetically queer and Black.

And of course, I can't thank our sponsors enough. There is no symposium without you, and the resources and services you provide every day are what keeps us moving forward and advancing as a profession. Thank you for you continued support, and I look forward to seeing and speaking with you throughout the day.

With that, I thank YOU for choosing to spend this time with us today! Buckle up – you are in for quite a ride!

THERESA VELYKIS, PHR, SHRM-CP
2022 Philly SHRM President

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NOTES

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Speaker presentations will be available at:

https://pshrmsymposium.com/2022-presentations/
Password: PSHRMS2022

CONFERENCE MAP

General Session
Liberty Ballroom BC (Main Level; button in elevator: BR)

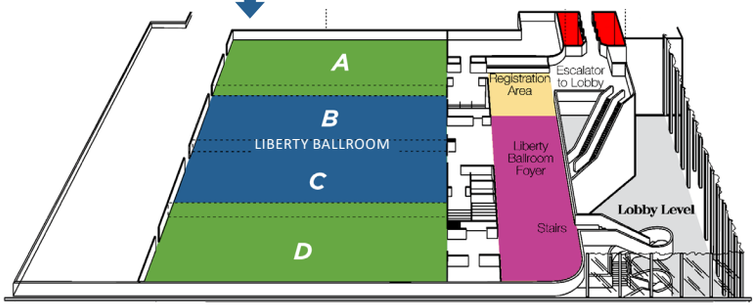
Registration
Liberty Ballroom Foyer (Main Level; button in elevator: BR)

Exhibitors
- Liberty Ballroom Foyer (Main Level; button in elevator: BR)

Breakout Sessions
- Liberty Ballroom A, BC, D (Main Level; button in elevator: BR)

Elevators

BR
Ballroom Level
Liberty Ballroom



EXHIBITOR MAP

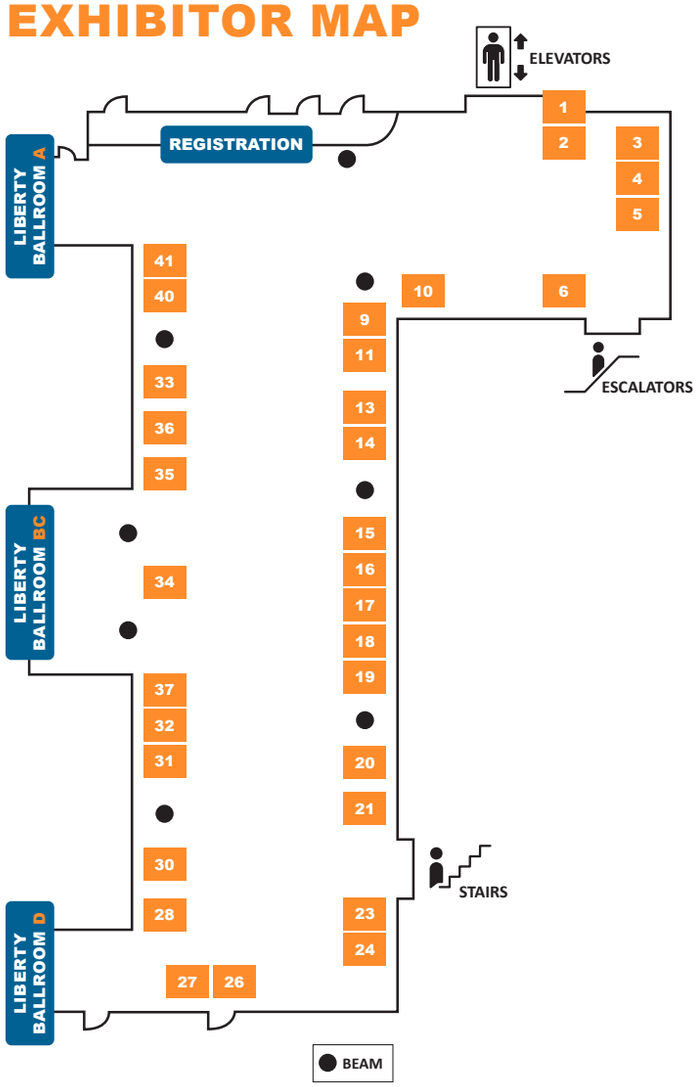


TABLE #	COMPANY NAME
1	SHRM
2	Philly SHRM
3	Massage at Work
4	Sarah Noll Wilson, Inc.
5	Graduate! Philadelphia
6	Philly SHRM Partnerships
10	StudioBE
9	Corporate Synergies
11	Innovative Benefit Planning
13	New York Life
14	AFR Furniture Rental
15	Gallagher
16	Juno Search Partners
17	Health Equity
18	Paycor
19	Exude, Inc.
20	Saint Joseph's University
21	NFP
23	True Fold Media - HEADSHOT OPPORTUNITY FOR $10!
24	
26	Awardco
27	Recovery Centers of America
28	HUB International
30	Peirce College
31	Phenom
32	OPEN
37	Villanova University
34	Incentive Services Inc.
35	Temple University
36	Contemporary Staffing Solutions
33	Benefit Resource
40	QuickConfirm
41	Neumann University

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www.phillyshrm.org

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