

Connecting the DOTS

Strategy, agility, and technology are key themes of the 2018 *HRO Today* Forum sessions.

By Marta Chmielowicz

HR leaders are facing sweeping changes across the entire business landscape. Constantly evolving technology and profound demographic shifts are disrupting the industry, changing workplace cultures, and revolutionizing the way work gets done. In today's talent market, transparency and agility are key—and in order to compete, business leaders must question even their most basic assumptions about what employees want. If they are to succeed, they must develop new approaches to attracting, retaining, and engaging top talent.

This pressure to redefine the role of HR is making connectivity more important than ever before. By sharing best practices and learning from each other's accomplishments, HR leaders can continue to drive the industry forward. *HRO Today* Forum attendees will have the opportunity to attend informative sessions, network with industry leaders, and engage in interactive discussions that dissect the top challenges and opportunities in the industry today. Here's a closer look at what's on the agenda.



HOT TOPIC Optimizing workforce performance

It's easy to say that organizations should hire the right people and encourage them to perform at their best, but actually making that happen is a whole other matter. Creating and implementing a sustainable strategy that maximizes employee engagement, performance, and productivity can be complex and challenging.

That is why this year's keynote speaker is a leading authority and bestselling author in the world of modern workplace performance. In her session, Dr. Beverly Kaye will share her expertise and give attendees the tools to grow a workplace that fosters greater commitment, fulfillment, and humanity.

Speaker: Dr. Beverly Kaye, founder and chairwoman, Career Systems International



HOT TOPIC Making HR more agile

Organizations are becoming increasingly agile in areas like technology, product development, manufacturing, and marketing, and now it's HR's turn to shine. Agile is beginning to transform how organizations hire, develop, and manage their employees, forcing HR to become more responsive to ongoing changes in organizational culture and employee satisfaction.

In his session "HR Goes Agile," Peter Cappelli will discuss how the concept of going agile has impacted—and will continue to impact—organizations' approach to HR.

Speaker: Peter Cappelli, director of the Center for Human Resources, The Wharton School



HOT TOPIC Drive corporate strategy as a CHRO

In the past few years, the role of HR has shifted from largely administrative to highly strategic. Armed with key insights into their employees' performance and

effectiveness, HR leaders have the knowledge, data, and expertise to align talent and culture with business strategy.

This year's chief human resources officer (CHRO) panel discussion will provide a valuable opportunity for attendees to interact with top leaders in HR and learn how they drive change in their organizations.

Speakers: Jim Hazboun, vice president, human resources, Hyundai Capital; Christine Esckilsen, chief human capital officer, Piper Jaffray; Roger Gaston, senior vice president, human resources, Gates Corporation; and Julie Fletcher, chief talent officer, AMN Healthcare, Inc.



HOT TOPIC Technology's impact on talent acquisition

From self-driving cars to smart home devices, artificial intelligence (AI) and machine automation have begun to infiltrate all aspects of everyday life—and now they're moving into the workplace as well. According to a recent CareerBuilder survey, 72 percent of employers believe that some roles within talent acquisition and human capital management will be completely automated in the next 10 years.

Aaron Matos' session "AI is Transforming the Candidate and Employee Experience" will delve into the role of machines and the workplace. Matos will discuss how intelligent AI tools can help solve HR's biggest challenges while improving candidate experience.

Speaker: Aaron Matos, founder and chief executive officer, PARADOX



HOT TOPIC Improving candidate and employee experience

Today's top talent demands a consumer-like experience throughout their entire employee lifecycle, but according to Engage2Excel's 2017 *Trendicators* survey, 42 percent of employees don't rate their overall recruitment and onboarding experience favorably. Faced with tough competition for qualified workers in a world where employees can share their experience at the click of a button, organizations can no longer afford to

neglect this aspect of the recruitment process.

In the session “From Process to Engagement—Transforming Your Candidate and New Hire Experience,” Darren Findley will share best practices to create a meaningful candidate experience and the latest research that can help organizations improve their ROI.

Speaker: Darren Findley, president of recruitment solutions, Engage2Excel



HOT TOPIC Activating leaders to drive growth

Organizations cannot create an attractive company culture and effective talent acquisition strategy without buy-in from the entire leadership team. But often, HR professionals struggle to communicate the strategic value of these initiatives. The session “Gaining True Buy-In: Fundamental TA Philosophies and Processes Around Which Stakeholders Rally” can help.

In this session, James Stronach will share techniques that business leaders can implement to effectively communicate HR strategies by aligning them with the foundational philosophies of the entire organization. Attendees will learn how to turn stakeholders into sponsors and even ambassadors through the power of three CS: clarity, credibility, and commitment.

Speaker: James Stronach, vice president of delivery and development, Broadleaf



HOT TOPIC Managing a blended workforce

The gig economy is on the rise and the workforce is becoming more diverse every year. According to research by Upwork, the U.S. contingent workforce now makes up 36 percent of the working population and the majority of workers in the U.S. will freelance within the next 10 years. However, many companies still have a siloed approach to managing labor that separates talent acquisition from talent management and the contingent workforce from the traditional.

In the plenary session “Is HR Ready to Manage a

Blended Workforce for Strategic Advantage?” Rebecca Blankenship will explore key strategies to bridging these silos and improving performance across all types of talent.

Speaker: Rebecca Blankenship, vice president of talent solutions, Impellam Group



HOT TOPIC Leveraging data to reduce costs

In a competitive job market where unemployment rates are low and talent pools are shrinking, recruiting top talent without driving up costs is a business priority. Technology and social media can provide the valuable data and analytics needed to target desired candidates in an effective and efficient way while also reducing cost per hire by over 60 percent.

Forum attendees will learn how digital data can be used to drive recruitment strategy in Lindsay Stanton’s “Reducing Cost Per Hire While Filling Jobs Fast” session.

Speaker: Lindsay Stanton, chief client officer, Digi-Me

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