



# In-Person C-TEN Meeting

*HRO Today Forum, North America*

JW Marriot Hill Country Resort

San Antonio, TX

*April 30, 2025*

# C-TEN Meeting Agenda

8:30-9:00 AM

Networking Breakfast

**9:00-10:00 AM**

***The CHRO Pivot: Staying Relevant, Resilient & Ready for What's Next - Jeff Bettinger, Chief Administrative Officer, Hudson RPO***

10:00-10:45 AM

*Shifting the Mindset from "Have To" to "Want To" -  
Group Discussion*

10:45-11:00 AM

Break

11:00 AM-12:00 PM

*Navigating the Paradox of HR - Kathleen Weslock, CHRO, Ansys*

12:00-12:30 PM

*Results of C-TEN Survey: Hybrid and Remote Work -  
Group Discussion*

12:30-1:00 PM

Lunch/Open Discussion

# *The CHRO Pivot: Staying Relevant, Resilient & Ready for What's Next*

## **Jeff Bettinger**

Chief Administrative Officer and  
CHRO

**HUDSON RPO**



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How can we overcome the challenge of employees not wanting to ***return to the office*** and how to shift that mindset?

# ***Making Employees Want to Return to the Office***

## 1. Understanding the Resistance (*Diagnosing the Why*)

- **What are the primary reasons employees prefer remote work over the office?**
- **Have we conducted surveys or focus groups to understand employee sentiments? What insights have emerged?**
- **Are there generational, functional, or role-based differences in office attendance preferences?**
- **How has the shift to remote/hybrid impacted engagement, collaboration, and company culture?**

# ***Making Employees Want to Return to the Office***

## 2. Reframing the Office Experience (*Shifting the Narrative*)

- **How can we reposition the office as a hub of collaboration, connection, and learning rather than just a place to work?**
- **What unique advantages does in-office work provide that remote work cannot? (E.g. mentorship, innovation, social connection)**
- **How can we create a sense of FOMO (“fear of missing out”) for those who do not come in?**
- **How can we ensure leadership models in-office engagement in a way that inspires rather than mandates?**

# ***Making Employees Want to Return to the Office***

## 3. Enhancing the In-Office Experience (*Making It Desirable & Valuable*)

- **Is our office designed to facilitate collaboration, flexibility, and engagement rather than rigid workspaces?**
- **Are there key in-person events, meetings, or experiences that employees genuinely value?**
- **How can we create intentional team-based or department-driven office days that feel organic and beneficial?**
- **What new offerings (networking events, executive access, wellness programs) could make the office more attractive?**

# ***Making Employees Want to Return to the Office***

## 4. Policy, Flexibility & Incentives (*Balancing Structure and Choice*)

- **Should we implement structured hybrid schedules (e.g., anchor days, team collaboration days) or keep it voluntary?**
- **Are we providing enough autonomy and flexibility to make in-office work feel like a choice rather than an obligation?**
- **Would incentives (learning opportunities, leadership exposure, free meals, social events) encourage in-office attendance?**
- **How do we balance performance expectations with workplace flexibility while maintaining engagement?**

# ***Making Employees Want to Return to the Office***

## 5. Measuring & Adapting (*Assessing Impact and Continuous Improvement*)

- **What metrics (attendance patterns, engagement surveys, productivity measures) should we track?**
- **How do we ensure our return-to-office strategy remains employee-centered and adaptable?**
- **How can we regularly gather and act on employee feedback to refine our approach?**
- **What does success look like for in-office engagement in the long run?**

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# ***Navigating the Paradox of HR:***

*The Balance Between Supporting the Business Objectives and Your HR Instincts to Support Employees*

## **Kathleen Weslock**

CHRO

**Ansys**



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