

Resilience Passion
Resourcefulness
Mentorship Positive
Relationships
Leaders Proactive
Opportunity
Communication
Diversity
Business
Understanding
Trust
Knowledge
Compliance
Strategic
Training
Culture
HR
Goals
Ethics
Flexibility
Empathy
Listening
Development
Courage
Education
Creativity

QUESTION # 1

HOW CAN PHRMA SUPPORT YOUR CONTINUED EDUCATION NEEDS?

- ❖ Centralized location for certification communication
- ❖ Alternative formats for certification credits
 - Webinars
 - Meetings
 - Podcasts
 - Video conferencing
 - On demand
 - Etc.
- ❖ More strategic credit opportunities
- ❖ More technical information on how to get certified
- ❖ Mentors to guide career development related to certification
- ❖ Re-certification
 - Make it easier to get re-certification credits
 - Pre-approval for SIGs
 - Staff to help
 - Credits for volunteering
 - Breakfast & lunch, etc.
 - Webinars
- ❖ PHRMA needs to devote time and resources to help explain how SHRM certifies us. HRCI – is there opportunity to push back?
- ❖ Build brand awareness of certifications locally
- ❖ Create a better roadmap to certification (how to)
- ❖ Advocate for our members
- ❖ Explain what is changing and what is not (cert. system)
- ❖ Dynamic information (not “canned”)
- ❖ Access to prep materials and activities
 - More alternatives
- ❖ Continue to support HRCI as well as SHRM cert. process
- ❖ Support changing and diverse learning needs
 - Alternative delivery systems
- ❖ Put page on website where members can ask questions and go for answers
 - Link to SHRM from PHRMA website or link from SHRM to PHRMA
- ❖ For those who cannot attend, webinars that do not cannibalize the actual event
- ❖ Expand SIGs
- ❖ Best practices (SIG)
 - Wellness
- ❖ Keep members updated on upcoming changes
- ❖ Clarify which certification you should get

- How to navigate between both
- ❖ Mentoring
- ❖ Educational HRCI/SHRM cert. changes as they unfold
 - Minimize the confusion
- ❖ Offering credit for both HRCI and SHRM
- ❖ Does PHRMA go their own direction?
- ❖ Finance for HR
- ❖ Align offerings to meet both organizations requirements
- ❖ Support changing learning needs, priorities, advocacy
- ❖ Education on new tests
 - Pros
 - Cons
- ❖ Prep classes
- ❖ Practice testing
- ❖ Networking
 - Break into specialty or specific topic
- ❖ Library for study guide books
- ❖ Alternative pathways to certification that honor real world experience
- ❖ Study group
- ❖ Multiple opportunities for re-certification
 - Different times throughout the day
 - Morning
 - Lunch
 - After work
 - Happy hour
- ❖ Online tools and network
 - Training
 - Lunch & Breakfast
 - Same day and same topic (record these)
- ❖ Menu of topics by level of experience
 - Entry
 - Mid-level
 - Senior
- ❖ Best MBA program
 - Which degrees provide value to seasoned professionals
- ❖ Fresh topics and presenters
 - Out of state
 - More presenters
 - HR panels that are well managed
- ❖ Do we need an HR Organization Coordinator within PHRMA?
 - Paid?

QUESTION #2

WHAT TOOLS, RESOURCES AND SUPPORT COULD PHRMA INCORPORATE TO ADD MORE VALUE TO YOUR MEMBERSHIP?

- ❖ Volunteer opportunities for employee
 - Labor relations
 - Mentoring options
 - Networking for younger HR professionals
- ❖ Implementation of support trainings
- ❖ Strategic topics
 - Marketing
 - Accounting
 - Bring your own CEO
- ❖ Legal information
- ❖ SIG wellness and work life balance
- ❖ More interactive sessions
- ❖ SHRM speed networking
- ❖ More established mentoring program
 - More information regarding mentoring program
 - Better SIG topics
 - Formal presentation for HRCI credit
- ❖ Online networking groups
 - New/updated social networking tools: members can post; board admin.
 - Jive
 - Jammer
 - Facebook
 - Linked In (more robust presence)
- ❖ Programs that could include CEO/CFO educational content
- ❖ Revitalize SIG
 - Topics?
 - Active groups
 - Blog/on-line sharing
 - Message board
- ❖ More breakfast and lunch work sessions
- ❖ After work socials
 - Happy hour
 - Book club
- ❖ Field trips by industry
- ❖ Creating positive culture at work
- ❖ HR for non-profit/public organization

- ❖ Local recognition awards

- Emerging leaders
- ❖ Sharing with other professionals
- ❖ Online training programs
 - Webinar
 - Podcast
 - Individual
 - New technology
- ❖ Research
 - Brain development
 - Innovation
 - Motivation
- ❖ Key partnerships
 - Help members better connect
 - ASTD
 - OODN
 - PMI
- ❖ Member directory
- ❖ PHRMA be mentor for organizational change
- ❖ More networking and discussion time at lunches (connecting people)
- ❖ Board specific to areas
 - Jobs
 - Q & A
 - Messages
- ❖ Find ways to help "Buried" members
- ❖ PHRMA should be organic
- ❖ New member "Buddy"
- ❖ Bios for board members
- ❖ Mentorships
- ❖ Newsletter
 - SME & member profile
 - Content from SME
 - Content – appropriate for where you are in your career and level of responsibility
- ❖ Respite
 - Fun
 - Entertaining
 - Educational
- ❖ Message boards
- ❖ Weekly topic webinars
 - Hot topic
 - "Check-in"
- ❖ Learning/Technology Committee
 - Blended learning approach for members
- ❖ New web-site orientation/training

- Luncheon (before or after)
- Website links
 - Local
 - Resources
 - Providers
 - Forums
- ❖ Delivery of tools, resources & support
 - Local: desired by the end user
 - In person
 - Video stream
 - Wiki
 - Online templates
 - Interactive
- ❖ Smaller groups
 - Peers
 - Industry
 - Vendors
 - Providers
- ❖ Joint events with other SHRM chapters and associations
- ❖ SIG by industry or company size
- ❖ Dynamic meeting & less lecture
 - Organize by size
- ❖ Resource center

Firmwide:128105246.1 999999.6348

QUESTION # 3

WHAT WILL DIFFERENTIATE THE BEST HR PEOPLE IN THE FIELD IN 2014 – AND GOING FORWARD?

- ❖ Training development and communication
 - Building trust and rapport
 - Building positive company cultures
 - Facilitation skills
- ❖ Development of ethics and culture
 - How to re-humanize
 - Provide format for sharing experiences
 - Determine best practices
 - Discriminate
 - Employee relations
- ❖ Continual Training
 - Experiential training
 - Start planning
 - Legal
 - Leadership
 - Consultant skills
 - Business partner in organization
- ❖ Understand the mission and vision of your business and how HR is involved
- ❖ Simplify the complex
- ❖ Strategic planning – techniques and methods
- ❖ Have the courage to speak up, give feedback, not just “yes” people
- ❖ Staff to manage educational initiatives
- ❖ Interactive lunches (PHRMA lunch)
- ❖ Broadening business education
 - Finance
 - Technology
 - Strategic
 - Understanding
 - C Suite
 - Shareholders
 - International
- ❖ Mentorship
- ❖ Relationship building activities
- ❖ Post-activity relationship building opportunities
- ❖ Measurable accomplishments and experience and the resulting dynamic
 - Employee development
 - We are business partners

- Recruiting and retaining the best employees
- Employee wellness
- ❖ Legal
 - Complying messages
 - Usage analysis
 - Sexual harassment
 - Labor issues
- ❖ Diversity and Inclusive
- ❖ Knowing multi-generations
- ❖ Follow through
- ❖ Business acumen
- ❖ Coaching managers
 - Do the right thing
 - Supportive
 - How to do well
- ❖ Great communicators
 - Understanding different people want different things
 - Bridge between employer, business, employee and people
 - Sharing information
 - Compelling messages for workforce
- ❖ Start planning
 - Helping employees become prepared to become future leaders as workforce retires
- ❖ Stay current and up to date
- ❖ Ability to build business relations built on trust
- ❖ Understanding the bottom line
 - Measure the results
- ❖ Mapping out the future
 - Connecting individual roles
 - Help the larger organization
 - How does my talent help the organization
- ❖ Ability to find patterns and make meaning out of chaos
- ❖ Integrate heart and head
- ❖ New world of work
 - International
 - Collaborative
- ❖ Shift from HR thinking to business thinking
- ❖ Technology savvy
- ❖ Risk takers – More please!
- ❖ Mentoring
 - Direction
 - Relationships
 - Breakdowns
 - Information

- ❖ Triple bottom line
 - People
 - Planet
 - Profit
- ❖ Ability to inspire
- ❖ Collaborative strategic thinkers
- ❖ Resource for employees and managers
- ❖ Strategic leadership
- ❖ Creative thinking
- ❖ Long term perspective
- ❖ Labor relations in non-union environment
- ❖ Leaders' ability to lead and not necessarily manage
- ❖ Ability to identify, communicate and facilitate key performance indicators (KPIs)
- ❖ Influence
- ❖ Soft skills
- ❖ Ethics and morals
- ❖ Ability to manage change
- ❖ Retain "short term" generations
- ❖ Shape and nurture positive corporate cultures
- ❖ Be a partner for and drive performance improvement initiatives
- ❖ Understand and use effective metrics
- ❖ Increase workplace diversity – especially languages
- ❖ Thrive and accept an HR outsource culture
- ❖ Ability to facilitate forward progress on business initiatives

Firmwide:128096423.1 999999.6348

QUESTION #4

WHAT TOOLS, RESOURCES & SUPPORT FROM PHRMA ARE NECESSARY TO PROMOTE PHYSICAL, EMOTIONAL & SOCIAL WELL-BEING TO CREATE POSITIVE WORKPLACES?

- ❖ Social activities
 - Book club
 - Wine tasting
 - Outdoor
 - 5K
 - Walking club
 - Social events
- ❖ Activities/Meetings at different times (not only luncheons)
- ❖ Social media networking
 - Enhanced member profile
 - Videos to see where we work, live & thrive
 - More active in network platforms such as Linked In
- ❖ A day in the life
 - Field trips
 - Virtual visits to other workplaces
- ❖ Community service opportunities (various types)
- ❖ More interactive chapter meetings
- ❖ Innovation
 - Get out of comfort zone
 - Events
 - Topics
 - Speakers
- ❖ Informal networking/social
 - New member orientations
- ❖ Refresher for all members
- ❖ Mentorship opportunities
 - Database to sign up for mentor or mentee
- ❖ EAP for HR professionals
 - Civic contributions
 - Beach/Park clean-up
 - Wellness, physical and emotional
- ❖ How does HR support the organizations enterprise strategy?
 - Shift focus of org. success from top down to bottom up
 - Connect business principles to HR implications, strategy, etc.
 - Invite non HR managers to PHRMA meeting and events
 - Build trust cultures through guidance and training

- Volunteer events
 - Runs
 - Walks
 - Yoga in the park
 - Other
- ❖ Support for HR professionals dealing with potentially unstable employee or employer
- ❖ Personal investment in each other
- ❖ Introduce new ideas & trends
- ❖ Mini-sessions v. one big presentation
- ❖ Show & tell
- ❖ Speed networking for members
 - Leverage skills
 - Knowledge of existing members
- ❖ Longer periods of time to network
- ❖ Morale booster list on PHRMA
- ❖ Wellness presentation forum
 - Open panel
 - Interactive
 - Shared knowledge
- ❖ Create more topics on relationships between HR and corporate goals
- ❖ Industry focus
- ❖ Manage change
- ❖ Build awareness of HR field and the value of the organization
 - Provide tools & “know how” to members
 - General PR
- ❖ “Teach us” the language of business leaders
 - Tie HR work to business outcomes
- ❖ Crusade for revitalization
- ❖ Keep HR professionals engaged
 - Events that provide new tools to professionals to take back to their workplaces
- ❖ Resource website to pull up information from meetings, one pagers and templates

Firmwide:128121832.1 999999.6348