

2021 Strategic Leadership Conference Session Summaries

Wednesday, October 20

The Leader You Want to Be: Feeding & Inner-gizing Your Best Self

Speaker: Amy Jen Su, Author/Managing Partner & Co-Founder, Paravis Partners

Summary: As HR professionals, you have led, made a difference, and accomplished so many things. As you have guided your organization through an on-going global pandemic, this is the perfect time in your journey to ask questions such as: Who is the leader and professional you want to be now? What is the ripple effect you want to have next? How will you continue to lead authentically?

In this session, executive coach and best-selling author, Amy Jen Su will share important concepts and tools from her HBR Press book, *The Leader You Want to Be: Five Essential Principles for Bringing Out Your Best Self Every Day*.

The session will provide participants an opportunity to reflect on how to nourish and *inner-gize* your best self as you continue to make a continued impact on your organizations and communities within an increasingly complex world.

ROI – Return on Innergized Employees

Speaker: LaCinda Glover, Senior Principal, Mercer

Summary: Employee experience is the intersection of an employee's expectations, the environment and events that shape their journey within the organization. It differentiates an employer and creates an emotional connection that spurs performance and commitment. In fact, companies that exceed their performance goals are 3x more likely to have employee experience as a core part of their people strategy. A big component of that experience is total rewards, but it's time to reinvent. Future-looking total rewards strategies are inclusive of all employees at all life stages. They are informed by external market pressures but designed based on the unique needs and expectations of one's employee population. The goal isn't to continually add new offerings, it's to curate an experience that harnesses and builds off the power of the programs already in place today.

See Sweet Rewards: When HR Leaders Impact C-Suite Decisions

Panel: Ron Carey, Founder/CEO, Tilt Creative & Production; Eva Hartmann, Chief Human Resources Officer, Schnabel Engineering; Mark Johnson, CEO, BetterMed Urgent Care

Summary: During this panel discussion, executive business leaders from the Richmond region will discuss the deployment of HR leaders' skills during this last year and its impact on the future of work within their organizations. Ron, Eva, and Mark will: identify HR-led strategies and expertise that moved their organizations through a global pandemic, examine lessons learned throughout 2020 and 2021 during the COVID-19 pandemic and what business growth has taken place as a result, and discuss strategic initiatives that will move companies forward in the new workplace

The Leader You Want to Be: Feeding & Inner-gizing Your Best Self

Speaker: Michael Farley, Founder, Proper Walk and Retired CEO, Elk Hill

Summary: Michael Farley has spent the past 40 years living his life's personal mission of Doing Good and Having Fun! From his early days of living in a mud hut while serving with the Peace Corps in Kenya to leading Elk Hill - a nonprofit human services organization - for 21 years, he has always strived to have a positive impact on the world and enjoy doing it. During this session, Michael will outline how the phenomenon of values-based leadership can positively impact an organization's performance.

Thursday, October 21

Won't You Be My Manager

Speaker: Alison French, Managing Director, Alto Solutions, LLC and Stephanie Hubka, Managing Partner, Protos Learning, LLC

Summary: The name Mr. Rogers is synonymous with learning. Millions of people grew up watching the TV show "Mr. Rogers' Neighborhood," delighting in how its gentle host used stories, dialogue, interaction, and kindness to inspire children and adults alike to change the world. Mr. Rogers employed simple yet powerful techniques to create memorable lessons that have stayed with people for generations. There are some remarkable parallels between his goals and those shared by managers at all levels as they set goals, adapt to changes, and support their people and organizations along the way. After all, truly effective managers know teams and companies thrive when people are encouraged, challenged, and—most importantly—treated with kindness.

Won't You Be My Manager looks at the messages and wisdom Mr. Rogers shared and provides ideas and tips to help you use his lessons to elevate your own leadership and management practices. By exploring Mr. Rogers' work and legacy, you will be able to adapt and integrate these strategies into your own work as you strive to build professional environments that bring the best of out of people— and yourself.

Inner-gizing your Company's Intrapreneurs

Speaker: Andre Thornton, CEO, Whitman Consulting

Summary: Companies today are looking for innovation to adapt their businesses to a post-COVID environment while also striving to improve inclusion and belonging for all employees. An ***Intrapreneur*** approaches their career with an entrepreneurial mindset. By incorporating characteristics of an entrepreneur, an Intrapreneur capitalizes on opportunities within the organization to achieve high levels of engagement that accelerate growth. Participants will learn how to leverage a growth mindset in a time of change, develop and adopt a Personal Value Proposition, and identify how to build and utilize Relationship Capital within an organization and beyond.

Building Social Capital as a Second Chance Employer

Speakers: Dr. Sarah Scarbrough, Founder & Director, REAL LIFE and Brandon Chrostowski, Founder, EDWINS Leadership & Restaurant Group

Summary: Organizations across the country are finding it hard to find the talent they need. At the same time, unemployment for formerly incarcerated individuals is disproportionately high. 70 million Americans - one in three adults - have a criminal record. Hundreds of thousands of people are released from our prisons each year and a year later, 75% of them remain unemployed. This has led to a recidivism rate of well over 50% within 3 years of release.

Research confirms that hiring people with a criminal conviction is smart business. Retention rates are higher, turnover is lower, and employees with criminal records are more loyal. By expanding the hiring pool to include people with criminal histories, companies can improve their bottom line, reduce recidivism and incarceration costs, and avoid discriminatory practices.

This session brings together two inspirational leaders - Brandon Chrostowski, the Founder & CEO of EDWINS Leadership & Restaurant Group in Cleveland, Ohio and Dr. Sarah Scarbrough, the Director & Founder of REAL LIFE in Richmond, Virginia – to share their insights and walk participants through their processes for educating the formerly incarcerated while also assisting them with proactive wraparound services. They will share why organizations should be hiring from this population and how organizations can help these employees to thrive. They will share the challenges that can come into play, as well as their advice for how organizations can create programs that provide the support these returning citizens need to be successful, thus leading to advancement and economic opportunity for these employees, while also benefiting your business.