AFFILIATE OF SHRM
SOCIETY FOR HUMAN RESOURCE MANAGEMENT

TOP SECRET

HR CHANGE AGENT TRAINING

2019 PA SHRM VOLUNTEER LEADERSHIP CONFERENCE

MISSION:
OBTAIN MARKETING TACTICS
TO MAXIMIZE MEMBERSHIP
RECRUITMENT AND ENGAGEMENT

HERE ARE YOUR TASKS, IF YOU CHOOSE TO ACCEPT YOUR MISSION.

7:30-8:00	Registration
8:00-8:I5	Opening Remarks
8:I5-9:30	Opening Keynote by Judson Laipply
9:45-9:55	Find Your (Secret) Change Agent Identity
9:55-I0:55	The Secret Weapon of HR Change Agents
I0:55-II:35	The Marketing Tactic Every HR Change Agent Needs
II:35-I2:20	Using Assets to Gather Intelligence & Improve Your Operation
I2:20-2:00	Lunch & SHRM Update
2:I0-2:55	What to Do if Your Mission is Compromised
3:05-3:45	Mission Ready: Taking it Back to the Chapter
3:45-4:00	Closing Remarks

AGENT JUDSON LAIPPLY

KEYNOTE SPEAKER

The world's first YouTube Celebrity, Inspirational Comedian™ and keynote speaker, Judson Laipply has been educating and entertaining audiences all over the world. His shows are funny and reverent, inspiring and comical, casual and poignant, and audiences are left feeling energized and inspired. Judson is a performer and speaker whose practical take home messages resonate with a wide range of audiences around the globe. Whether it's serving as an Emcee, being an opening keynote, performing a full Comedy show, presenting a half or full day training, or many of the other various things he does, you can bet that Judson will bring the energy, education, excitement, and engagement.

AGENT CLAUDIA PENNINGTON

THE TRAINER

Claudia Pennington is CEO of DIY Marketing, a marketing consulting and training firm based in Lancaster, PA that teaches small business owners and entrepreneurs how to make sound financial decisions that generate a demonstrable return on investment for their marketing dollars. An analytics and SEO guru wIth more than a decade of experience, she leads a team that provides end-to-end support for organizations in the creation and execution of lead-generating marketing campaigns.

THANKS
FOR BEING A
VOLUNTEER
SUPERSTAR!

PERFECTION IS CONSTANT CHANGE.

Socrates

LIFE IS CHANGE WITH AGENT LAIPPLY

Socrates once said, "Perfection is constant change." Life is change. Day in and day out the thing that remains constant is change. Judson combines laughter inducing stories with thought-provoking ideas to drive home the point that we are in the constant presence of change.

His stories, personal experiences, crowd participation, high energy, and laughter help people recognize how to let go of the things out of their control, and focus their energies on things they can change. Judson's finale, The Evolution Of Dance will leave your audience with an unforgettable message, one which will remind each participant that "Life is Change," and that they have the ultimate control over the outcome.

FIND YOUR SECRET CHANGE AGENT IDENTITY WITH AGENT SMELTZER

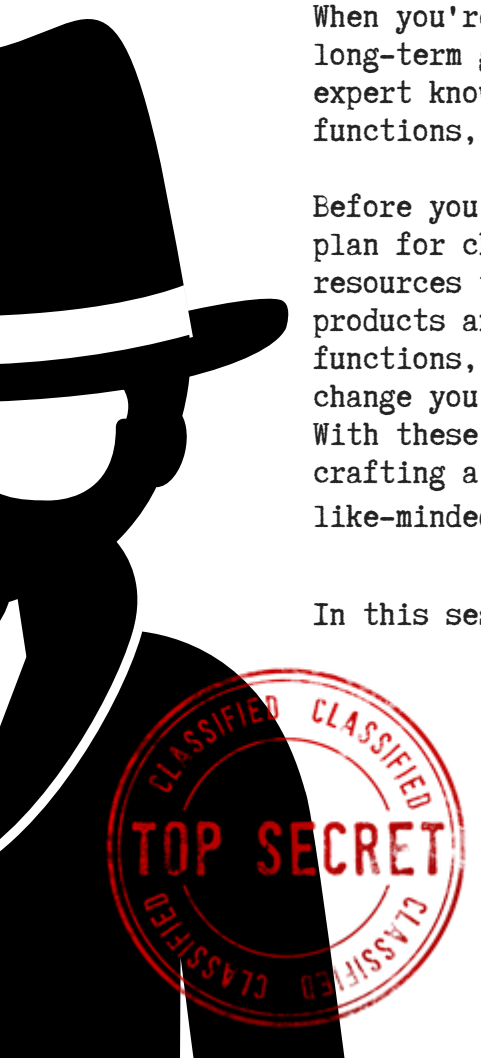
Take a moment to meet the other Agents in the room during this awesome networking icebreaker where we discover your Secret Change Agent identity.

THE SECRET WEAPON OF HR CHANGE AGENTS WITH AGENT PENNINGTON

Marketing is about your story, your "why" for why you do the work you do. Why does your local chapter exist? Why do you support your local chapter? Why does your employer exist? Why did you decide to work for your employer?

Outlining your "perfect" (i.e. target) customer/member who will buy into your “why” so that you attract like-minded professionals who believe in supporting the mission you believe in.

When you're clear on your "why," you can gather intelligence you need relative to the economic, social, and technological trends that could impact the change you seek to bring to your chapter or to your employer.



When you're clear on your "why," you can set the strategic direction, long-term goals, and then create a plan for change in which you apply your expert knowledge to your chapter's or your employer's business operations, functions, products and services.

Before you can foster change and attract new stakeholders, you'll need a plan for change. You'll need to leverage organizational and external resources to understand your chapter’s business operations, functions, products and services so that you can determine those operations, functions, products, and services you intend to keep that align with the change you have in mind and those that you want to eliminate that do not. With these resources in mind and a clear understanding of your "why," crafting a strategic plan for change with a goal of recruiting new like-minded professionals becomes easy.

In this session, we will discover your powerful why.

THE MARKETING TACTIC EVERY HR CHANGE AGENT NEEDS WITH AGENT PENNINGTON

If you want to keep current stakeholders engaged while attracting new stakeholders, there is one thing you must do above all else: foster a sense of community.

Using the fundamentals of social media marketing, you can turn like-minded change agents into a group of stakeholders who believe so strongly in your "why" that they can't wait to share what's on the horizon with other potential members (or employees).

Fostering a sense of community bodes well for keeping current members engaged in your chapter, engaged in the change you seek to foster, and engaged in your chapter's recruitment plan.

Fostering a sense of community at the chapter level can serve as "best practice" for your ability to make change happen with your respective employers' retention and recruitment plans.

In many organizations, keeping stakeholders on the same page and engaged throughout a process of change can be difficult, which demonstrates probably the most common challenge (and opportunity): communication.

Examining your chapter's or your employer's problems and opportunities in terms of keeping current stakeholders engaged and communicating via social media channels in between chapter meetings will help maintain progress on the path to change while also maximizing the return on investment that your members are making. Social media channels represent some of the best opportunities for improving communication in an organization, which has the added benefit of improving long-term return on investment.

Engaged stakeholders will align with the strategic direction and long-term goals you've outlined for your overall goals and objectives when they clearly understand and buy into your "why" and you stay in constant communication with them throughout the process.

USING ASSETS TO GATHER INTELLIGENCE & IMPROVE YOUR OPERATION WITH AGENT PENNINGTON

If you want to keep current members or employees engaged and working on the path to change, you have to keep track of your assets, especially data that tells you how engaged your members are and what's of interest to them. You can use this information to create culturally relevant assets that speak to the needs and desires of new members or employees, which helps improve your return on investment and maximize your budget.

Likewise, you need to do the same if you want to attract new talent, especially focusing on data that tells you what's important to new stakeholders.
When you examine organizational problems and opportunities in terms of data, you can use this information to create solutions to problems. And, you can use data to build on those opportunities that align with the strategy for change you're working on.

Data is also a tool to help determine the budget and resource requirements of the change initiatives, including recruitment efforts. When you look at data and your budget, you can see where you are spending time and money efficiently to maximize return on investment. You will also see where money and time could be reallocated, especially to acquire HRIS and other business technologies that will assist in addressing any problems encountered and meet the needs of the change you seek to foster.

WHAT TO DO IF YOUR MISSION IS COMPROMISED WITH AGENT PENNINGTON

How do you keep current members or employees engaged when change is imminent? How do you recruit new members or employees to help make progress on change? Keeping everyone engaged in the process of change can be a struggle if everyone isn't on board with your "why."

It's important to use organizational and external resources to stay on top of political, economic, social, and technological trends that influence the organization and can potentially influence your ability to make progress on the change you seek to foster. This is particularly true when it comes time to apply the material you learn in this session to your chapter or your employer's strategy for change.

Understanding the labor market when developing a strategy to manage and compete for members or employees is necessary, whether the labor market is soft or strong. Through the application of the principles of marketing, economics, and technology to your internal programming and practices, you'll ensure that your chapter or your employer is responsive to the change demands impacting your region.

MISSION READY TAKING IT BACK TO THE CHAPTER WITH AGENT PENNINGTON

How do you balance all other responsibilities while working to foster change? How do you make consistent progress on your marketing campaign when "fires" divert your attention? Staying committed to being a change agent when encountering resistance is a challenge.

This is why it's important that every decision you make aligns with your organization's strategic direction and goals. You need to define and communicate this strategy for change for every member of your organization so that they understand the goals you want to accomplish with this change. And, when you encounter challenges that could impact your results, you'll have support from others internally to help strategize.

Thinking of change as a system by which you create goals, create a plan for how you want to achieve those goals, gather data that helps you measure progress on these goals, and then use data to drive decision-making makes change less nebulous for wary current members so that they are increasingly likely to buy into change. When stakeholders see how efficiently the system works for recruitment and retention efforts, it becomes obvious that the chapter's focus on systems-based thinking can be translated to the organizations/businesses where your members work.