



NAVIGATING THE FUTURE

March 14, 2014
2014 Northern Ohio
Human Resource Conference
I-X Center
Cleveland, Ohio



Welcome Letter



A Special Invitation to HR Professionals in Ohio and Beyond!

Please join us for the 48th annual Northern Ohio Human Resource Conference (NOHRC) – Navigating the Future – brought to you by Cleveland SHRM

This one day conference is designed specifically for human resource professionals and is focused on providing education and professional development on current trends within the HR profession, networking opportunities with peers, and the opportunity to interact with over 100 vendors showcasing the latest in HR technology and services.

Cleveland's most engaging HR Conference, NOHRC 2014, offers some of the best speakers from around the country, including Stuart Crabb from Facebook, Jason Lauritsen and Joe Gerstandt from Talent Anarchy, Sharlyn Lauby from the HR Bartender blog, and many others.

NOHRC 2014 is open to all HR professionals in need of an affordable, dynamic conference that will help them gain the knowledge needed to succeed in the HR profession, as well as offering HRCI credits. Your whole team will come back to work energized and will want to implement what they learned by attending NOHRC 2014 – Navigating the Future.

- **Enjoy Networking** – Opportunities with 800+ HR professionals, speakers and exhibitors.
- **Earn Recertification Credits** – Earn HRCI credits for PHR and SPHR recertification – including those hard-to-get strategic management credits! Note: Our program is currently under review by HRCI for recertification credits. We'll update the website when the number of credits has been confirmed.

- **Learn from Incredible Speakers** – Listen and learn from expert speakers brought to you from around the country. Visit our website www.nohrc.org for a complete schedule.
- **Browse and Relax in our Exhibit Hall** – Want to keep up to date on the hottest HR technology products and services? We'll have over 100 exhibitors for you to visit.
- **Visit the Bookstore** – Staffed by Horizontal Books. Shop for books, CDs and other materials. We'll also be hosting speaker book signings in the bookstore.
- **Participate in "NOHRC Gives Back"** – Annually NOHRC supports a local organization and this year The Hospice of Western Reserve is partnering with NOHRC. Read more about this terrific organization below.
- **Have Fun and Network at our After Hours Social Event** – It wouldn't be NOHRC if we didn't have our "After Hours Social" generously sponsored by Alliance Solutions Group.

Jeri Johansen
Conference Chair

Jacki Thrasher
Co-Chair



Hospice of the Western Reserve is a community-based, non-profit agency dedicated to the belief that no one who has a serious illness should die alone, afraid or in pain, and that dying people of all ages have a right to hospice care.

Hospice and palliative care is a philosophy that includes pain management and symptom control for the patient, and emotional and spiritual support for patient and family.

Since 1978, Hospice of the Western Reserve has been providing care to patients and families wherever they live—at home, hospital, assisted living or long-term care facility. Patients with no caregiver or whose family cannot care for them at home, may stay in one of our care settings.

It is Our Care Promise to provide comfort care to seriously ill people regardless of their ability to pay, and a Financial Resource Advocate can help patients and families discuss financial options. Hospice of the Western Reserve is a Medicare/Medicaid-certified hospice program, offering a comprehensive hospice benefit.

Hospice of the Western Reserve will be at NOHRC and able to take cash donations to support this worthy agency.

Schedule of Events

7:00 - 8:00 AM	Registration and Continental Breakfast	
8:00 - 9:15 AM	Opening Keynote Joe Gerstandt and Jason Lauritsen	Un-Management: Confronting the Inconvenient Truth about Innovation
9:15 - 10:00 AM	Visit the Exhibit Hall	
10:00 - 11:00 AM	Concurrent Sessions Dan Toussant and Katherine Burik	Stop Wandering: Recruit with a Map and Plan
	Ron Raque	Leading in the Human Age: How Talent Mobility Can Drive Engagement and Organizational Performance
	Ted Moss	What's Your Password? The Pros and Cons of Social Media Background Checks
	Cindy Bowman	Health Care Reform Today & Tomorrow
	Mindy Chapman	24/7/365: When Aren't You HR? Managing Liability Through Managers, Supervisors & Executives
	Michael A. Couch	Living Your Corporate Mission Vision and Values: HR's Role in Successful Strategy Deployment
11:15 - 1:15 PM	Luncheon Keynote Stuart Crabb	The Changing Face of Work
1:15 - 2:00 PM	Visit the Exhibit Hall	
2:00 - 3:00 PM	Concurrent Sessions Joe Gerstandt	Diversity+Inclusion=Innovation: Putting Diversity of Thought to Work
	Don Everett	If Values Matter, Shouldn't You Measure Them?
	Sharlyn Lauby	Leveraging Social Media for Business Performance and Growth
	Jason Lauritsen	Power and Politics in the Organization: Understanding the Game
	Garcia Glover	Learning Organizations: The Future for Engagement. Retention. Results
	Jo Anne Rioli Moeller	Total Rewards After The Affordable Care Act
3:00 - 3:30 PM	Visit the Exhibit Hall/Break	
3:30 - 4:30 PM	Concurrent Sessions Sharlyn Lauby	Leveraging Social Media for Business Performance and Growth (Repeat Session)
	Steve Browne	And Now for HR Completely Different!!
	Sara Christiansen	Performance Management 180: Maximizing The Return On Your Human Capital Investments
	Diane Govern	Five Steps for Aligning Human Resources to Organizational Strategy
	Robert M. Hall	Understanding the Neuroscience of Organizational Change: The New Language for Human Resources
	Jo Anne Rioli Moeller	Total Rewards After The Affordable Care Act (Repeat Session)
4:30 - 5:00 PM	Prize Drawings - Exhibit Hall	



Our Platinum Sponsors



Opening Keynote



Talent Anarchy:
Joe Gerstandt and
Jason Lauritsen

Un-Management: Confronting the Inconvenient Truth about Innovation

Your organization is probably talking about innovation. You may even be investing in programs and initiatives with the aim to create more innovation. There is no doubt regarding its importance. Innovation is survival. But, is it actually happening?

In this provocative keynote, you will gain a deeper understanding of innovation and discover many common misconceptions about how it works. You will confront the inconvenient truth that much of modern management practice is anti-innovation and that innovation begins with culture. You will learn that leading successfully in an environment of constant change that demands innovation requires new thinking and a different approach.

Concurrent Session-AM



**Don Toussant and
Katherine Burik
(Not pictured)**

Stop Wandering: Recruit with a Map and Plan

It is easier than ever to find passive and active candidates. You would think this buyer's market would be great for talent acquisition. However both business and candidates report dissatisfaction.

Leaders still see talent and leadership shortages. Turnover, especially first year turnover, is going up. Current workers are looking for jobs at unprecedented rates. Candidates still report frustration with the job search process.

This presents a conundrum on all sides. Human resource professionals are right in the middle. We often coordinate recruiting and provide training for hiring managers. Candidates interacting with human resources draw conclusions about the company that undermine branding efforts. Something is amiss.

Both candidates and companies are having trouble finding the right matches because they go at the process in a haphazard manner. Unless and until we stop wandering and recruit with a map and plan the mismatch will continue costing companies and candidates time, effort, and money.

Both constituents need a plan - a talent search marketing plan. This presentation challenges the participant to get back to basics with a plan. This session explores how better planning will help both parties make a better match.



Ron Raque

Leading in the Human Age: How Talent Mobility Can Drive Engagement Organizational Performance

One in three executives cite a shortage of talent at all levels as their most pressing HR concern. Further, 28% say they are challenged with a lack of future leaders in their organizations. Operating in the Human Age is creating a climate of unpredictability, complexity and reduced flexibility for many organizations as they struggle to embrace the complexities of economic, political and social challenges. These challenges are forcing organizations to take new approaches to develop, mobilize and engage their talent. This requires having a clear understanding of your talent pool and thinking differently about on how to continuously develop your bench strength and talent pipeline.

This session is designed to demonstrate how talent mobility can play a role in an organization's talent management strategy to drive engagement and organizational performance. We will share strategies that have proven to be successful in delivering measurable results and provide action steps for building a talent mobility strategy that is innovative yet pragmatic.



Ted Moss

What's Your Password? The Pros and Cons of Social Media Background Checks

It's estimated that over 85% of businesses utilize social media to attract and recruit job candidates. There is also a growing trend among employers to check out the social media profiles of potential employees.

Learn how to protect employee and job applicant rights, as well as best practices to avoid legal risk. Find out whether your HR department should use social media as part of your applicant screening process.



Cindy Bowman

Health Care Reform Today & Tomorrow

Join Cindy Bowman, Vice President and Senior Consultant with the Oswald Companies, to explore timely, strategic considerations resulting from the Affordable Care Act (ACA). The delay of the ACA's employer mandate until 2015 offers employers one additional year to evaluate all new opportunities and new risk exposures, including a comprehensive demographic analysis of eligible, but not currently enrolled employees, spousal coverage options and projected employee subsidy eligibility. This session includes an assessment of plan design options, alternative funding (e.g., defined contribution models) and contribution structures to control escalating costs. During this time of unprecedented change within an evolving health insurance market, we will focus on proactive action items, including 2014 efforts to mobilize new initiatives, engage employees, and reiterate the value of your benefit plan(s).



Mindy Chapman

24/7/365: When Aren't You HR? Managing Liability Through Managers, Supervisors & Executives

This highly interactive, skill-building session will immediately help HR professionals train their supervisors, managers and executives so they have the critical workplace tools for managing the law during the lifecycle of the employment relationship. It is what they don't know that they should know that creates irreversible liability for themselves, HR and the organization. This session reveals the top 50+ best practices that every manager, supervisor and executive must have from hiring through firing involving federal and state laws in order to avoid personal and organizational liability in 2014.

**Visit our website for more
information on our speakers
and to register!**

Luncheon Keynote



Stuart Crabb

The Changing Face of Work

The new generation entering the workforce lives in a socially connected world, seem to reject conventional work practices, whilst appearing to be incredibly demanding about what they want and expect from their career. They view traditional incentives, performance management and feedback mechanisms as largely irrelevant. They don't only live to work, they also work to live. At the vanguard of this generational shift and its implications for the way organizations need to operate, is Facebook—a game-changer for how people around the world connect and share, and how organizations need to connect to and engage their talent. Learn how Facebook, as an organization, addresses the challenge of creating an entirely new landscape built around the core pillars of culture, communication, participation and personal growth. Using Facebook as your guide, build a picture of how your people strategy can be customized for the needs of this new generation.



Michael A. Couch

Living Your Corporate Mission, Vision and Values: HR's Role in Successful Strategy Deployment

In a recent survey, senior executives at 197 global companies said their firms achieved only 63% of their strategy's potential. The executives agreed that strategy execution is more important than strategy development but 66% said they were worse at execution than development. The presentation will outline an approach to assure that organizations achieve their strategy's potential; build the strategy into the DNA of the organization and effectively live mission, vision and values.

Concurrent Sessions-Early PM



Joe Gerstandt

Diversity + Inclusion = Innovation:

Putting Diversity Of Thought To Work

While it is often not included in conversation around diversity and inclusion, cognitive diversity is of increasing significance to our organizations due to the integral role that it plays in decision making, problem solving and innovation. As innovation becomes increasingly critical for the success of our organizations, we cannot afford to leave cognitive diversity out of conversation. This information-rich message will unpack the what, why, and how of putting cognitive diversity to work for you.



Don Everett

If Values Matter, Shouldn't You Measure Them?

Do employee values matter? Many executives would posit that they could easily be the most significant factor regarding an organization's capacity to achieve its desired performance metrics and/or objectives. And they would be correct.

Values can be articulated in a mission statement; however, they cannot be trained or projected onto others. Values are unique to individuals, and any organization or team, in pursuit of its goals, may be insufficiently bound or severely challenged by its "weakest link" - the individual with the most conflicted values. Attendees will be introduced to values science and will learn how human capital can be measured like a thermostat measures temperature, and then correlated with workplace performance data.



Sharlyn Lauby

Leveraging Social Media for Business Performance and Growth

The concept of social networking isn't just for teenagers anymore. More and more businesses and professionals are using social media as a way to generate revenue and interact with customers (both internally and externally). When case studies show the use of social tools exceeds email, then businesses have to stand up, take notice and join the movement. For business professionals, this becomes an opportunity to develop an internal marketing and communications strategy to support our organizations.

But what exactly is the philosophy behind social networking? This presentation offers an overview to the purpose of social media (it's not what you might think) and the key considerations for developing and implementing a social networking strategy in your organization.



Jason Lauritsen

Power and Politics in the Organization: Understanding the Game

It is easy for an HR professional to overlook or dismiss the role that politics plays in making things happen inside of an organization. Politics is a part of life in every organization, good or bad. This session will explore the role that power and politics play in organizational decision making. As human resources leaders, understanding these dimensions can mean the difference between effectiveness and irrelevance.

We will explore these questions:

1. Where does power come from?
2. Why should I want more power and how do I get it?
3. How does politics affect the role of HR?

Attendees will gain practical skills and approaches for how to grow their influence with the organization to become more effective leaders and agents of change.





Garcia Glover

Learning Organizations: The Future for Engagement, Retention, Results.

The future is now! Today's complex, dynamic, global business environment demands that organizations develop the capacity to continuously learn, adapt, and change. It's imperative that traditional organizations become learning organizations in order to drive future competitiveness, retain top talent, and effectively manage change. Workforces must be engaged; impact business results; and provide a competitive advantage. As strategic HR professionals you must be the catalyst for the creation of these learning organizations. First, by selling leaders business cases for learning and development initiatives that speak the language of business: to successfully get buy-in and required investments. HR's ultimate role will be to promote a learning culture throughout their organizations—from the lowest to highest level—and across functions. In this discussion filled session, you'll see what a learning organization looks like, complete a learning culture self-audit, and get applicable, strategic work tools that will help you gain support for the creation of a twenty-first century learning organization.



Jo Anne Rioli Moeller

Total Rewards After The Affordable Care Act

The employee value proposition requires a thoughtful review with the implementation of the Affordable Care Act. Both employees and employers have new channels open for meeting medical coverage needs as well as mandates that will have to be considered when considering the total compensation package.

This session will cover:

- Potential reallocation of dollars from medical plans
- Employee and employer mandates
- New employee and employer choices with public and private exchanges
- Opportunity to further differentiate total rewards by groups of employees
- Trade-off opportunities in compensation and benefit programs
- Impact on staffing, talent management and severance packages
- Change management and employee assistance in understanding the ACA

Concurrent Session-Late PM



Sharlyn Lauby

Leveraging Social Media for Business Performance and Growth (Repeat Session)
See Earlier Session Description



Steve Browne

And Now for HR Completely Different!!

HR continues to struggle with transitioning into a business role. This is primarily due to the fact that HR continues to think that a traditional approach will move things in a "new" way.

Time for something completely different:

This session will show how HR can truly be creative in its approach to all facets of HR within an organization regardless of industry. You will be sure to learn new methods which will keep HR relevant, integrated, energized and engaged:

Steve has a track record of not accepting the norms and looking for creative waves to make HR Rock !! Make sure to be a part of a fresh and unique way to make HR completely different:



Sara Christiansen

Performance Management 180: Maximizing The Return On Your Human Capital Investments

Companies are constantly stating "our employees are our greatest asset," but what does this mean? If you look at your organization's financial statements, you will most likely find that payroll and benefits are the largest liability (or cost). Employees actually become an asset when we can truly quantify their performance- the extent to which an employee's contributions exceed (or fail to equal) the investment of their employment.

However, when you ask the typical HR professional about their role in driving improved performance, you will likely hear about the merits of their organization's annual performance review form. The conversation usually evolves into a grand debate about bell curves, forced rankings, and equitable rating methods.

Although we have great intentions, empirical research repeatedly tells us that the traditional performance management systems actually have a negative impact on business results.

In fact, most of our traditional management tools, like organizational charts, job descriptions, and progressive discipline, originated in the early 1900's. These tactics are simply not effective in the modern workplace.

This seminar will provide you with progressive and practical tools that will assist you to maximize and quantify the return on your organization's human capital investments.



Diane Govern

Five Steps for Aligning Human Resources to Organizational Strategy

This presentation will highlight five key steps to aligning human resource (HR) practices with organizational strategy. In a rebounding economy characterized by severe financial pressures, the development of strategic HR practices has become an urgent mandate in many organizations. With significant and widespread institutional shifts resulting from globalization, heightened competition, and rapid innovation, leaders must optimize their most significant source of competitive advantage - human capital - and align HR strategies, structures, and processes with organizational goals.



Robert M. Hall

Understanding the Neuroscience of Organizational Change: The New Language for Human Resources

Whether you are changing a process or implementing a new enterprise initiative, it all requires changes in human behavior. Many good ideas that have support still fail to be implemented or are done so inefficiently which suggests that something else is impacting the process.

In this session we will explore what is happening in the brain (yours and others) when we ask it to change and how you can respond to that as an HR professional in a way that increases the likelihood of efficient action, all using the language of brain-science!



Jo Anne Rioli Moeller

Total Rewards After The Affordable Care Act (Repeat Session)
See Earlier Session Description

2014 Conference Committee

Jeri Johansen, Conference Chair

Crimcheck.com

**Jacki Thrasher, Conference Vice-Chair/
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2014 Northern Ohio Human Resource Conference March 14, 2014 I-X Center

Registration Information

Register online today by visiting www.nohrc.org

TICKET COSTS

SHRM Member*:

\$195 until February 15, 2014

\$245 after February 15, 2014

Non Member:

\$225 until February 15, 2014

\$275 after February 15, 2014

Retired/Student/Transition:

\$ 99 until February 15, 2014

\$119 after February 15, 2014

* SHRM price is valid for Cleveland SHRM Members, National SHRM Members and all local SHRM Chapters in Ohio!

Consider bringing your team!

Five or more individuals from the same organization may receive a 5% group discount when paid by a single form of payment and accompanied by completed registration form for each attendee.

NOTE: Group discounts may be processed online at www.nohrc.org.

Call the NOHRC Hotline for details 440.940.6534 or via email at info@NOHRC.org.

REGISTRATION/CONFIRMATION: Confirmation will be sent via e-mail upon registration. Paid registrants receive FREE parking at the I-X Center.

Dress is casual for the day and jeans are encouraged. Please note that cancellations before March 1, 2014 will be refunded less a \$25 administrative fee unless the registration is transferred to another HR professional in your organization.

No refunds for cancellations after March 1, 2014.

Questions? Contact us at
info@nohrc.org.





c/o Cleveland SHRM
P.O. Box 32148
Cleveland, OH 44132



Old World Tradition | A PASSION FOR EXCELLENCE

YOU MAY NOT KNOW US BY NAME BUT YOU KNOW US

Great Lakes Cheese packages cheeses for some of the world's most recognized store brands. In fact, we supply nearly 25% of all the packaged cheese consumed in America. We're known for our outstanding quality, customer service, innovation, dedicated employees and business partnerships. But we prefer to stay out of the limelight, focusing our attention not on self-promotion, but on growing and improving. Learn more at www.greatlakescheese.com