

WELCOME TO OUR MAY MEETING

MISSION



About Human Resource Leadership Forum (HRLF Atlanta)

The Human Resource Leadership Forum (HRLF Atlanta) is a nonprofit professional association and network of human resource executives and senior level professionals. The association consists of more than 200 members in the Atlanta area.

Our Mission

- Provide programs and roundtables that enrich the professional development of our members.
- Provide networking opportunities that foster the sharing of innovative concepts and exceptional practices.

WELCOME GUESTS

WELCOME NEW MEMBERS



Christine F. Belknap VP, Talent Development NCR Corporation

Kim Blythe VP, HR Federal Reserve Bank of Atlanta

Andrew Bouldin Manager, Talent Management Georgia Power

Peter Brown
Vice President Sales
Southeast
SAP SuccessFactors

Sonya Buckley Chief People Officer Hire Dynamics

Larry B. Decuir
Director, Talent Development
and Inclusiveness | Fraud
Ernst & Young, LLP

Todd Edstrom Assistant Director Savills Studley

Sloane Evans VP, HR Georgia Power Malcolm Gabriel
Director, Global Talent
Management
Novelis, Inc.

Junior Harewood
Vice President of Sales, Key
Accounts
UnitedHealthcare

Julie M. Harrison VP of HR, Central Division -Talent Management, Change Comcast

Harry Litzell
Sr. HR Director, Southeast
Region FLNA
Frito-Lay North America

Patty Patmore
VP, Learning & Development
OTS Realty Trust, Inc.

Dorie Ramey SVP, HR Cotiviti

Rebecca Sills
Sr. Director, Talent Acquisition
Chick-fil-A, Inc.

Robin White
Vice President, Talent
Management, HR Strategy &
Kimberly-Clark

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PROGRAM SPONSOR



HRLF would like to thank our program sponsor...



hr Q

HRLF Atlanta May Meeting



Services

We help elevate your HR/People function through our three integrated service offerings



Human Capital Consulting

Our deep expertise in Talent & People Strategy enables our clients to execute and succeed on their most strategic initiatives.



HR Search

We cover the full spectrum of HR/People Ops roles, bringing forward candidates that will help drive your people strategy.



On Demand HR

Our database of 100K HR professionals enables us to quickly identify, and place key talent for sprints, extra support, or long-term projects.





BREAKFAST PROGRAMS 7:30AM - 10:00AM (HRLF members, prospects and approved guests) NEW LOCATION: CAPITAL GRILLE DUNWOODY -

- September 11, 2018
 Building Internal Organization Design Capability
 Amy Kates, Kates Kesler Organization Consulting
- November 13, 2018
 A Candid Conversation with the C-Suite: What They Really Want from HR
 Facilitated Panel Discussion

ROUNDTABLE MEETINGS – 7:30AM – 9:45AM CORPORATE MEMBERS

- Sr. HR Roundtable @ Novelis
 - Tuesday, June 19, 2018

 A Hard Look at Engagement
 - Wednesday, August 22, 2018
 - Thursday, October 25, 2018
- Talent Management Roundtable @ UPS
 - Wednesday, June 6, 2018
 Artificial Intelligence and the Digital Workplace
 - Thursday, August 2, 2018
 - Friday, October 5, 2018

SERVICE PROVIDER MEMBERS

- @ Fisher & Phillips, LLP
- Tuesday, June 12, 2018
 Service Provider Business Development
- Tuesday, October 9, 2018

HRCI



As part of the HR Certification Institute's support for continuing education programs for human resource professionals, we have joined with HRLF to remind certified members of the self-reporting option available to them for recertification credits based on the criteria outlined in the Recertification Handbook. For those sessions that meet the stated program requirements, members can self-report using the online recertification application!



NEW OFFERINGS FOR MEMBERS



Reminder to Join Us on:

- HRLF App
- Social Media
 Join our private groups on Facebook & Twitter (@hrlfatlanta)

Use the handout provided at your seat for more information.





Table Introductions Name, Company, & Role

- 1. How do you know when it's been a great week at work what are the things you tend to remember and celebrate?
- 2. What was the earliest memory you had when work was a source of fulfillment?
- 3. What do you believe is the most critical piece to your talent strategy working? (eg: hiring, onboarding, manager development)

Discuss at your table.





Leading with Purpose - How the Purpose Economy is Changing the Way We Gauge Success



Arthur Woods Co-Founder Imperative

LEADING WITH PURPOSE

HOW THE PURPOSE ECONOMY IS CHANGING THE WAY WE GAUGE SUCCESS

@ArthurWoods











93%

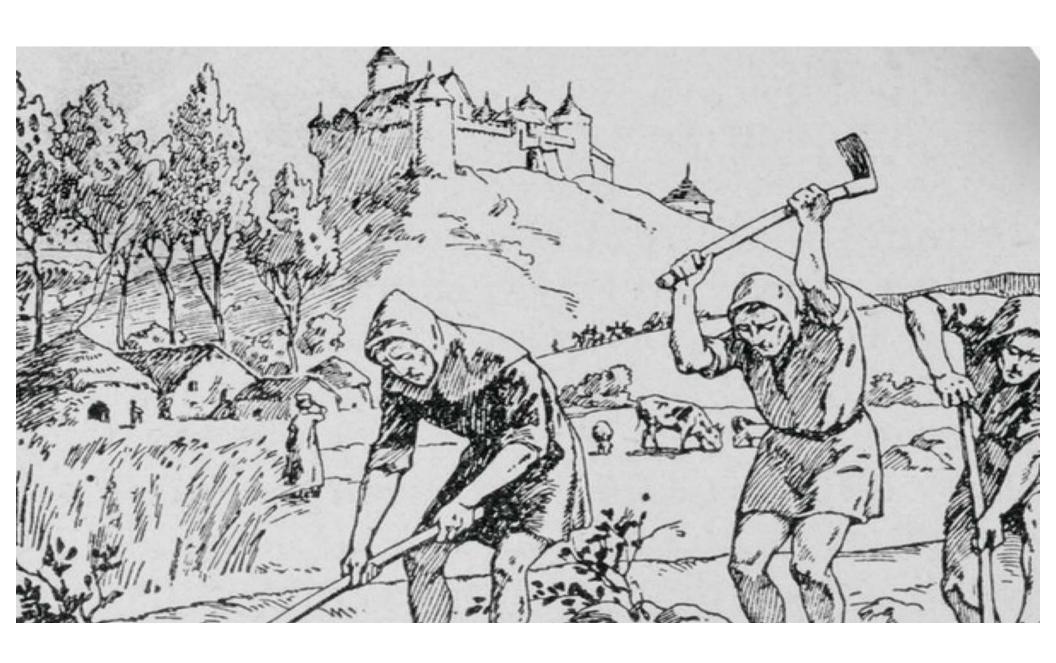
ceos recognize the need to change their strategies for talent (Deloitte)

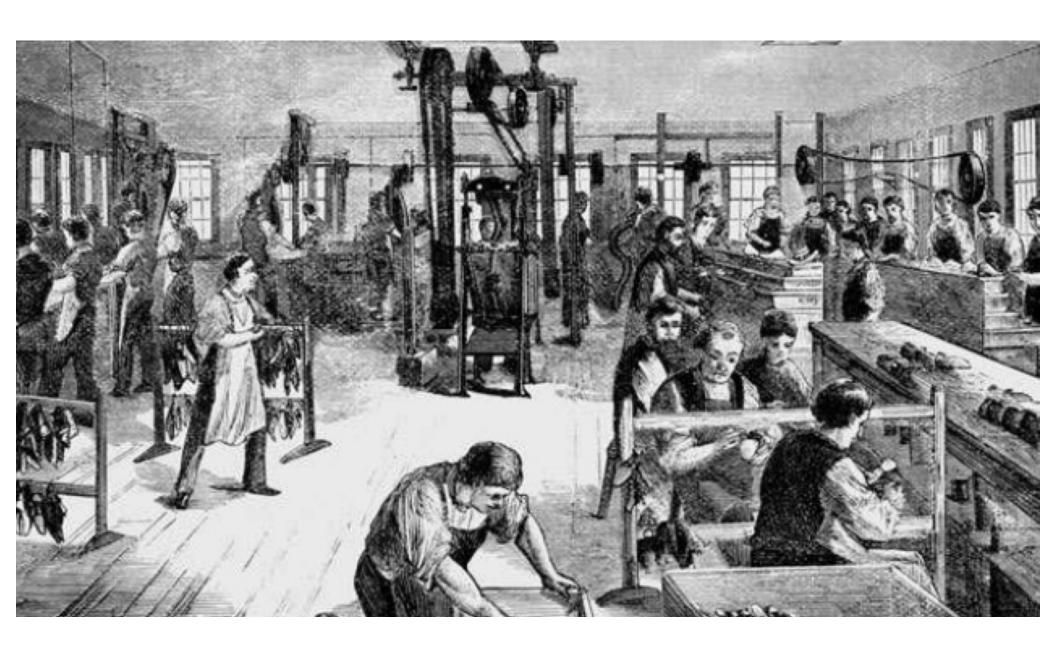
34%

CEOs believe HR is prepared for changes ahead (Deliotte) 67%

Employees are unfulfilled at work (Imperative)

Imperative.





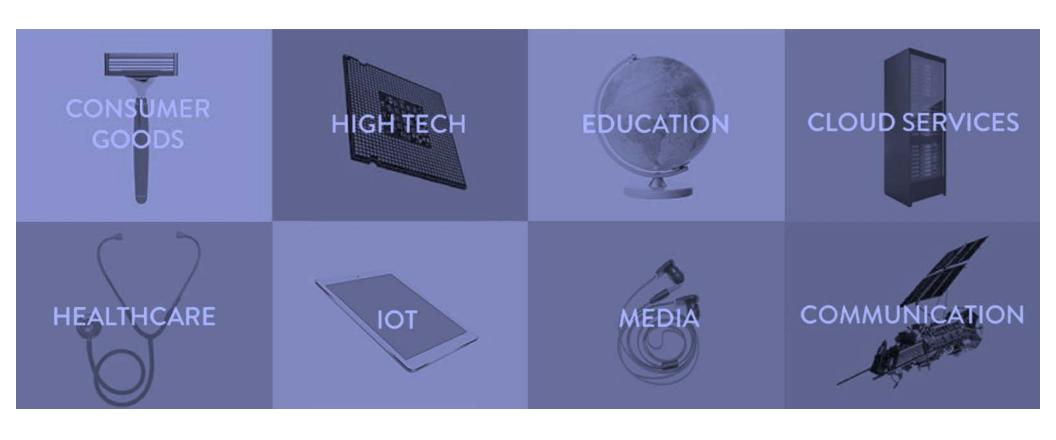


A SHIFT FROM JOBS TO CAREERS TO CALLINGS

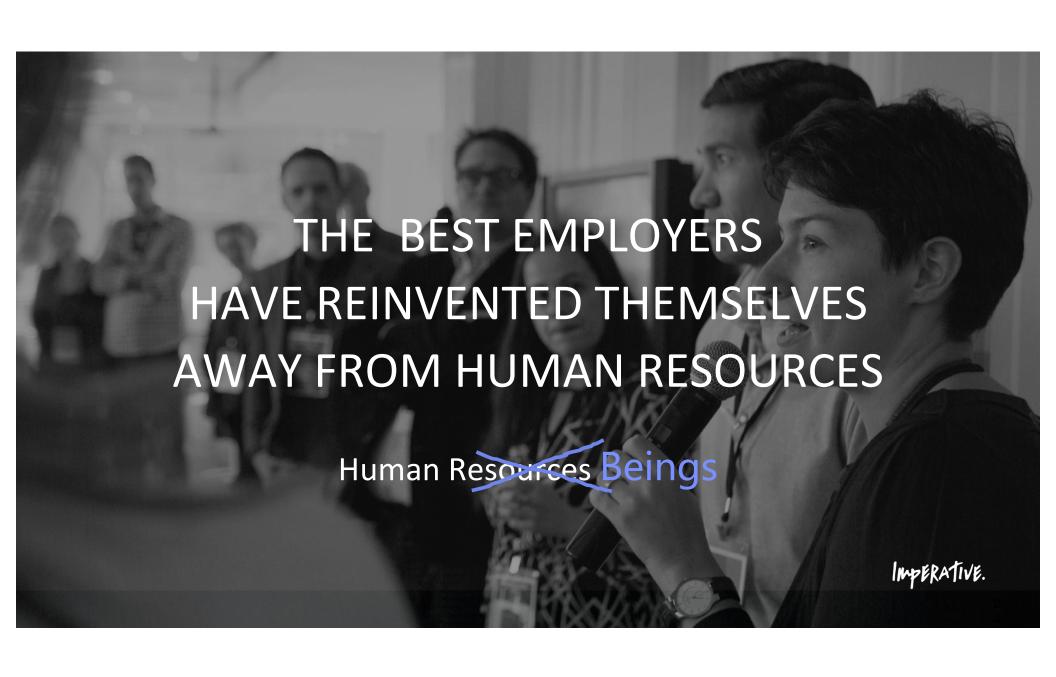


EVERY INDUSTRY IS SHIFTING

Leaders are reimagining their approach to purpose at work.







PEOPLE HAVE A NEW RELATIONSHIP TO WORK



- ★ BE YOUR FULL SELF AT WORK (Not just a 'professional')
- * FIND MEANING EVERY DAY
 (Not just climb the ladder)
- * EMPLOYEE EMPOWERMENT (Not employer control)
- ★ JOB DESIGN

 (Not job descriptions)

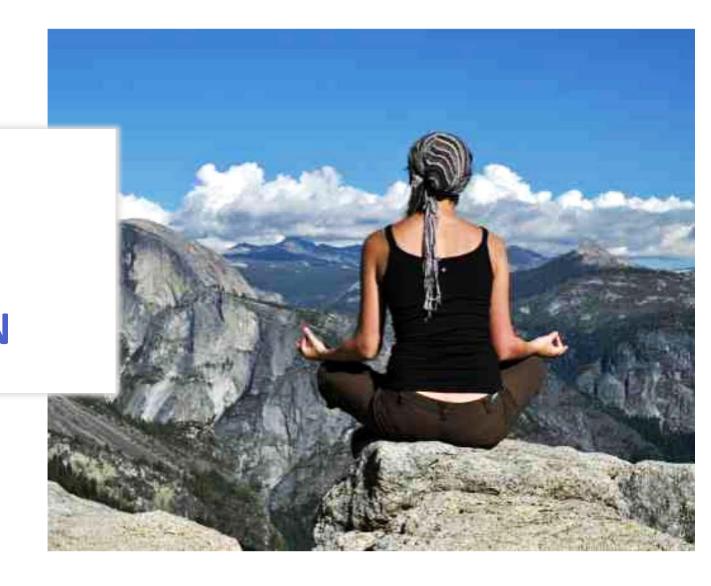
Imperative.



MYTH # 1

MYTH # 2

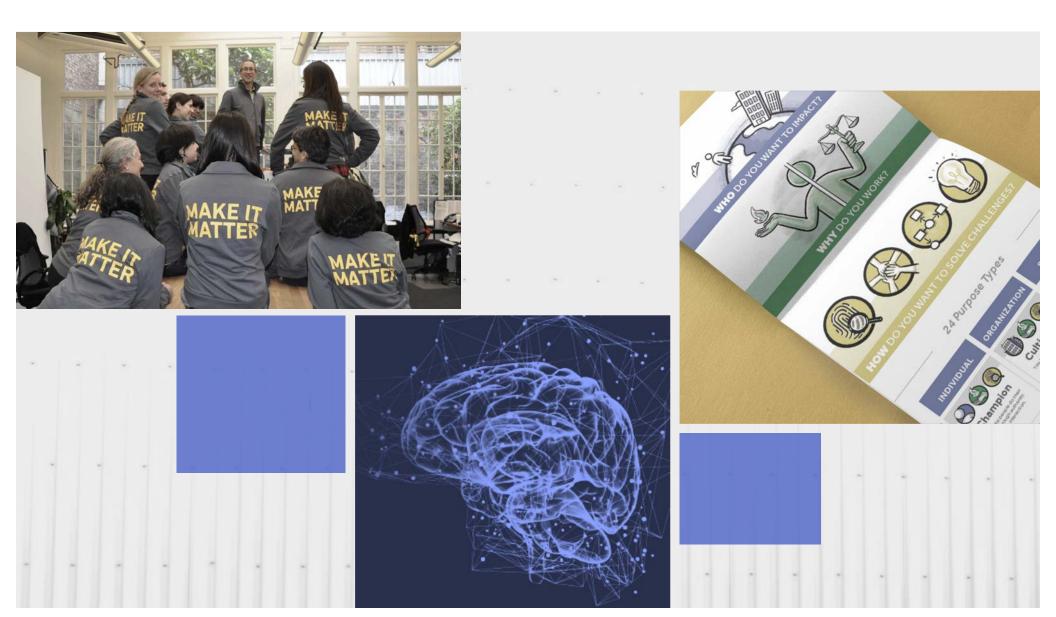
PURPOSE IS A REVELATION



MYTH#3

PURPOSE IS A LUXURY





THE SCIENCE BEHIND PURPOSE AT WORK.

Extrinsic Motivation Vs.

> Money Status

Intrinsic Motivation

> Belonging Value

> > Imperative.

PURPOSE IN THE WORKFORCE

2 in 3
"I' m not fulfilled in my work."

IMPERATIVE.

WORKING WITH PURPOSE



20% RETENTION

30% PERFORMANCE

57% NET PROMOTER

Imperative.

HOW WE MEASURE FULFILLMENT

Relationships
Impact
Growth

IMPERATIVE.

WHAT ARE EMPLOYEES SEEKING?

DURPOSE

EXTRAORDINARY

29% Increase meaning + impact

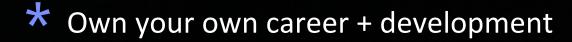
24% New growth opportunities

17% Improve career direction

15% Become a more effective leader

Imperative.

INTRODUCING JOB HACKING



* Based on employee purpose

* Managers are partners



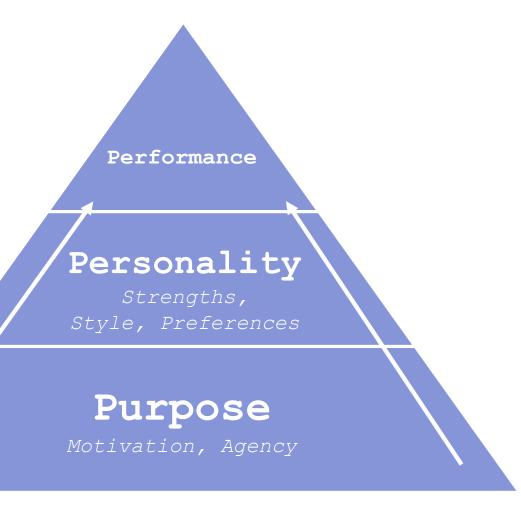
Neuroscience of Purpose and Purpose

- We each experience purpose differently
- This has nothing to do with our level, function or environment
- The things that give purpose tend to stay the same



Ref: May-Britt & Edvard Moser

Sequencing Purpose

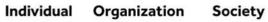


IMPERATIVE.



















Harmony



Human



Community



Structure



Knowledge

Impact-Driven

Values-Driven

Craft-Driven

Imperative.

My purpose at ACME is to drive sharing of ideas and information to increase value for our customers.









HOW?

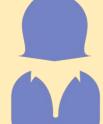
Aligning Organizational and Individual Purpose.



financial freedom."

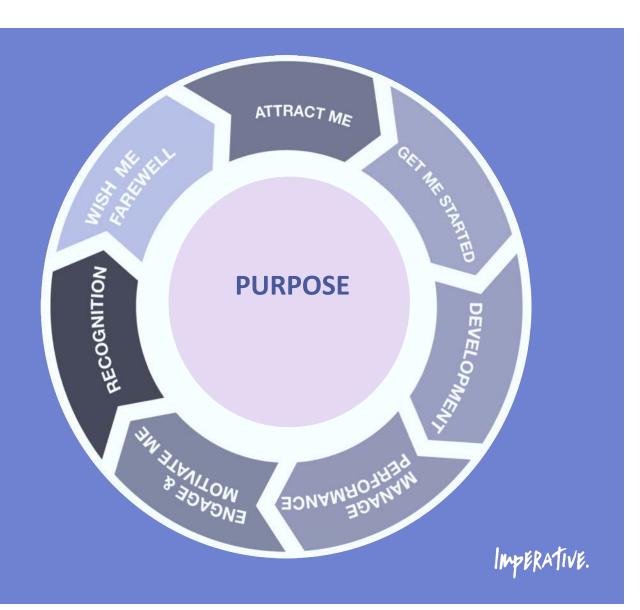
IMPERATIVE.

"My purpose at ACME is to drive sharing of ideas and information to drive financial freedom.



"My purpose is to provide people with the information they need to thrive."

TRANSFORMING THE TALENT LIFECYCLE



Employees

Managers

Organization

Fulfilled, engaged and owning their careers.

Coaching, supporting and uniting their teams.

Attracting, keeping and developing the best people.

Idea # 1 Launch an organizational purpose to connect it to employee purpose.



Idea # 2 Focus on ways to develop managers as coaches for their teams.





HOW WE MEASURE FULFILLMENT

Relationships
Impact
Growth

IMPERATIVE.







PURPOSE EMPLOYER AUDIT

	NAL PURPOSE, VISION, & VALUES			ON-BOARDING		
Y	an inspiring vision - an ultimate change you in the world your people rally behind? (L1)	Y	N	Do you empower new employees to quickly align their job with their purpose & the organization's purpose? (L2)	Y	N
	have an articulated organizational purpose that eveloped with significant stakeholder input? (1.2)	Y	N	Do you create opportunities for new employees to build authentic relationships in their first 90 days. (L1)	Y	N
	you translated your core values into livable, day-to- chaviors for everyone in your organization? (L1)	Υ	N	Do new employees get to see the impact of the organization first hand in the first 90 days? (L1)	Υ	N
EMPLO	YER BRAND			HIRING		
	our purpose, vision, & values clearly articulated in a shared inside & outside the organization? (1.2)	Y	N	Do you consider the ideal purpose fit for your open positions? (L3)	Y	N
reinfo	a have a defined employee value proposition that ces your purpose and how you support employee nent (relationships, impact & growth)? (1.2)	Y	N	Do you write your job descriptions to focus on your employee value proposition and to strongly convey the vision & purpose of the organization? (L1)	Y	N
LEADE	RSHIP			Do you screen candidates to ensure you hire people who are intrinsically motivated? (L1)	Y	N
	our executives provide personal stories about how se their purpose in their role? (L1)	Y	N	Do you use insights about a candidate's personal purpose to inspire them to join the team? (1.2)	Y	N
	r leaders & managers have consistent insights e purpose of each member of their team? (L2)	Y	N	Do you prepare recruiters & hiring managers to be self-	v	N
	ir leaders & managers help members of their team heir jobs to align with their personal purpose? (L3)	Υ	N	aware about their purpose and the biases it might create in the interviewing process? (L3)		
	company's purpose used to make daily leadership ons? (L2)	Y	N	Are recruiters & hiring managers able to tell powerful stories in the recruiting process to inspire candidates and show your culture is authentic? (1.2)	Y	N
GOAL	SETTING			MEASUREMENT		
	partmental & team goals framed based on the ity of purpose amongst their members? (L3)	Y	N	Do you measure the diversity of purpose in your organization? (L3)	Y	N
	our individual performance & development goals d based on the purpose of each person? (L3)	Y	N	Do you measure the fulfillment of employees (relationships, impact, and growth)? (L1)	Y	N
	our core organizational goals articulated to ce your organizational purpose? (L2)	Y	N	Do you measure the organization's overall progress towards your vision? (L2)	Y	N
SELF-	WARENESS			FEEDBACK		
	empower your employees to build self-awareness what fulfills them? (L1)	Y	N	Do employees regularly receive recognition about how their purpose is making a difference? (1.2)	Y	N
purpo	a help employees appreciate the diversity of se in the organization and how to collaborate with with different purposes? (L3)	Y	N	Do employees get coaching on how to use their purpose to grow and overcome performance and interpersonal challenges? (L3)	Y	N
	nployees able to tell authentic stories about their se and how they activate it in their roles? (L3)	Y	N	Do employees get feedback on how to improve their performance by being more aware of their biases? (L1)	Y	N
	a enable all your employees to discover their nal purpose? (1.2)	Y	N	Do employees have regular opportunities to see the impact of the organization first hand? (6.1)	Y	N

ANALYSIS

We have broken down the 32 most critical investments into three levels to help you assess your current level of development and define where to go next.

You advance to the next level after achieving the previous one.

LEVEL ONE | FOUNDATIONAL

You have made at least 8 of the 11 L1 investments.

You have sparked excitement and curiosity but have yet to truly commit to purpose.

LEVEL TWO | ACTIVATED

You have made at least 10 of the 12 L2 investments.

Your people are using purpose in their daily work as individuals and teams.

LEVEL THREE | INTEGRATED

You have made at least 7 of the 9 L3 investments.

You have sustainably built purpose into at all levels: it is mutually reinforcing and defines your culture.

WELCOME TO THE PURPOSE ECONOMY

Imperative's Purpose Activation Platform enables you to sustainably scale purpose in your organization - whether you have a team of 100 or 100,000+.

Contact us to schedule a consultation and demo.

CONTACT IMPERATIVE

or send "I Choose Purpose" to activate@imperative.com



RIGCHeckin

PURPOSE CHECK-IN

RELATIONSHIPS, IMPACT, & GROWTH

We are fulfilled and thrive at work when we have strong relationships, feel like we are making a meaningful impact, and are constantly growing personally and professionally.

	HOW'S IT GOING?	WHAT'S AHEAD?
	How meaningful are your relationships at work?	How are you going to invest in your relationships?
R		
	What impact do you feel you are making at work?	How are you going to maximize your impact?
	How do you feel you are growing personally and professionally at work?	How are you going to invest in your personal and professional growth at



IDEAS FOR ACTION

1

Reflect on what drives purpose for you.

2

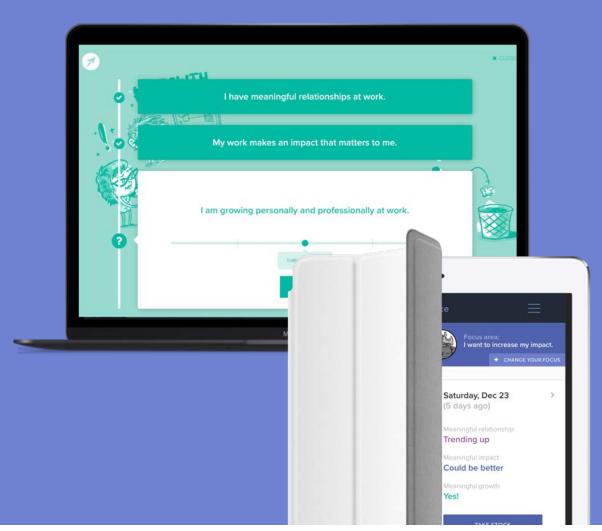
Ask employees how fulfilled they are

3

Experiment with one idea to embed purpose

IMPERATIVE.

Purpose Profile platform for employees and teams.



QUESTIONS?

FEEDBACK

PLEASE COMPLETE OUR ELECTRONIC PROGRAM EVALUATION VIA THE LINK SUPPLIED IN THE EMAIL YOU WILL RECEIVE LATER TODAY.

THANK YOU.