



**3rd Annual
STRATEGIC LEADERSHIP CONFERENCE
Hosted by TVHRA
March 7, 2014
6.0 Business Management and Strategy credit hours**

**Lisa Horn, Co-Leader, SHRM's Workplace Flexibility Initiative
WORKPLACE FLEXIBILITY: THE NEXT IMPERATIVE FOR BUSINESS SUCCESS
AND HR LEADERSHIP**

Workplace flexibility has become a key business strategy to leverage the talents and skills of today's increasingly diverse, aging, and multi-generational workforce. Flexible work arrangements such as job sharing, flexible scheduling, phased retirement, and telecommuting will be discussed as methods for driving employee engagement, productivity, retention, and benefiting your organization's bottom line. Key HR strategies for implementing flexibility as well as legal issues to consider will be discussed. And you will hear about new resources and opportunities as a result of SHRM's partnership with the Families and Work Institute, including the "When Work Works" initiative.



Kathi Browne

**HUMAN MEDIA: KNOWING WHAT TO LEVERAGE AND
WHAT TO LIMIT**

Human Media focuses on building relationships through sharing or resources and experiences. It sounds like a perfect fit for the human resources professional, but only if some time is spent identifying goals and understanding the limitations of each social platform. Learn how to strategically use human media to accomplish specific goals of your organization. You will learn how to build bridges between departments through coordinated social efforts; how to build community relations, influence culture, and attract good candidates by communicating and reinforcing your organization's values and ethics through social channels; and how to communicate change and facilitate communication that leads to change by effectively using social tools.



Dr. Michael McIntyre

BUILDING A CULTURE THAT SUPPORTS CHANGE

Most change efforts fail, either flaming out quickly or fizzling out over time, because the organization's culture doesn't support the change. You must till the soil and prepare a culture for change, before the change effort begins. Learn how to lead a change initiative within your organization.



Eric Benson

CHAMPION CULTURAL CHANGE, AND REVOLUTIONIZE YOUR TEAM!

Culture & Performance: These are inextricable...As goes one, so goes the other. You can be your organization's Cultural Champion! Learn how to assess, change, and strengthen your culture to boost performance through healthier relationships that give ever-improving results. This presentation is specifically designed to give you the tools you need to lead your people to an improved culture, one that supports enhanced performance. Become your organization's Cultural Champion!

David Ortiz, Corporate Diversity Consultant, BlueCross BlueShield of Tennessee
THE BUSINESS IMPACT OF DIVERSITY AND INCLUSION AT BCBST

Learn how to establish strategic relationships with key individuals in the organization to influence organizational decision-making and help to facilitate the development and communication of the organization's core values and ethical behaviors. A best practice format and a BCBST case study format will be used to educate attendees on the Diversity area's successes at BCBST.



Ann Hatcher, CCP

HR STRATEGY AND MEASUREMENT IN HR PERFORMANCE

HCA IT&S was the 2013 recipient of the Middle Tennessee HR Excellence Award Program. HCA will discuss some of their best practices in HR Strategy and Measurement in HR Performance.

Room block available at the Holiday Inn - Downtown / World's Fair Park
Special Discount on Room Rate!

Registration Form and Agenda on the TVHRA website www.tvhra.org



The use of this seal is not an endorsement by the HR Certification Institute of the quality of the program. It means that this program has met the HR Certification Institute's criteria to be pre-approved for recertification credit.