

Webinar Series - Meeting the HR Challenge

written by Lauri Moon | October 12, 2023



Meeting the HR Challenge

(5-Module, Virtual)

This program starts in:



Small and mid-sized businesses, including manufacturing, face a special challenge in recruiting, selecting, onboard, upskilling or reskilling, and retaining their workers.

This virtual workshop series, offered online in 5 convenient 90-minute sessions, will address the special challenges faced by small and mid-sized businesses with attracting, selecting, onboard, engaging, and retaining workers today.

Register now for only \$299

(Register by August 6th to receive the early-bird rate - a \$180 savings!)

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Objectives:

Upon completing this 5-session program, participants will be able to:

- Review key workforce issues affecting employers today
- Describe creative ways to recruit good workers
- Summarize ways to select good workers
- Delineate ways to onboard good workers—and explain why onboarding is so important
- Review effective on-the-job training for new hires—and explain why it is so important
- Discuss ways to address HR in organizations too small to hire full-time HR professionals
- Engage workers today and list the reasons why engagement is more than a fad
- Discuss practical approaches to drive down turnover and retain the best workers

Sessions:

Session 1 - Today's Human Resource Challenges for Small and Mid-Sized Businesses

- Providing an overview of the employment landscape facing small and mid-sized employers today
- Managing HR challenges without an HR department
- Conducting an HR audit (when the organization has no full-time HR people) to discover HR strengths and weaknesses and identify a long-term HR strategy
- Discussing the final project for the program

Session 2 - Recruiting and Selecting Workers

- Planning for the future workforce of the organization
- Creating an employee handbook by establishing and implementing

consistent HR policies and procedures

- Building an employment brand and leveraging it to advantage
- Devising effective talent acquisition and recruiting strategies
- Creating effective job applications (rather than rely on one-size-fits-all forms)
- Interviewing effectively using behavioral and performance interviews
- Using the “hurdle approach” in selecting workers
- Maintaining effective documentation of employment actions

Session 3 - Onboarding and Training Workers

- Planning for effective onboarding
- Reviewing the relationship between onboarding and absenteeism/turnover
- Understanding the difference between onboarding for worker productivity and onboarding to build social relationships
- Summarizing key issues in upskilling and reskilling workers

Session 4 - Engaging Workers and Using Effective Corrective Action

- Defining worker engagement
- Clarifying why worker engagement is critical to attracting and retaining talented workers
- Reviewing ways to measure and increase worker engagement
- Examining effective ways to address corrective action

Session 5 - Driving Down Turnover and Improving Employee Retention

- Defining turnover
- Reviewing what research has indicated about turnover and how to improve worker retention
- Clarifying why worker engagement is critical to slashing avoidable turnover
- Examining why not all turnover is bad—and why some turnover hurts more than others
- Reviewing effective exit interviews
- Conducting “stay” interviews
- Final project discussions



Who should attend?

HR professionals, including HR Generalists, HRBP's, HR Supervisors, Managers, Directors, and VPs. Business owners, C-suite Leaders who work with HR teams, and other organizational leaders who want to know more about improving the challenges connected with staffing, onboarding, retention, engagement, and other issues facing leading HR challenges in organizations today.

Why you should attend:

You or your team will benefit in these five ways and more...

1. Discover approaches to an HR strategy that fits **your** company.
2. Minimize or **end frustrations** over talent acquisition and recruiting strategies.
3. **Improve** your onboarding **confidence** and learn strategies that build high-performance employee relationships.
4. **Gain new understanding** for worker engagement that will **positively impact** your workplace culture.
5. Refresh your perspective on **obtaining** and **retaining** the best employees.



IMC is recognized by SHRM to offer Professional Development Credits (PDCs) for SHRM-CP® or SHRM-SCP® recertification activities. For attending this webinar series, SHRM members are eligible to receive 7.5 PDCs.

Where?

This five-module series will be delivered virtually using the Zoom product platform.

When?

The five-modules (90-minutes each) will be delivered across five Wednesday, afternoons starting at **3:00 PM** and **concluding at 4:30 PM**, eastern time, USA.

- September 11, 2024
- September 18, 2024
- September 25, 2024
- October 2, 2024
- October 9, 2024

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Bonus Materials:

Participants will receive:

- A draft employee handbook that can be tailored to your organization
- A worksheet for use in creating an interview guide to use in job interviews
- A sample employment application for use in creating one for your organization
- A checklist for employee onboarding

- A sample checklist for guiding on-the-job training (OJT)
- Surveys to use for assessing employee engagement levels
- A survey to identify ways to drive down turnover (100 research-based ways to improve employee retention)

Meet our presenter for this event...



William J. Rothwell, PhD. is President of Rothwell & Associates, Inc., President of Rothwell & Associates, LLC, and President of Rothwell & Associates Korea. He has worked full-time in human resources, training and organization development in both government (the Illinois Office of the Auditor General) and in a multinational company (American Brands, #48 on the Fortune 500 list) from 1979 until 1993. He has been a consultant for over 50 multinational companies. He has served many manufacturing clients in both the U.S. and abroad. Some of his clients include: Ford Motor Company, General Motors, Siemens, Sony, Phillips, Erickson, and HP. In addition to serving as the President of three consulting firms, he and his wife, have several other successful for-profit business endeavors in Pennsylvania.

Dr. Rothwell is a prolific author, coauthor, editor, or coeditor. Since 1987 he has published more than 130 books, edited 24 books in various book series, and authored numerous training packages, guides, technical reports, and scholarly articles. Complimenting his vast experience as an internationally recognized consultant, he also spent several decades serving The Pennsylvania State University as a Distinguished Professor in the Workforce Education and Development program in the Department of Learning and Performance Systems, College of Education, on the University Park Campus. He holds top-level certifications and credentials with National SHRM and ATD.

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Webinar information will be provided prior to each session.

Webinar: Future-proof Your Workforce

written by Lauri Moon | October 12, 2023

The National Association of Manufacturers estimates that manufacturers have 365,000 unfilled jobs now and will need to fill 3.5 million jobs in the next 7 years. In addition to traditional assembly line jobs, the manufacturing industry is moving rapidly toward jobs with irreplaceable human skills, such as creativity, ingenuity, and critical thinking.

To stay competitive, manufacturers need to quickly accommodate the new expectations of this shifting workplace environment. New job opportunities bring new ways of working. Your current and future employees require an expanded toolset to be productive contributors as soon as they step in the door and advance within your organization.

Successful manufacturers have found ways to increase productivity while proving they are exciting, innovative, and rewarding places to work. Join this webinar for a discussion that will help you future-proof your workforce and:

- Understand the impact that the changing workforce is having on manufacturers today.
- Learn how to maximize productivity amongst your employees and use your existing workforce to its fullest potential.
- Identify how technology can play an integral role in the recruiting, retaining, and effective scheduling of the new generation of workers.

Speakers

✘ Gardner Carrick, Vice President of Strategic Initiatives, The Manufacturing Institute at the National Association of Manufacturers

Gardner Carrick is the Vice President of Strategic Initiatives for The Manufacturing Institute at the National Association of Manufacturers. Mr. Carrick leads the Institute's workforce portfolio and is currently working on a new industry-recognized apprenticeship system to change how manufacturers and schools partner to prepare the workforce. He is also leading the development of a national education data system that will integrate education, certification, and labor market data to deliver outcome information on education programs. Previously, Mr. Carrick led the Institute's research activities including partnerships with internationally recognized consulting firms and the Institute's military-to-manufacturing program. Prior to joining the Institute, he worked at the U.S Department of Labor.

✘ Nick Castellina is Director of Industry and Solution Strategy, Infor

Nick Castellina is Director of Industry and Solution strategy at Infor where he is responsible for marketing messaging and strategic direction in the discrete manufacturing industries. Nick interacts with end users to understand their challenges and connects with product management and marketing to support Infor's commitment to delivering focused solutions featuring industry best practices. Prior to Infor, Nick was Vice President and Research Group Director of the Aberdeen Group's Business Planning and Execution research practice. There he worked with software vendors and end users to analyze trends and produce industry-leading content in topics related to Enterprise Resource Planning, Enterprise Performance Management, Project Portfolio Management, and Business Process Management.

✘ Jim Perry, Director, Enterprise Performance Management Practice, Infor

Jim Perry is a Director in the Performance Management practice at Infor. Jim lectures extensively on best practices in Big Data and digital transformation and is a recognized thought leader in the space. He holds an MBA Finance from Rutgers Business School, has a graduate certificate in Data Science from MIT, and is a registered Six-Sigma Black Belt.



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Webinar: The Best Kept Secret for Boosting Workforce Engagement and Performance

written by Lauri Moon | October 12, 2023


Microlearning is quickly emerging as a key way to increase workforce engagement, boost knowledge growth and ultimately change behavior. Proven to drive results, leading organizations are leveraging microlearning as a critical component of their operational excellence strategy—whether it's to reduce safety incidents, deeply ingrain corporate values, or simply bring consistency from team to team and facility to facility. The best part? Organizations can incorporate microlearning without any interruption to production, and in a way that effortlessly supports a diverse workforce.

Join this webinar to learn:

- What microlearning is (and isn't)
- 5 ways microlearning is boosting frontline performance

- Stories of real organizations that are using microlearning to drive significant business impact

Speaker

 **Carol Leaman, CEO, Axonify Inc.**

Carol Leaman is the CEO of Axonify Inc., a disruptor in the corporate learning space and innovator behind the Axonify Microlearning Platform—proven to increase employee knowledge and performance necessary for achieving targeted business results. Prior to Axonify, Carol was the CEO of PostRank Inc., a social engagement analytics company that she sold to Google in June 2011. Previously, Carol held CEO positions at several other technology firms, including RSS Solutions and Fakespace Systems. Carol is a frequent speaker, a regular contributor to Fortune magazine and a well-respected thought leader, whose articles appear in various learning, business and technology publications. She also sits on the boards of many organizations, both charitable and for-profit, and advises a variety of high-tech firms in Canada’s technology triangle. Carol has won multiple awards, including the Waterloo Region Entrepreneur Hall of Fame Intrepid Award (2011) and the Sarah Kirke Award (2010) for Canada’s leading female entrepreneur and she is a finalist for the Techvibes Entrepreneur of the Year Award (2017).



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