



**HR STRATEGY FORUM
ANNUAL SUMMIT**
**Capstone Conversations
from a Year of Disruption**

HR
STRATEGY
FORUM

November 2, 2022 | Redwood City, CA

HR

STRATEGY

FORUM

Annual and Summit Sponsor



WESTWOOD & WILSHIRE

Executive Search for World-Changing Companies



W&W Technology Practice 2022
San Francisco, CA

70% Diversity Placements

80% Clients Engage Us Repeatedly



AccelPeople™
A Westwood & Wilshire Company

Transformative People Practices to implement sustainable, productive, and transformative people practices through all phases of growth.



WESTWOOD & WILSHIRE

Kristin Speer,
Managing Director
kristin@westwoodwilshire.com



HRSF ANNUAL SUMMIT: CAPSTONE CONVERSATIONS FROM A YEAR OF DISRUPTION AGENDA

MASTER OF CEREMONY

Richard Morse

9:00 AM | Welcome

Lori Heffelfinger

9:15 AM | Session 1

Redesigning the World of Work

Facilitators | **Barbara Baill, Dena House, Wally Kuhns**

10:55 AM | Break

11:15 AM | Session 2

Shaking Things Up – Rethinking HR’s Role

Facilitators | **Vicki Arnold, Lori Heffelfinger, James Jackman**

1:00 PM | Lunch, Vendor Fair, Silent Auction

2:00 PM | Session 3

Developing Leaders to Thrive in Change

Facilitators | **Richard Morse, Wendy Chang**

3:45 PM | Closing Remarks

Lori Heffelfinger, Richard Morse

4:00 PM | Social Hour Reception

ADVERUM



At Adverum, we are driven to establish gene therapy as a new standard of care for the leading causes of vision loss.



LORI HEFFELFINGER

President, The Heffelfinger Company
President, HR Strategy Forum

Welcome

It is with extreme pride and pleasure that we welcome you to the Annual HR Strategy Forum Summit: Capstone Conversations from a Year of Disruption. It has been 3 years since we last convened in-person and there has been a total disruption of work. Thank you for joining us as we explore new strategies, share innovative ideas and grow their community of peers. We will dive deeper into the four topics of our year-long exploration into how work has been disrupted by the pandemic; by technology; by employee expectations; and by social justice topics.

The Summit will spotlight a broad, influential roster of the industry's notable business leaders and subject-matter experts discussing what companies have done to actively provide opportunities, pipelines and services to internally and externally, creating a corporate culture that is designed to foster more inclusivity.

We want to thank the many supporters and committee members who made this Summit possible. We appreciate your support and efforts. We are proud to have Westwood & Wilshire and Adverum Biotechnologies as our Gold sponsors. We thank all our sponsors. There is no way to measure the gratitude we have for all our distinguished corporate sponsors.

Enjoy Your Day!



BARBARA BAILL



DENA HOUSE



WALLY KUHNS

SESSION 1: REDESIGNING THE WORLD OF WORK

This session will take a design thinking approach to explore possibilities for the future of work. We will explore what stakeholders want - our diverse employees, executives, even our customers - and focus on the needs and wants that HR Leaders must help our organizations address.

We will focus on the first three elements of Design Thinking: empathize with users, define the problem to address, and ideate to generate creative ideas.



VICKI ARNOLD



LORI HEFFELFINGER



JAMES JACKMAN

Session 2: Shaking Things Up – Rethinking HR’s Role

In the past, the data and human sides of business have often felt like polar opposites. We’ve all heard people say, “it’s not personal; it’s just business.” We are all learning that employees will no longer accept this separation. Data and technology remain necessary for a business to succeed; however, employees insist they be treated as human beings with a life: it’s not all about work. According to a study by The Adecco Group Chief People Officers must excel in a blend of fundamentally “human skills and tech-savviness”. Technology and data analytics, as well as culture and change, will be key competencies for CPOs and their teams in the future.

In this session, you and your peers will imagine how your HR team must evolve to thrive in the new disrupted world of work. With this in mind, and the description of the future CPO described above, we will address the question: What would you create if your ultimate goal was a people-centered organization?



RICHARD MORSE



WENDY CHANG

SESSION 3: DEVELOPING LEADERS TO BE TRANSFORMATIONAL CHANGE AGENTS

Attempting to define “The New Normal” is a fool’s errand. Instead, leaders must be able to focus and also be flexible no matter what the “near-term normal” is, to function “for the foreseeable future.” How can HR ensure organizational leaders are ready to act no matter what is happening around them?

In this session we will look beyond the question “what is the new normal?” and build on the discussions in Session 1 to focus on “what must leaders be able to do no matter what?” Through participant input we’ll delve into specific strategies that HR can lead to enable leaders to feel more comfortable not only responding to events but also making ongoing business decisions in the face of uncertainty.

ABOUT HR STRATEGY FORUM

The Innovative Connection for Strategically Focused HR Leaders Since 1994
HRSF is the California Affiliate of the national HR People and Strategy organization, which is the Executive Network of SHRM. HRSF is the only California-based organization focused exclusively on advancing people and organizational strategies. It provides direct access to thought leaders for networking, learning, and development opportunities.

Our Mission is to equip HR to proactively lead the rapidly changing world of work.

Are your needs outgrowing your current benefits broker?



Let our consultants help YOU.

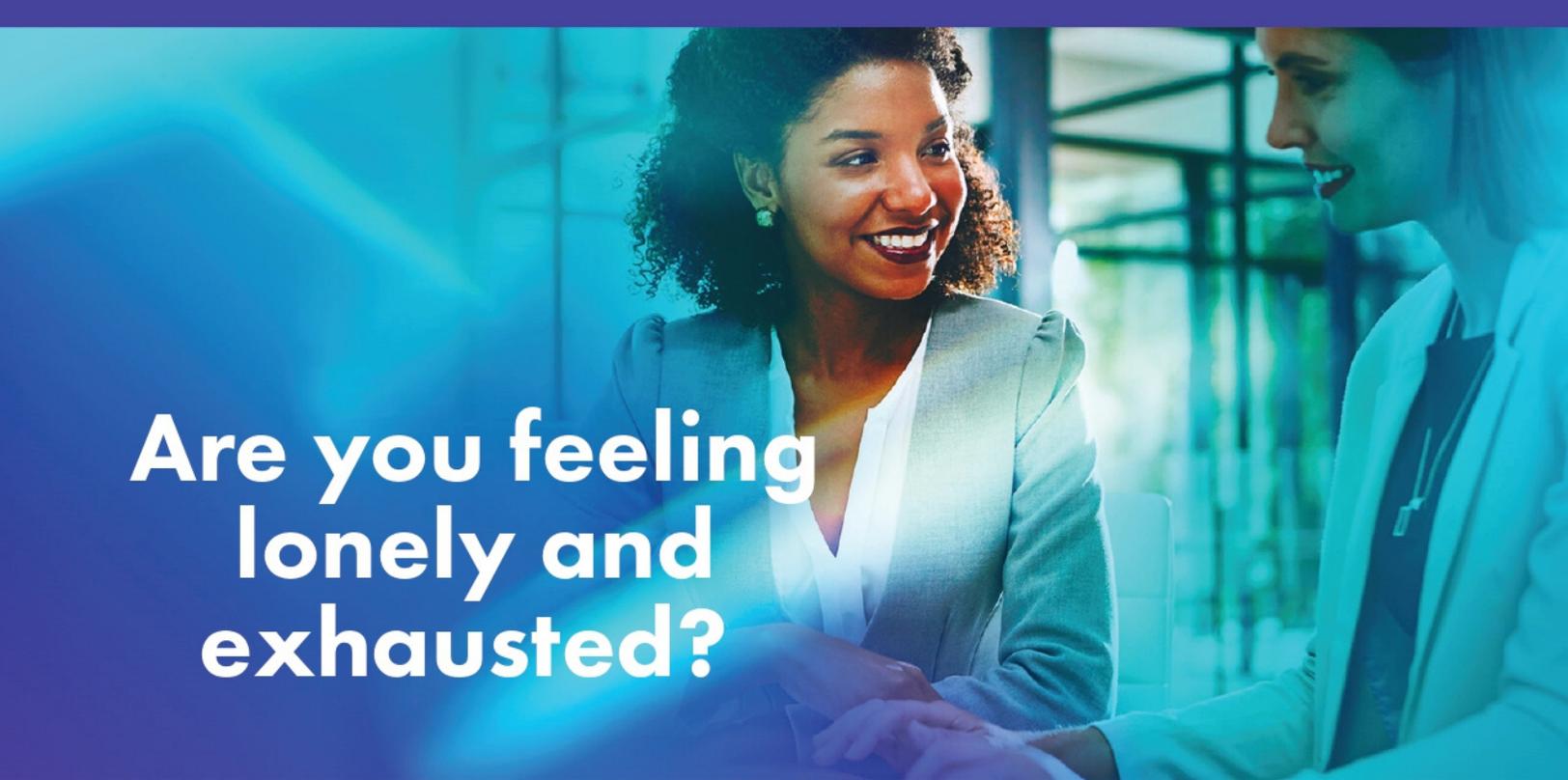
- employee benefits
- risk management
- 401k retirement

Our Burnham team can help you design the perfect HR solution for your business. We'll work with you to understand your needs and develop a customized, cost-saving benefits plan that will help you attract and retain top talent.


A BALDWIN RISK PARTNER

burnhambenefits.com
inquiries@burnhambenefits.com

CA License # 0D86695



Are you feeling lonely and exhausted?

Weighed down influencing your organization to see synergies between **Results, Culture, and Employees?**

Like you, we believe the world can be a better place, led by organizations who step up to this challenge and create even better business results.

We partner with you to align around your organization's business goals, desired culture, and talent through:

- Strategy and Culture Work
- Executive and Team Coaching
- Leadership Development Simulations and Workshops



Book a free consultation TODAY

HeffelfingerCo.com



Open enrollment doesn't have to be painful.

With the right partner, you can spare your HR team the headache of finding the best way to communicate your benefits, enroll your employees, and collaborate with insurance companies and payroll for a successful open enrollment.

Marsh McLennan Agency (MMA) has the proprietary solutions, technology consultants and hands-on benefits communication support to help make open enrollment as smooth as possible for your team and employees.

It's never too soon to lock in the right partner and the right tools. Get in touch to discuss how MMA can help.

MarshMMA.com



Your future is limitless.SM

Business Insurance | Employee Health & Benefits | Executive Benefits | Private Client Services | Retirement Services | Risk Management | Surety

d/b/a in California as Marsh & McLennan Insurance Agency LLC; CA Insurance Lic: 0H18131. Copyright © 2022 Marsh & McLennan Agency LLC. All rights reserved. MarshMMA.com

THANK YOU!

GOLD SPONSORS

ADVERUM



WESTWOOD & WILSHIRE

SILVER SPONSORS

 **Burnham**
A BALDWIN RISK PARTNER

 **THE Heffelfinger**
COMPANY



MARSH & MCLENNAN
COMPANIES

HR

STRATEGY

FORUM

Find out more

www.hrstrategyforum.org

And LinkedIn:

@HRStrategyForum