



# AGENDA

9-10:00am: Registration, Networking & Meeting Sponsors



10:00-10:10am: Opening

**Jeff Waldman**

Welcome - What's Going On in the World of HR/Recruitment Technology and Social Media?

10:15-11:15am: Mega-Session #1

**Adam Parrish & Phil Haussler**

Dominating Performance: How Hudl Built a Performance Process Employees Love

### **Description**

Performance management is one of the most broken and hated processes in businesses today. It's out-of-style, ineffective, and everybody loses. Who's winning? Athletes. As a sports + tech company that provides coaches and athletes video analysis tools, Hudl understands the value of reviewing and improving performance in real time. Ready to bench old approaches to performance, Hudl took coaching lessons from the field and created a new play diagram that employees love. Adam Parrish and Phil Haussler will discuss the radical shift from performance management to performance motivation. Adam will also share how Hudl is empowering both team leaders and members to provide ongoing #RealTalk, improve performance, and win—giving you ideas on creating a culture that dominates performance in your organization.

11:15-11:25am: BREAK

11:25am-12:25pm: Concurrent Session #1

1

**Shalaina Ocasio, Eric Foutch, Shaley McKeever, Marissa Litty**

Social Recruiting 101: How to Keep the Magic Going

### **Description**

The Red Branch Media team will discuss how it's built brands from Elevated Careers and JBS (huge!) to smaller software companies like ClearCompany and Triage Staffing. We'll show every day social always wins over slapdash, even huge campaigns. We will cover conversations with job seekers, how we've built a transparent culture and what to do when everything goes wrong on the internet! We'll be diving into the BIG three: Facebook, LinkedIn and Twitter, but we'll also touch on Youtube, Instagram and more.

2

**Angie Verros**

How Tech Influences the Employee Experience

### **Description**

The explosion of highly cost-effective technology has infiltrated all aspects of the workplace. Notably, it has impacted the employee experience in every possible way from recruiting to performance management to employee engagement and everything in between. The absence of having software to help HR Practitioners scale what they do has a huge negative effect on the employee experience. In this session we will explore these reasons and what to do about it.





# AGENDA



12:25-1:25pm: LUNCH

## 1:25-2:25pm: Concurrent Session #2

**1** **Chris Carlson**  
POWER HIRING - Social Sourcing & Recruiting

**Description**

Organizations are supported by their culture. What happens when that culture needs to change? Come find out how to create buy-in for the culture change, hear about tools to use to assess the culture and how to make actionable next steps to move it forward.

**2** **Maren Hogan**  
Microfeedback, Confrontation & Value Alignment: How to Get Better Performance Monthly, Weekly and Daily!

**Description**

Maren Hogan will share how she built a culture of excellence within Red Branch Media using microfeedback tools, a homegrown performance review system and an internal value pyramid. Learn why confrontation is a good thing, how to use values to help internalize both constructive and positive feedback and when and how to move employees, up the ladder, across the "lattice" and sometimes, out into the broader community.

## 2:30-3:30pm: Concurrent Session #3

**1** **Angela Galloway**  
Powering up Your Culture With an Employee Engagement Strategy

**Description**

Organizations are supported by their culture. What happens when that culture needs to change? Come find out how to create buy-in for the culture change, hear about tools to use to assess the culture and how to make actionable next steps to move it forward.

**2** **Kelli Lieurance**  
Facebagged, Twerminated & NetWORKed: Social Media & the Law

**Description**

With the continuing expansion of technology, employers face unique challenges to assure their policies and procedures are both legally compliant and help minimize legal liability. This presentation will highlight some of the developing legal issues surrounding Facebook, Twitter, and LinkedIn use in (and out of) the workplace, and will include a practical discussion of what you can and cannot do in terms of regulating employee social media use





## AGENDA



3:30-3:40pm: BREAK

3:40-4:40pm: Closing - Mega-Session #2

**Stuart Chittenden**

Being Human in a Modern World

### **Description**

This concluding session will challenge you to reflect upon and evaluate how your take-aways from the day's events can be valuably applied for you and your organization while also retaining a focus on people. How do you amplify the human in technology?

Specifically, this session will include the following:

- Setting the scene by defining a distinction between "Human" and "Resources."
- Asking attendees to identify insights and take-aways from their day.
- Mulling over several trends that indicate a dehumanizing contemporary zeitgeist.
- Examining the difference between communication (information transfer) and conversation (relationship building).
- Having the group do a quick paired conversation around a question (e.g. when do you feel most alive?)
- Telling a story to illustrate how conversation (as authentic relationship building) can occur via technology.
- Having people break into small groups to talk through a worksheet about how (1) their technology insights and take-aways from the day and (2) when/where/how they feel alive, can be combined to make adopting technological advances at work can be productive because they are human-focused.
- Reconvene, discuss, close...

5-9pm: "Happy Hour" at Wilson & Washburn

Join us and continue the many great conversations you will have throughout the day. There will be drink, food and lots of socializing. Cost? It's part of your ticket price so all you have to do is join us. **Location:** 407 Harney Street, Omaha, NE 68102

