



STRATEGIC LEADERSHIP CONFERENCE 2019

SEPTEMBER 19, 2019

INFLUENCE. ACT. IMPACT.



PENINSULA SHRM
INNOVATE. INSPIRE. LEAD.

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CONFERENCE PROGRAM FLOW

8:00 AM

REGISTRATION

8:30 AM

OPENING REMARKS, PRESIDENT

9:00 AM

MARY ABBAJAY, KEYNOTE

10:45 AM

SUSAN JACOBS
VP OF HR, HUNTINGTON INGALLS

11:45 AM

LUNCH BREAK
SPONSOR EXHIBITOR BOOTHS

1:00 PM

ANNOUNCEMENTS

1:30 PM

MACK MUNRO
CEO, BOSS BUILDERS

3:00 PM

LAURIE MCINTOSH
FIELD SERVICES DIRECTOR, SHRM

4:00 PM

CLOSING

SPEAKERS

KEYNOTE

MARY ABBAJAY



MANAGING UP

BOOK SIGNING FOLLOWING PRESENTATION

Managing Up is a guide to developing strategies, actionable steps and mindful connections around building real relationships with people who have influence over your career. It's not just about building connections and rapport, but the ability to quickly assess situations and determine which actions will move you forward in a way that will present new opportunities.

Learning Objectives:

- **Develop robust relationships with influential people**
- **Enhance your self-awareness and become more adaptable**
- **Gain new opportunities and accelerate your career**
- **Stop 'schmoozing' and develop true, lasting connections**

Speaker Bio:

Mary Abbajay is an acclaimed and sought after public speaker, organizational consultant, facilitator, trainer, and author. She is the president and founder of Careerstone Group, LLC, a woman-owned professional development consultancy that delivers leading-edge talent and organizational development solutions.

As a consultant, speaker, facilitator and trainer, Mary helps clients develop the strategies, skills, and sensibilities needed for success in the 21st century. Her expertise lies in helping clients create dynamic and productive workplaces that foster professional and personal excellence and growth. In short, she is committed to creating workplaces where both the organization and the individual can flourish.

Mary Abbajay brings 20 years of experience in leadership positions, a Master's Degree in Organizational Management, and post-graduate certificates from Georgetown University and the Coaches Training Institute. In addition to being an entrepreneur and consultant, Mary has served as adjunct faculty at George Mason University's School of Management and has taught at both Montgomery College and the Georgetown University Center for Professional Development.

SUSAN JACOBS

VP OF HR, HUNTINGTON INGALLS



EX - What Is It and Why Should You Care?

This presentation will examine EX (employee experience) and its impact on company performance. It will discuss workforce challenges that drive the imperative for leaders to give this topic serious consideration. The discussion will include ways to measure the ROI on these programs, and offer practical solutions for business leaders.

Learning Objectives:

The presentation will enable the attendee to:

- Define EX and its components
- Understand the tangible connection between strong business performance and a positive EX
- List the seven stages of employee experience
- Identify practical steps towards creating a positive EX

Speaker Bio:

Susan Jacobs is vice president of human resources and administration for Newport News Shipbuilding, a division of Huntington Ingalls Industries, located in Newport News, Va. She was appointed to this position in 2016 and is responsible for human resources administration, employment, labor relations and recruitment. She also has responsibility for the company's security and environmental health and safety organizations.

Ms. Jacobs has worked in the human resources industry since 1986 in various positions of increasing responsibility including senior director of human resources at L-3 Vertex Aerospace LLC. Prior to her current position and since 2007, she served as director of human resources and administration for Ingalls Shipbuilding in Pascagoula, MS.

She earned a bachelor's degree in political science in 1984 and an MBA in marketing emphasis from the University of Southern Mississippi. Jacobs is also a graduate of Leadership Mississippi and the Gulf Coast Business Council Master's Program. She currently holds the Senior Professional in Human Resources and Senior Certified Professional certifications from the Society for Human Resource Management. In the community, Jacobs serves on the board of directors for the Virginia Peninsula Food Bank, LEAD Virginia, the Hampton Roads Chamber and the Hampton Roads Economic Development Alliance.

MACK MUNRO

CEO, BOSS BUILDERS



How to Design and Implement a Successful Strategic Management Development Initiative

Effective managers are the key to any organization succeeding. If you are looking to bring a strategic edge to your organization, training and developing those managers is a key component. This presentation will show the importance of balancing performance management, strategic goals and initiatives, wants and needs of employees and managers, and tight budgets while working to implement a culture of learning. The outcome will be managers who are more effective and a workforce that is motivated, educated, and turns over infrequently.

This specific session will focus on the SHRM competency of HR Technical Expertise and Practice, and target the key behaviors of consultation and business acumen. In this session, participants will learn to proactively initiate (or adeptly respond to a request for) a “management training program.” Specifically, they will learn techniques to identify need, gather relevant data, leverage performance management, and communicate findings to senior management. They will learn key areas to consider and standard traps to avoid falling into. Finally, they will learn how to keep a program energized and permanently ingrain it into the organization’s culture, all the while communicating its success in the language of business.

Learning Objectives

At the end of this program, you will be able to:

- Describe how critical thinking and careful diagnosis are key skills for HR professionals to properly develop and communicate a management training strategy.
- Discuss guidelines for identifying performance gaps in managers and techniques to remedy them.
- Develop the skills and ability to communicate the needs, design, process, and results, and how they align with corporate strategic initiatives to senior leadership.

Speaker Bio:

Mack Munro is Founder and CEO of Boss Builders and is an experienced consultant, author, and speaker who has worked with executive and management teams in companies of all types, sizes, and industries in the USA and abroad. He is the author of *How to Win at Performance Management* and *How to Be a Great Boss*.

He holds a MA degree in Organizational Leadership from Chapman University and a BS degree in Health Care Management from Southern Illinois University. He is a qualified facilitator of the MBTI® and has also written and developed several personality and behavioral assessments and online tools.

In addition to his latest book on performance management, Mack is also the author of 11 other business books. He has been featured as a career expert on radio, television, and print, including a monthly column in *Men’s Fitness* magazine.

LAURIE MCINTOSH

FIELD SERVICES DIRECTOR, SHRM



The Future of HR: Promoting Business Success In A Changing Global Workplace

As an HR professional, you can play a significant role in promoting the success of your organization by understanding your business objectives and the changing environment – nationally and globally – in which you compete.

Learning Objectives:

In this session, you will learn the business skills you need to develop to become a strong contributor to the “bottom line.” You will also review ways to leverage technology and three key tools – analytics, leadership development, and workplace flexibility – to more effectively engage your human capital assets in fulfilling your business goals.

Speaker Bio:

Drawing from 15+ years as an HR practitioner with industry experience in health care, consumer packaged goods and banking, Laurie relates to the needs of HR professionals because she’s lived it. Prior to joining SHRM she was an active volunteer leader at the chapter and state level in Nebraska including the chapter president of a super mega chapter and NE state council director.

She now works at SHRM headquarters in Alexandria, VA and supports membership in a five-state territory. She received her Master’s degree in Human Resource Management from Capella University and holds both SHRM-SCP (SHRM Senior Certified Professional) and CAE (Certified Association Executive) designations. Connect with Laurie at: Twitter: @SHRMLaurie and LinkedIn: Laurie McIntosh, SHRM-SCP