SOLD OUT! Increasing Strategic

Start Date: 1/18/2017 7:30 AM

End Date: 1/18/2017 10:00 AM

January 18, 2017 7:30am - 8:00am - Registration & Networking 8:00am - 10:00am - Program Location: NYSUT Conference Center, 30 North Union Street, Rochester NY 14607 This program is hosted by GVC SHRM! Sponsored by Focused 401k Partners . This program has been preapproved for 2.0 Professional Development Credits by the Society of Human Resource Management and 2.0 Business (Strategic)recertification credits by the HR Certification Institute. Increasing Strategic Impact of Human Resources Presented by Brenda Gumbs To be able to craft a strategic agenda with the business leaders, HR leaders need to have a point-of-view not only about HR activities, but about business demands. That means being aware of and able to translate external business trends into internal organization activities. In this session, we will discuss how to be both a trusted advisor and a strategic business partner which will increase the strategic impact of human resources. This greater accountability and line of sight to business results, presents both a challenge and opportunity from where HR is today. By the end of this session, participants will: •Understand some of the changing expectations of HR professionals & leaders. •Know what are the five (5) most important questions to ask about your organization. •Understand how HR can facilitate the work around cultural clarity. •Better understand how HR adds value to the business. About our speaker: Brenda D. Gumbs has been a human resource practitioner for thirty years, and a senior executive for the last twenty. Her primary responsibilities have included building the capability of the corporation or division, participation in strategic planning, partnering with senior executives, and line managers to identify human resource solutions to business problems, and providing advice and counsel on people related business issues. Her strengths are her knowledge of the human resource practice areas, years of implementation experience in diverse organizations, communication skills, and a commitment to learning and keeping current in organization best practices. Mrs. Gumbs most recently held the position of Executive Vice President of People and Culture for Perfetti Van Melle, North America. Other previous positions were Chief Operating Officer at Pope & Associates, and Corporate Vice President of HR for the Midland Company, Senior Vice President, Human Resources, reporting to the CEO and President of Lawyers Cooperative Publishing, and Human Resources Director for the Kodak Equipment Manufacturing Division. Before joining Eastman Kodak, she held the position of Director of Human Resources at Computer Consoles, Inc., and the Rochester City School District. In addition to her practical hand-on credentials, Mrs. Gumbs holds a B.S. degree from the State University of New York at Oswego, and a M.S. degree from the State University of New York at Albany. Her education included collective bargaining study at the Cornell University School of Labor Relations, which allowed her to function as a Mediator and FactFinder for the Public Employment Relations Board for almost eight years. Mrs. Gumbs is an active volunteer, and has served on the Board of Directors for National Industries for the Blind and Goodwill Industries International. She has also earned and maintained the following certifications: Work/Life Certified Professional (W/LCP), Targeted Selection, Devine Assessments, Korn Ferry Competency Training, Herrmann International, Whole Brain Dominance Certification, and ?What If! Innovation Training. PRICING: SHRM Members - $30 Non Members - $40

Location(s)

NYSUT Conference
Center, 30 North Uni