



# daily LEADER

NEWSPAPER OF HRIA'S 5<sup>TH</sup> ANNUAL ALBERTA HR CONFERENCE

FRIDAY, APRIL 23, 2010

## Concurrent Session: Follow Up

••• Think UP 2010 featured a diverse selection of 60- and 90-minute concurrent sessions to help you become more strategic in your thought process.

Here's a quick re-cap. Wednesday kicked off with five outstanding concurrent sessions.

1. Pam Paquet showed delegates how to lead each generation more effectively to achieve retention succession.
2. Eleanor Culver discussed key attributes human resources professionals need to be effective at managing the human capital of their organization.
3. Stephen Cryne explored how some of Canada's leading employers are managing this aspect of employee relocation.
4. Catherine Armstrong spoke about key strategies to create innovative and dynamic organizations.
5. Dr. James Hill focused on creative planning in organizations.

The momentum continued with the following afternoon sessions:

1. Bruce Lee showed delegates how to support, groom and grow people toward becoming the best they can be.
2. Allan McCaLder presented ideas and strategies that produce results.
3. Dr. Michael Schmolke presented hard facts and simple solutions to help HR professionals build long-term teams.
4. Jeremy Gutsche identified patterns of opportunities and critical roadblocks to success.
5. Dasa Chadwick discussed how to champion HR initiatives in organizations.

On Thursday morning, a broad range of concurrent sessions were presented:

1. Barbara Moses shed light on advice related to career and life intelligence for women.
2. Jason Randhawa discussed marketing principles and analysis to engage employees.
3. Dr. Rebecca Schalm discussed what organizations can do to better manage leadership succession.
4. Chuck Smith presented workplace conflict and its dangers.
5. Charmaine Hammond and Michéle Luit spoke about the importance of identifying the "critical" not "key" positions and getting the right players engaged.

And finally we wrapped up the day with the following:

1. Val Carter discussed building on individual strengths to develop the entire team.
2. Trina Buko presented information about effective recruitment of the Aboriginal talent in Canada.
3. Anne Howard explored core aspects of business planning.
4. Jean Hudson presented the impact and power of dynamic listening.
5. Shelly Ptolemy explored innovative opportunities to leverage occupational health metrics to support the holistic value of human resources. •

**These broad ranges of concurrent sessions provide you with the opportunity to customize the conference experience to meet your particular needs and interests and provide HR professionals with new perspectives on how to ensure your organization succeeds in today's current economic climate.**

## Viewpoint

**What is the significant lesson you have learned in your HR professional career?**

Be current! The profession of HR has developed further over the years and it is important to remember many organizations are moving into Strategic Human Resource Management and are no longer focusing on Personnel Administration. Membership in HRIA and CHRP designation will help this.

*- Jocelyn Doucette, General*

While HR has made significant gains in having people come to recognize its importance, there is much work to be done. Although there are companies that engage their HR departments and involve them in business strategy, I know companies see it as merely a cost versus benefit. I do however see that HR professionals are continuing to work to change this and determined to bring recognition and importance to the profession through dedication and continued training/development.

*- Regan Bickell, CHRP, Recruitment Consultant*

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# Marcus Buckingham: The One Thing You Need to Know

••• **Strengths or weaknesses: where to focus your energy for peak performance?** Marcus Buckingham is all about the data. In his nearly two decades as a Senior Researcher at Gallup Organization, he studied the world's best managers and organizations to investigate what drives great performance. The results confirm that focusing on strengths provides the greatest opportunity for success.

Prior to the 2010 Alberta HR Conference, Buckingham surveyed delegates, asking: "To be more successful, should one focus on leveraging strengths or fixing weaknesses?" Of the 200 who responded, 77% believed focusing on strengths was most important.

But when asked how many spend most of their day playing to their strengths, less than 15% of delegates indicated they did. And when asked if they had the freedom to modify their job to play to

their strengths, 70% said that they did. So, then, why are more of us not leveraging our strengths?

It could have something to do with the basic definitions. Strengths have often been defined as what you're good at and weaknesses as what you're not so good at. "Problem is, there are often things that you're good at but that you hate to do," explained Buckingham. "Things you're good at that drain you should be considered weaknesses." That's why you're the best judge of your own strengths. But you can't play to your strengths if you don't know what they are.

He suggested starting the process more accurate definitions. Simply stated, weaknesses are activities that weaken you; strengths are activities that make you strong. He then took delegates through a "love it or loath it" exercise to help them discover their strengths and identify their weaknesses.

To build your career, find your strengths. And to find your strengths, use the acronym SIGN to give you direction.

S = success: when you do it, you feel successful  
I = instincts: before you do it, you actively look forward to it  
G = growth: while doing it, you feel inquisitive and focused  
N = needs: after you've done it, you feel fulfilled and authentic

Once you identify your weaknesses, navigate around them. Use the acronym STOP to help guide you.

S = stop doing the activity  
T = team up with others who are strengthened by this activity  
O = offer up a strength and steer your job towards it.  
P = perceive your weakness from a different perspective, ideally through the lens of one of your strengths

Are you one of the 15% of people who play to their strengths most of the time? If



Marcus Buckingham delivers a powerful closing keynote at the 2010 Alberta HR Conference.

we can't do that in our own lives, how, as human resources professionals, are we supposed to do that for others in our organizations? Buckingham's advice: "Put your own oxygen mask on first."

Marcus Buckingham is working on an online strengths community StengthsCampus launching at the end of May. Look for him on Facebook and Twitter to get updates, contribute your success stories and learn what other companies and educators are doing to move that 15% number higher. •

## Viewpoint

**With respect to the economic events of 2009, how can HR contribute to business objectives as we continue to rebuild operations and employee optimism?**

Senior HR executives must show how HR services can help increase an organization's return on investment in monetary terms. Investing in human capital should be on the same level of discussion as any capital investment. Employee optimism will return on its own when employers invest in its employees through training and compensation programs. Furthermore, organizations, in conjunction with HR, must continue to clearly, and loudly, communicate its business plan and vision to employees.

~ Norman Poon, *CHRP, Analyst, Human Resources*

To make any sort of mark for yourself as an HR specialist today, you need to be as well-versed in the business side of your firm as you are the nuts and bolts of HR management. You need to stay especially aware of the complexities and operating challenges that sets your company apart from your competitors. To be able to focus on providing high quality service and customer satisfaction at all levels of business operations.

~ Dino Carnevale, *Manager/Senior Recruiter*

Learning how to calculate the return on investment of employee's training and development; become more involved in our organization's online presence in terms of recruitment, branding and protection (i.e., employee's off-duty online conduct); learn how to enable team leaders to encourage and reward employees on a more intrinsic level (aka on the cheap).

~ Stephanie Andrews, *Student, Human Resource Assistant*

## Thinking Up Ideas

By Linda Maul

••• **As Human Resource Professionals you understand the benefits of communication.** You see and hear first-hand the results of leaders who do not value conversations with their teams; who do not invite or listen to the ideas of others. You understand the carnage left behind in a "command and control" culture where ideas are not heard or valued, where employees are considered disposable, where a "do it or else" culture exists....and new ideas die before being voiced.

There is a relatively new

leadership strategy successfully contributing to overall organizational effectiveness: the intentional development of a coaching culture. Taking a "coach approach" has been proven to support innovative thinking with both individuals and teams. It takes time to experience a complete cultural change but it is happening in organizations around the world.

What do we mean by a "coach approach?" **ASK – Don't TELL!** Too simplistic? Maybe, but it does speak to creating a coaching culture. As leaders, we often tell others how and what to do – to solve problems for them

quickly and efficiently, to TELL – Not ASK. It's faster, easier and sometimes requires less discipline to TELL when we should be ASKING.

A coach approach of asking and listening for understanding (without agendas) is proven to support competent recruitment, as well as day-to-day functions which support retention, such as performance management, discipline, safety, etc. Imagine if we moved the "ASK Conversation" into all areas of leadership?

Developing a coaching culture requires a strategic, committed and customized approach led by the executive team. Some of the magic

ingredients for success include: coaching champions at different levels of the organization, one-on-one coaching, group coaching, a coach approach to performance management and other development initiatives within your organization. Trust increases which, in turn, supports truly engaged employees and increased profits. When implemented with intention, leaders consistently stay engaged, model a coach approach and drive success.

Learn more, visit [www.creatingpeoplepower.ca](http://www.creatingpeoplepower.ca) or contact [linda@creatingpeoplepower.ca](mailto:linda@creatingpeoplepower.ca) •

# Start Planning for the 2011 Alberta HR Conference

••• The Human Resources Institute of Alberta invites you to reserve your time now to participate Alberta's premier professional development and networking opportunity for HR professionals.

The 6th annual Alberta HR Conference will focus on human resources from a 360° viewpoint.

The theme for the 2011 conference is HR360° And that is what we are giving you....

The Tradeshow Exhibition will remain a 1 ½ day show. Each day will be filled with tradeshow networking breaks and a networking lunch. To end the first day, take advantage of the opportunity to network with fellow HR professionals and unwind at the mini-breaker reception.

## Sponsorship Opportunities

Thank you to all of our 2010 Sponsors! Reserve your participation now as a

leading partner in the HR industry - the earlier you come on board, the more your organization benefits from high-profile exposure to Alberta's HR decision makers.

## Call for Speakers will open September 1, 2010

The Alberta HR Conference delivers a diverse selection of keynotes and sessions to help HR practitioners excel professionally and improve organizational performance. Abstract

submissions for speakers will be accepted online starting September 1, 2010.

## Call for Exhibitors will open on October 15, 2010

HR 360° will have 100 exhibit spaces available for sale. Exhibit space sells out quickly – avoid disappointment and send your request for exhibit space early!

## Contact Information

If you are interested in becoming a sponsor or exhibitor for 2011, contact Jenny Chapman, HRIA's Sponsorship & Event Manager, at 403.541.8703 or jchapman@hria.ca •

# Viewpoint

## What is the biggest challenge for the HR industry today?

Speed and degree of change (change in economy/employee expectations/relevance of managers' current skill set/compensation practices vs. societal perspectives).

- Pat Booker, CHRP,  
Human Resource Advisor

Recruiting and retaining talent is the number one human resources challenge for many organizations. Organizations in Canada and the USA use a number of avenues to attract and retain domestic and foreign national talent. Due to widespread talent shortages, companies are forced to recruit workers outside their respective domestic market place.

- Dino Carnevale,  
Manager/Senior Recruiter

Today HR is challenged with replacing the experience, knowledge, and skills, of the now retiring baby boomers. There is a gap that is being created as a result of a large number of baby boomers looking at retiring over the next 5 years and the skills and knowledge that they gained while employed will go with them when they leave the work force. The X & Y generation is looking to retire even earlier and if not retiring, then working part time as consultants or working at home, while juggling family, vacations, and work. The Z gens are demanding part-time, me time, and free time therefore organizations are challenged with providing the kind of environment that will draw and retain them.

- Gina Arbeau,  
Associate, Manager,  
Security & Life Safety

# Important Dates

••• HRIA to host first ever Virtual AGM. We will be holding our AGM on **May 13, 2010** in Edmonton. Those unable to attend will now be able to participate virtually. Two regional associations, HRMAL and CAHRMA will also be hosting satellite AGMs in their communities following the AGM webcast.

The global HR community will be meeting in Montreal, **September 27 – 29, 2010** to participate in a historic event for the profession in Canada. The 13th World Human Resources Congress promises to be an event that will lead you beyond borders, beyond the organization, beyond HR and beyond your own limits. To learn more about **HR Without Limits** please visit [www.hr2010.com](http://www.hr2010.com). •

# 2010 Conference Green Statistics

••• After the success of our past eco-friendly initiatives, the HRIA wanted to keep the spirit of environmental responsibility a top priority in this year's conference planning.

From online registration to onsite recycling, delegates experienced many green initiatives throughout the duration of the conference:

- Online registration was available via the conference website
- Bags were made from 20-60% recycled materials and are 100% recyclable
- Double walled travel cups were provide to delegates to refill beverages throughout the day



Under the leadership and expertise of their Environmental Protection committee, the BMO Centre, Stampede Park, has many programs in place to reduce, reuse and recycle, including recycling facilities located throughout the facility for delegates.

The efforts put forth during the 2010 conference resulted in more than 1,000 kg of waste was diverted from the landfill:

- 170 kg of paper products recycled
- 712 kg of cardboard from the tradeshow
- 8 kg of plastic shrink wrap
- 810 (approx) water/juice/pop bottles and cans recycled
- 6 wooden pallets recycled

Thanks to all the suppliers, vendors and delegates who contributed to this worthwhile effort! •

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# Conference Snapshots



Delegates meet with board members and staff at the HRIA booth



HRIA President Charlotte Bouchard, CHRP, welcomes delegates



Opening keynote presentation "Exploiting Chaos" with Jeremy Gutsche



Conference attendees discuss "Reinventing for 2015" with Jeremy Gutsche



Delegates get access to premium research at [www.trendhunter.com/secret/hria](http://www.trendhunter.com/secret/hria)



An excellent opportunity to connect at the Tradeshow Networking Lunch



Delegates take advantage of opportunity to meet with industry exhibitors



Concurrent session encourages attendees to interactively "think up"



2010 Tradeshow Exhibition includes over 100 leading industry suppliers



"Moving Beyond the Meltdown" with keynote speaker Jim Carroll



Networking prior to the Celebrating Excellence Dinner and Awards Gala



The HR industry celebrates excellence at the Celebrating Excellence Awards Gala



2010 Award of Excellence recipient Jenny Cruickshank



2010 Rising Star Award recipient Jillian Walker



Distinguished Career Award recipient David Knudson, CHRP



Keynote speaker Barbara Moses talks to delegates about Career Intelligence

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