

# UNDERSTANDING THE HR CHANGE MANAGEMENT ROLE

STRATEGIC PRACTICES THAT IMPROVE PERFORMANCE

The highly acclaimed seminar that gives you the background to deal more effectively with growth, cutbacks, restructuring, or significant shifts in employee expectations



The seminar the helps you align with strategic goals and credibly lead, guide and reinforce change



*Want to give business leaders, managers, and employees better tools to move forward when the status quo is holding them back? Have good ideas that never get off the ground?*

*You have come to the right place.*

*Whether you are with a large or small business, understanding change, its*

*predictable patterns and processes — and the way it affects the human side of business — is essential to performing our jobs well. Developed for plain language relevance for companies of all sizes, these two content-packed days give you applicable lessons gleaned from large scale corporate change efforts. You'll learn new ways to plan communication, overcome resistance, build consensus, and ensure sustained support for your company initiatives. You'll walk away with approaches to more successfully*

*address changes to the status quo in your business and address less dramatic changes in your personal life.*

*Gain the knowledge to be more credibly involved in small and large change efforts and improve the performance of HR.*

*Register today!*



**“Our business experiences constant change – this will help me give better change management and planning guidance.”**

**Sr. HR Specialist**



## **Here are just a few of the companies that have sent employees to this seminar**

Health South • Nokia, Inc. • Capital One • Perot Systems • The Dallas Morning News • Hilton Reservations Worldwide • Hoover • General Dynamics Satcom Technologies • Uniden • Just Brakes • American Eurocopter LLC • Home Interiors and Gifts • McKesson • Trinity Industries, Inc. • Daisy Brand • Medical Center of Plano • ETC • Foxworth-Galbraith Lumber Company • Action Stainless • North Dallas Bank & Trust • Strategic Employer Services, LLC • Trinity Regional Water District • Baker Hughes Inc. • Tesco Corporation • Methodist Hospital • Brighton Homes • Memorial Hermann Healthcare System • Halliburton • BG Group • City of Houston • The Parish School • WJ Alexander and Associates • Insperty • FMC Technologies • Cooper

Cameron Corp, • Rigaru • Conservatek Industries • Dannenbaum Engineering Corp. • San Antonio National Bank • Friedken Companies • Deepwater Specialists • Piper Morgan Associates • Cadre Services, Inc. • South Texas Dental • Atlantic Methanol • GeoControl Systems • Arruth • National Oilwell Varco • Anadarko Petroleum Corp. • Encore Bank • Campus Living Villages • Harris County Flood Control District • Michael Baker Corporation • Republic Services, Inc. • Kelsey-Seybold • KBR • Exxon Mobil • Schlumberger • Dynergy, Inc. • UT MD Anderson Cancer Center • M-I Swaco • Aramco Services Company • General Electric • Centerpoint Energy • Wartsila North America, Inc. • Houstonian Hotel • ITS Pharmacy • Becon Construction Company

# Understanding the HR Change Management Role

## The Content

### PARTIAL AGENDA

- An overview of change management – what it is, what it is not
- Shifting priorities versus inconsistency - visions for the future and smart course corrections
- Key differences between change and project management
- Consensus – strategies for building ownership, running collaborative meetings, and making decisions
- Executive goals and the desired roles for HR in major change initiatives
- Vision and strategic goals – a cascading guide for action
- Goal setting, subconscious mechanisms, and predictable consequences of unmanaged change
- Senior leadership roles – the importance of securing involved sponsorship at key involvement points
- The characteristics of transitional periods between an old way and a new way of doing things
- Hidden steps for building commitment as an antidote for resistance
- An in-depth look at how the human mind processes meaning, loss, and threats to the status quo – why good people sabotage change efforts
- Tips for selecting methodologies and getting the most out of consultants
- Group dynamics, cohesive groups, and the nature of group resistance
- Assessing ROI – figuring in the cost of change in the decision to move forward with a project
- A strategy for pinpointing who will be the greatest resisters of change efforts
- Selecting and building a change management team
- 6 reasons why change efforts fail
- Developing a communication plan – strategies for cutting through clutter, getting heard, and staying on message
- Credible leadership and the factors necessary for credible message and messengers
- Coaching strategies for teaching and reinforcing change
- Framing the context to support needed decisions
- Metaphors, symbols, and stories – communicating to sell problems, progress and future solutions
- 12 key principles behind successful change efforts
- Aligning performance metrics for a new reality – standards, skills assessments, and recognition systems
- A summary of key insights from four of the most respected authorities on change management



THE HR SOUTHWEST  
CONFERENCE™

# Understanding the HR Change Management Role Attendee Reviews

## Actual quotes from attendees like you

*Excellent overview of strategic leadership concepts. Directly applicable to any organization embarking on change.*

CEO

*The relationship of project management to change management and the big differences was very helpful.*

Director HR

*Information presented was useful and helped confirm current practices my team uses. Will incorporate some ideas into our project management practices.*

Director HR

*I now have a better understanding of how to manage change, what I can expect, and how to prepare for it.*

HR Advisor

*Content is right on target for changing/ unifying culture/ organizations that grow by acquisition.*

Sr. Compensation Manager

*We are in the middle of change right now and will be implementing more in the future. I will take this back and utilize it to improve the change process.*

HR Business Partner

**I registered because I needed SL credits and had no expectations beyond the credits. I am completely enthused about my two days with Jim Vance. Exceptional experience and a valuable use of my time.**

VP HR

*This training will be beneficial to me in outlining the change management steps to my HR team and identifying the risk and benefits of change.*

Assistant HR Director

*With the economic situation, we anticipate changes in budget, #FTE's, etc. This information will help us better anticipate and manage changes.*

Director HR

*I now have a better understanding of how to manage change, what I can expect, and how to prepare for it.*

HR Advisor

*The material can be used at the "department" level as well as the upper management level.*

HR Manager

The strategies and examples given were great! I look forward to the opportunity to implement them to effect and sustain change.

Manager, Employee Relations




## Who should attend

Executives, directors, managers, supervisors, and HR practitioners wanting to credibly involve themselves in change efforts. Anyone with HR responsibility wanting to improve strategic effectiveness.

Has prompted additional consideration of current issues. Excellent facilitator – great energy and enthusiasm throughout. Materials will serve as valuable resource.”

**Director Employee Relations**



## Understanding the HR Change Management Role Your instructor

Jim Vance, PE (inactive), SPHR is a former HR Director who came from a project management and operations background. Vance has served as a top presenter for a national seminar company, and is a speaker, trainer, and consultant who has addressed business audiences in over 30 states. Known as a true teacher who engages audiences from start to finish, he regularly presents seminars on a variety of HR topics including Understanding HR Metrics, Behavioral Interviewing Strategies: How to Make More Effective Hiring Decisions, Relationship Management for the HR Business Partner, Enhancing Your EQ: Practical Principles for Managing Employees, and HR 101. He is president of Advanced Business Resources, a Houston-based management and communication training company, and coauthor of the books Magnetic Leadership and HR Strategies that Work. He has been featured with Ken Blanchard in the anthology Speaking of Success.



## About HRSouthwest

The **HRSouthwest** Conference is the largest regional human resources Conference in the United States. The Conference offers world- renowned keynote speakers, two and a half days of educational sessions, networking opportunities and exposure to the latest HR products, techniques and services. The **HRSouthwest** Conference is THE Conference that meets and exceeds your HR education needs.

## When, Where, How Much

- ◆ October 4-5, 2014
- ◆ Saturday — 12:00 PM to 6:00 PM
- ◆ Sunday — 8:00 AM to 5:00 PM
- ◆ Check in begins 12:00 PM Saturday, 7:00 AM Sunday
- ◆ Consult [www.hrsouthwest.com](http://www.hrsouthwest.com) for seminar location
- ◆ Participant manuals, breaks, catered lunch provided
- ◆ Reservations required
- ◆ Register early, space is limited
- ◆ Full seminar — with Preregistration \$540 conference attendees, \$720 non-conference attendees
- ◆ Full Seminar — On-site registration \$840 subject to availability



This seminar has been pre-approved for by the Human Resource Certification Institute for 13.5 strategic management credit hours toward SPHR recertification and 13.5 credit hours toward PHR certification

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## HOW TO REGISTER

- ◆ Questions? Call 800-644-7476 or email [attendees@hrsouthwest.com](mailto:attendees@hrsouthwest.com)
- ◆ Register online <http://www.wynjade.com/hrsw14/>



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