



Jason Lauritsen **Program Description**

HR as Social Architect: Maximizing the New Talent Equation

It seems that everyone these days is saying that business is now “social.” The rise of social media and other technology has changed how we do business. These same technologies are changing the very nature of work and how the workplace must be designed. The truth is, business has always been social, and so has work. Technology has simply unleashed the power of social in new and powerful ways.

This evolution has revealed that our traditional models for cultivating talent are insufficient. The new equation for talent isn’t just about building human capital (the knowledge, skills and abilities). It must also include social capital (the value that exists within relationships) if you are to unlock your organization’s true capability for innovation and performance. This thought provoking and actionable session will reveal to you the new talent equation and how the next evolution for Human Resources is to become the social architect of the organization.

Learning Objectives:

- Explore how the evolution of the organization and the rise of social technology has fundamentally changed how value is created within the organization. Uncover how this shift now requires an expanded definition of talent that considers the power of personal relationships and networks as an amplifier of impact.
- Discover how cultivating connection, as a means to build social capital, is an under-utilized but powerful strategy for gaining competitive advantage.
- Learn six powerful strategies with twelve specific tactics for creating a work environment that fosters connection and grows social capital as means to fuel innovation, engagement and performance across the organization.