

# Effective **Decision Making** in Workforce Management



**May 14, 2020**

Kentucky Chamber of Commerce  
Frankfort, Ky.

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people and  
get the  
4th FREE!



8 a.m.  
Registration

8:30 a.m.  
Seminar begins

Noon  
Lunch (provided)

4:30 p.m.  
Seminar adjourns

# Agenda

## Effective Decision Making in Workforce Management

### Sound Decision Making

- the concepts and principles of sound decision making, how evidence can inform decision making and how to provide support for recommendations to executive management.
- how the scientific method can be used to formulate and test hypotheses and to structure issues and problems.
- how quantitative methods and technology can be used to find relevant data and other forms of evidence and analyze alternative strategies.
- how statistical techniques can be applied to common problems.
- how to apply evidence using case studies.

### Applying Evidence to Decision Making in Workforce Management

- Finding and evaluating relevant evidence
  - Data
  - Professional knowledge
  - Judgment/ingenuity
- Analyzing evidence
  - Data analytics
  - Artificial intelligence
  - Benchmarking
  - Basing recommendations on evidence

### Developing and Presenting Recommendations

## About the Speaker



**Robert J. Greene, PhD**, is the CEO of Reward Systems, Inc., a global consultancy, a consulting principal with Pontifex and a faculty member for DePaul U. in their MSHR and MBA programs. He has over four decades of experience in industry, consulting and academia.

He has published “Rewarding Performance Globally: Reconciling the Global – Local Dilemma” (co-authored with Fons Trompenaars), “Rewarding Performance: Guiding Principles; Custom Strategies – 2d ed” and “The Most Important Asset: Valuing Human Capital.” His latest book “Strategic Talent Management: Creating the Right Workforce” will be published in spring of 2020. He has also published over 200 articles and book chapters. He holds the following professional certifications: SHRM-SCP; SPHR; GPHR; CCP; CBP; GRP.

He was one of the principal designers of the Senior Professional in HR (SPHR) and Professional in HR (PHR) certifications for the Society for Human Resource Management (SHRM). Greene was the first recipient of the Keystone Award, bestowed for attaining the highest level of excellence in the field.

# More Info

## Why Attend?

Evidence-based management is a conceptual approach to decision making that is increasingly being adopted. Although a CEO may value the experience and the judgment of an HR practitioner, more support for recommendations on workforce management strategies and programs is being demanded. The evolution of technology has created new tools, such as artificial intelligence, machine learning and other types of analytical tools. These tools provide decision makers with more evidence to use in formulating recommendations and can lend additional support to those recommendations. The ability of decision makers to effectively utilize workforce analytics has become a key element of competence. Those lacking the ability to use quantitative analysis find it more difficult to influence executive management, even though they possess the knowledge and skill, acquired through their experience, that often produces the right solutions. Relying solely on “I think...” arguments may not be persuasive in selling recommendations. Sound evidence that something will be likely to work can make the case for recommended strategies and programs.

You'll learn:

- the concepts and principles of sound decision making, how evidence can inform decision making and how to provide support for recommendations to executive management.
- how the scientific method can be used to formulate and test hypotheses and to structure issues and problems.
- how quantitative methods and technology can be used to find relevant data and other forms of evidence and analyze alternative strategies.
- how statistical techniques can be applied to common problems.
- how to apply evidence using case studies.

## Who Should Attend?

HR practitioners and managers at all levels who make workforce management decisions.

## Continuing Education



### SHRM Professional Development Credits (PDCs)

The Kentucky Chamber is recognized by SHRM to offer Professional Development Credits (PDCs) for SHRM-CP or SHRM-SCP.



### HRCI Recertification

This program has been pre-approved for credit toward PHR, SPHR and GPHR recertification through HR Certification Institute.

### CEU/CPE

This program may also be eligible for CEU and CPE credits. Contact your professional board to find out what's required.

## Kentucky Chamber Membership

It's not too late to take advantage of the Kentucky Chamber member discount. To learn more about membership, call 502-695-4700 and ask for a membership representative.

## Moneyback Guarantee

If you are not 100% satisfied with your seminar experience, we will refund your money.

# Register Effective Decision Making in Workforce Management

## Registration Fees

\$399/Kentucky Chamber and/or KYSHRM Members  
\$499/Non-member

**SPECIAL OFFER:** Send 3 people and get the 4th FREE!

To take advantage of this special offer please call Lori Jo Goff at 502-848-8727 or email lgoff@kychamber.com.

## Cancellations/Substitutions

Cancellations must be made no later than five business days prior to the program for a full refund. After this date, no cash refunds will be granted. Substitutions are welcome. Special accommodations made upon request.

## How to Register

### WEB

kychamber.com

### PHONE

Call Lori Jo Goff  
502-848-8727

### E-MAIL

lgoff@kychamber.com

### FAX

502-695-5051

### MAIL

Kentucky Chamber  
464 Chenault Road  
Frankfort, KY 40601

## Training and Lodging Locations

**May 14, 2020 (81268)**

### Training Location

Kentucky Chamber of Commerce  
464 Chenault Road  
Frankfort, Ky. 40601  
Ph: 502-695-4700

### Lodging Location

Fairfield Inn & Suites Frankfort  
40 Chenault Road  
Frankfort, Ky. 40601  
Ph: 502-695-8881  
Room Rate: \$94\*  
Room Cutoff Date: April 29, 2020

*\*The advertised Kentucky Chamber room rate cannot be guaranteed after the cutoff date.*

When contacting hotel for lodging, please specify that you are with the Kentucky Chamber of Commerce's Effective Decision Making in Workforce Management to receive the discounted rate.

**To register, please complete** To process your order, the entire registration form must be complete.

Company		
Address		
City	State	Zip
Telephone	Fax	
Principal Line of Business	Number of Employees	

## Complete for additional registrants

Registrants' Names	Titles	E-mail Addresses
_____	_____	_____
_____	_____	_____
_____	_____	_____

FREE

\*I understand that by providing the phone, fax number and e-mail information above on behalf of the person/company/organization specified above, I am authorized to and hereby consent for the person/company/organization to receive communication by or on behalf of the Kentucky Chamber of Commerce.

## Payment

\_\_\_ Conference fee enclosed with check payable to the Ky. Chamber. Check Amount \$ \_\_\_\_\_ Check # \_\_\_\_\_

\_\_\_ Charge to: VISA \_\_\_\_\_ MC \_\_\_\_\_ American Express \_\_\_\_\_

Account # \_\_\_\_\_ Exp. Date \_\_\_\_\_ Security Code \_\_\_\_\_ Signature \_\_\_\_\_

\_\_\_ Bill company PO# \_\_\_\_\_