

Strategic Management

Understanding Your Company's Culture: Tools to Make HR Practices Strategic

Workplace Application: This session will help you take on a more strategic role by aligning your HR practices with the culture and strategy of your organization.

Culture is your organization's hidden asset. But what is culture and how do you harness its power? During this interactive session, discover innovative and practical tools to define your core culture and align it with your HR practices. Be strategic in how you hire, develop, manage performance and communicate so that you reinforce the culture of your company and position it for success.

Presenter: Sheila L. Margolis, Ph.D., president, Workplace Culture Institute, Atlanta, Ga.

Strategic Management: These sessions are designed to enhance critical thinking, analytic and strategic planning skills and address strategic HR issues. *All sessions in this track count toward the 15 hours of recertification credit for the SPHR designation.*