

**A's**

**Talent @ 2030**

March 6-7 2018  
New York

# Overview

Earlier this week, Talent, HR and business leaders came together to tackle the real talent issues and explore practical solutions facing the industry today. Provocative topics ranged from workplace bullying to disruptive innovation in human resources, to creating more balanced leadership benches.

Keesha Jean-Baptiste, 4A's SVP, Talent, Engagement and Inclusion, welcomed the 250-plus attendees to the two-day event. "The intent of this year's conference was to determine a new way forward that puts humanity, social justice, and a values-driven business at the core in the age of a disrupted workplace," said Jean-Baptiste. "Leaders in talent and HR have never been more vital to pioneering the future of work, and to connecting meaning back into the work. We need to fundamentally rethink our approach and bring the human elements back into our business strategy."



# Overview



"We use the word 'talent' a lot in creative industries. What we mean when we use that word, of course, is 'people.' Sentient, feeling, hopeful, troubled, frightened, courageous, biological people. People who can make a difference," said Charles Day, Founder of The Lookingglass and the conference emcee.

"What difference do you want to make in the world? What intention do you bring every day? And how do you put yourself and the people around you in the best position to do that? Those questions are at the heart of 4A's Talent@2030."

# Five Key Themes

- 01 Change Management
- 02 Hiring Different
- 03 Difference & Belonging
- 04 Leadership Drives Culture
- 05 Evolving Skills



01.

Change  
Management

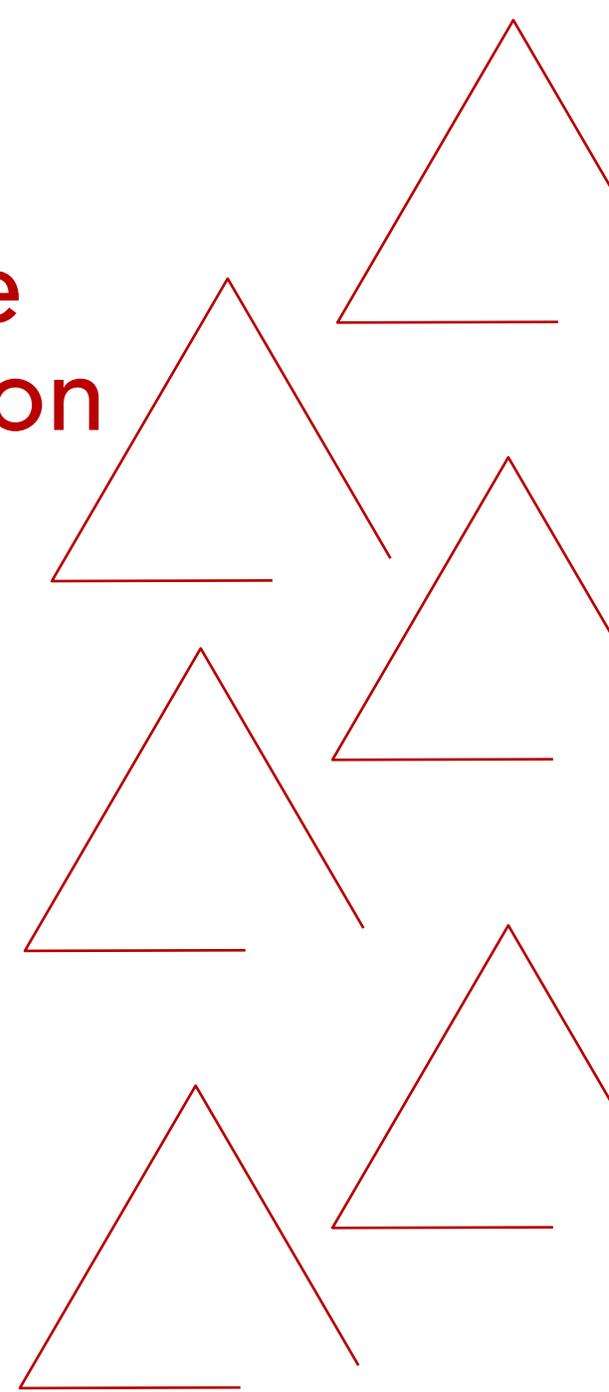
# Driving change in recruitment, engagement and inclusion practices

Several speakers focused on changes necessary to push companies toward more innovative practices. Enrique Rubio, Founder of Hacking HR laid out the current workforce and workplace challenges with a few jarring statistics: 70% of the workforce is disengaged; 65%-85% of jobs in 2030 currently don't exist, and 95% of business leaders believe HR is delivering "low to average" performance.

Rubio advocated for a new value proposition for HR, one that truly "puts people first." He also stressed the importance of aligning business goals with people. "What is your 'why' and what is your people's 'why'? And how can you align them? And how can you align technology and people?"

# Hacking HR's Five Principles to Create More Value in HR in Times of Disruption

- Become a multi-planetary species
- Create the future of HR with others
- Technology is the enabler but put people first
- Inform decisions with data
- Adopt a digital mindset



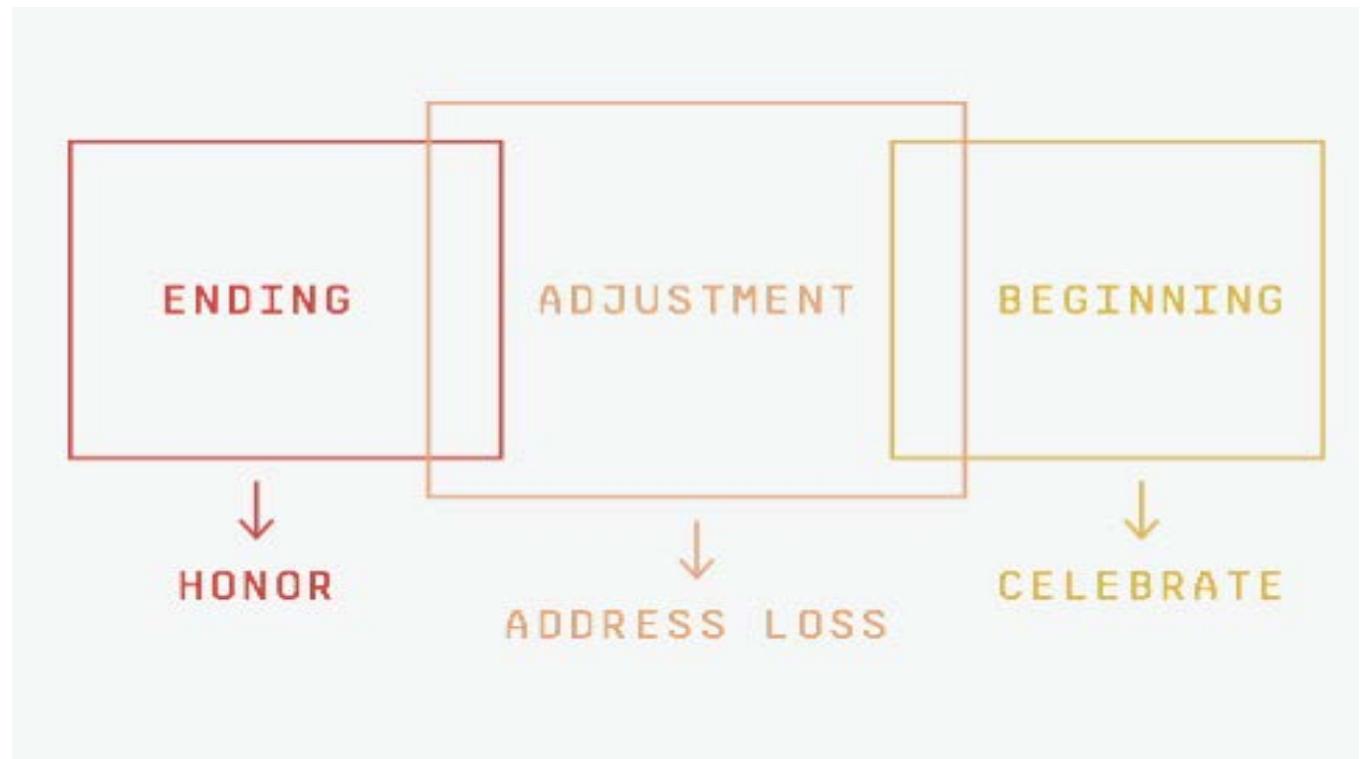


## How to Lead Change

Leaders with “vision and empathy in equal measures” are the leaders who are most successful at leading change. “To these leaders, change isn’t a dirty word. It’s a call to arms. Change creates an opening to achieve something incredible with the people alongside them,” said Bree Groff, CEO, NOBL Collective.

# How to Lead Organizational Change

Groff urged leaders to “honor” where the company has been, “address the loss” and “celebrate” the future.



Groff shared the six types of loss when people are going through times of change. Loss of...

CONTROL

PRIDE

NARRATIVE

TIME

COMPETENCE

FAMILIARITY



02.

Hiring Different



**A's**

Talent at 2030

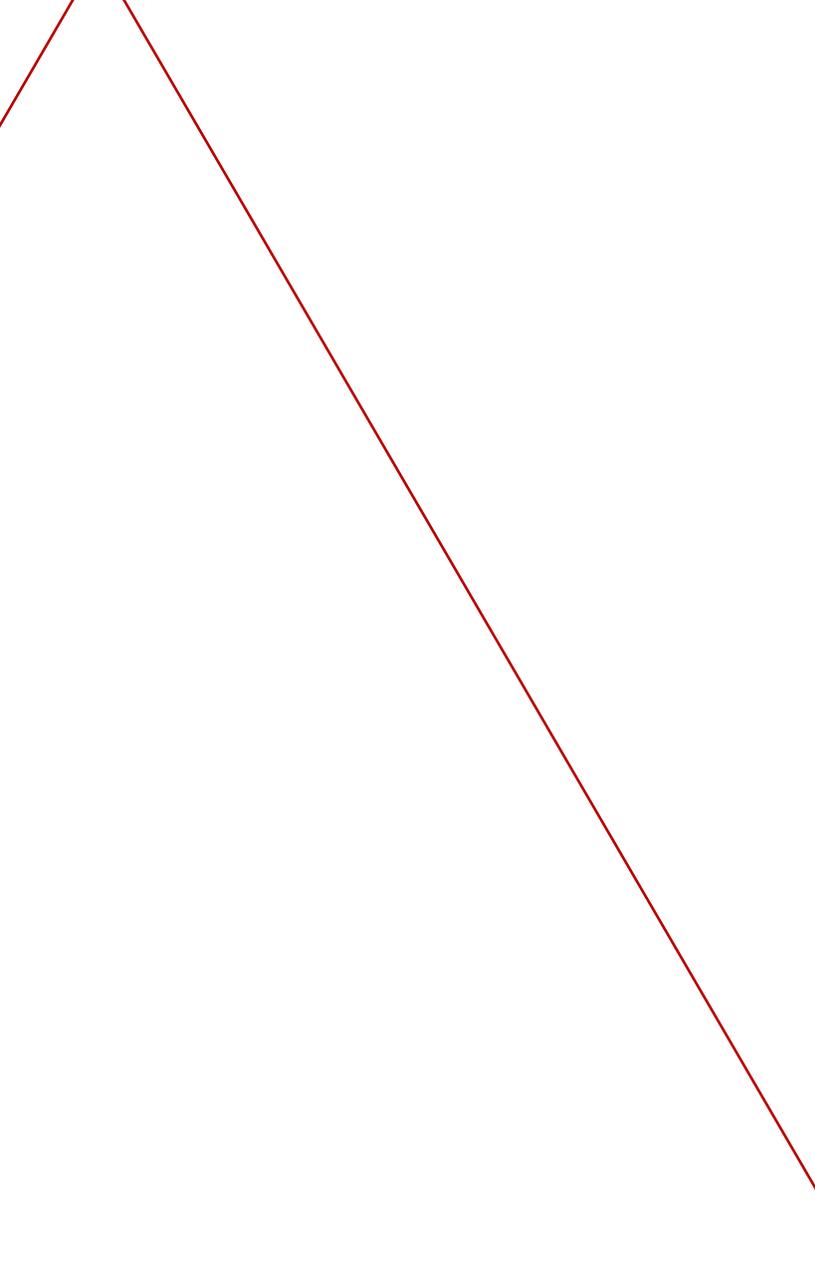
Several workshops focused on examining practical and successful approaches to agency recruiting and hiring. The team from Elevated shared its “community approach” while Chloe Gottlieb of R/GA led a panel on “How to Get the Most Out of the Open Talent Economy.”

On the main stage, the conversation continued. Justin Gignac, who co-founded Working Not Working talked about being selective when recruiting and how agency culture has shifted. “There’s not a tolerance for people being shitty anymore. We’re valuing people doing the right thing, and being good to each other again.”



# The Art of the Side Hustle

“This is about building people’s passions. We’re trying to give them time outside the workplace. What people are learning is coming back around to us.” - Jennifer DaSilva, President, Berlin Cameron



# Recruitment, Engagement and Inclusion Practices

- In a candid conversation with Debra Sercy, Joint CEO, Grace Blue Americas, 4A's Keesha Jean-Baptiste acknowledged how complicated workplace dynamics can be when expressing your personal identity and background. "I didn't show up at work as my full self for the first 15 years of my career," she shared. That led to a conversation about how to create environments that are not only openly accepting, but actively engaging for all. "The steps we're taking to help people understand each other's cultures, it helps the people in those cultures feel more respected and understood," said Allie Sabol of Anomaly.



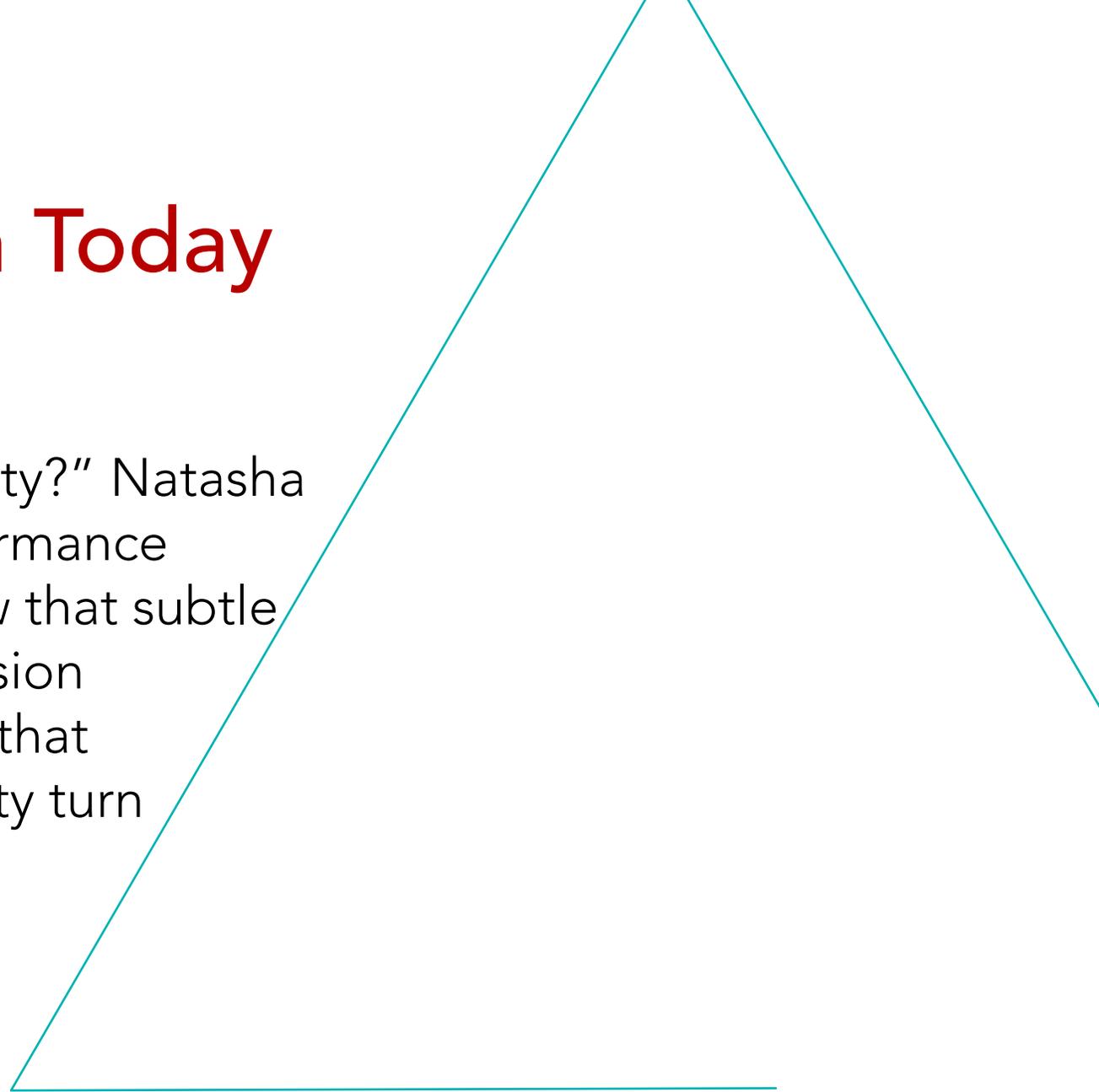
03.

## Difference & Belonging

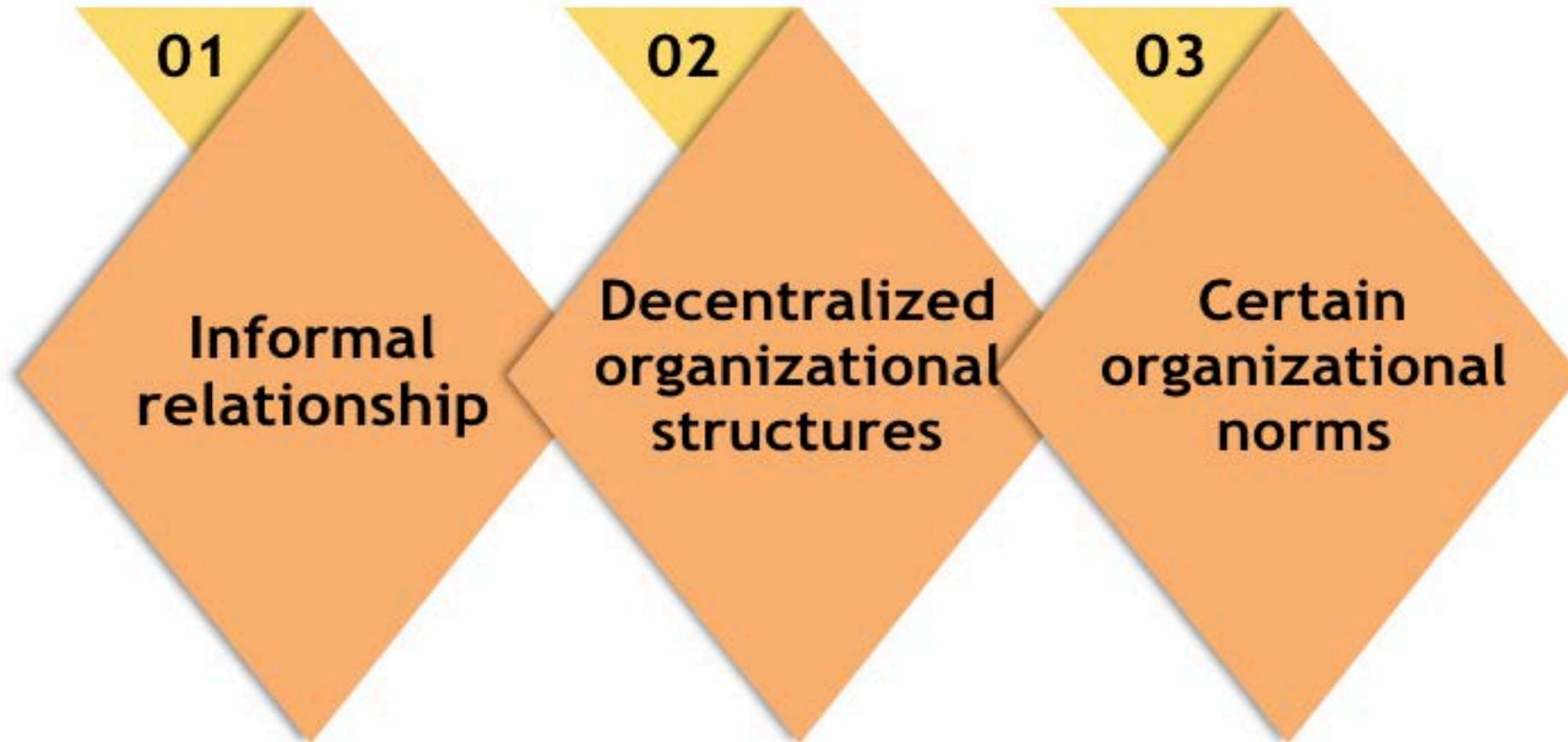
Championing diversity and inclusion

# Civility is the Exception Today

“How many of you have a policy of civility?” Natasha Bowman, President and Founder, Performance ReNEW, asked the audience. “We know that subtle incivilities can be a precursor to aggression and/or violent acts. The more we allow that behavior, the more instigators of incivility turn into instigators of aggression.”



# The Early Warning Signs of Incivility



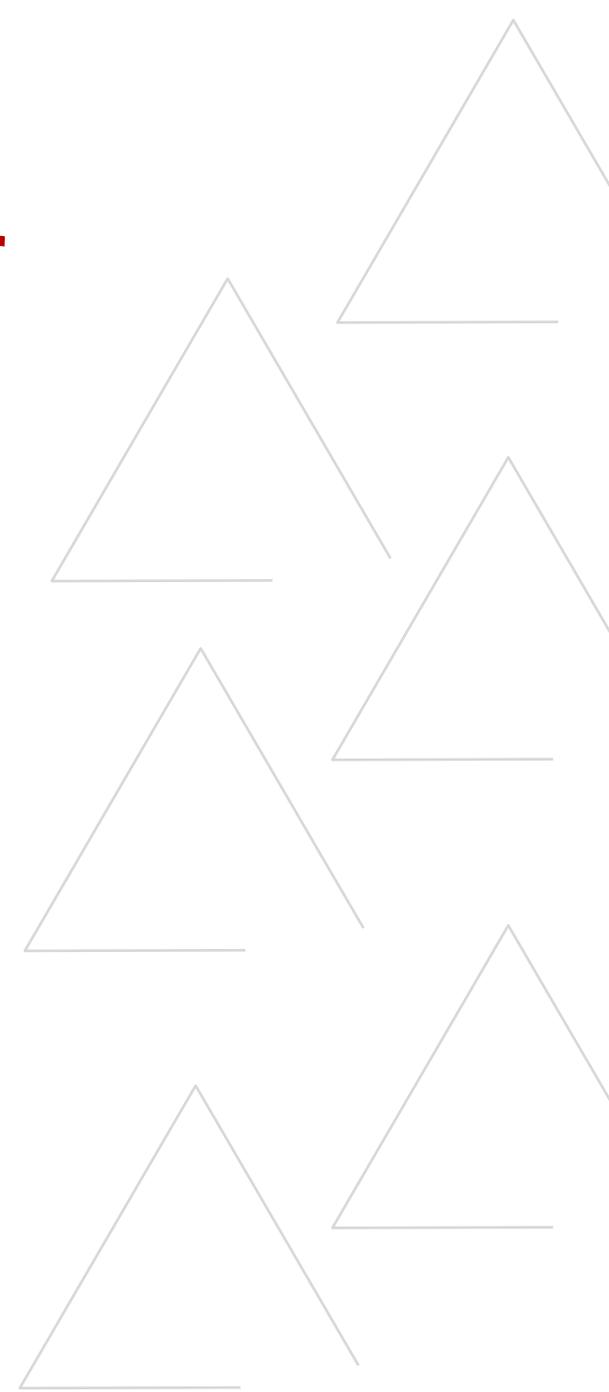


“People are looking at and holding HR people accountable in a different way.

When you’re in HR, you can’t just be concerned about the company; you have to think about your own brand or reputation and how you handle a particular crisis or problem.” — Judy Smith, Founder and President, Smith & Company

# Modern Parenting: Parental Leave for All

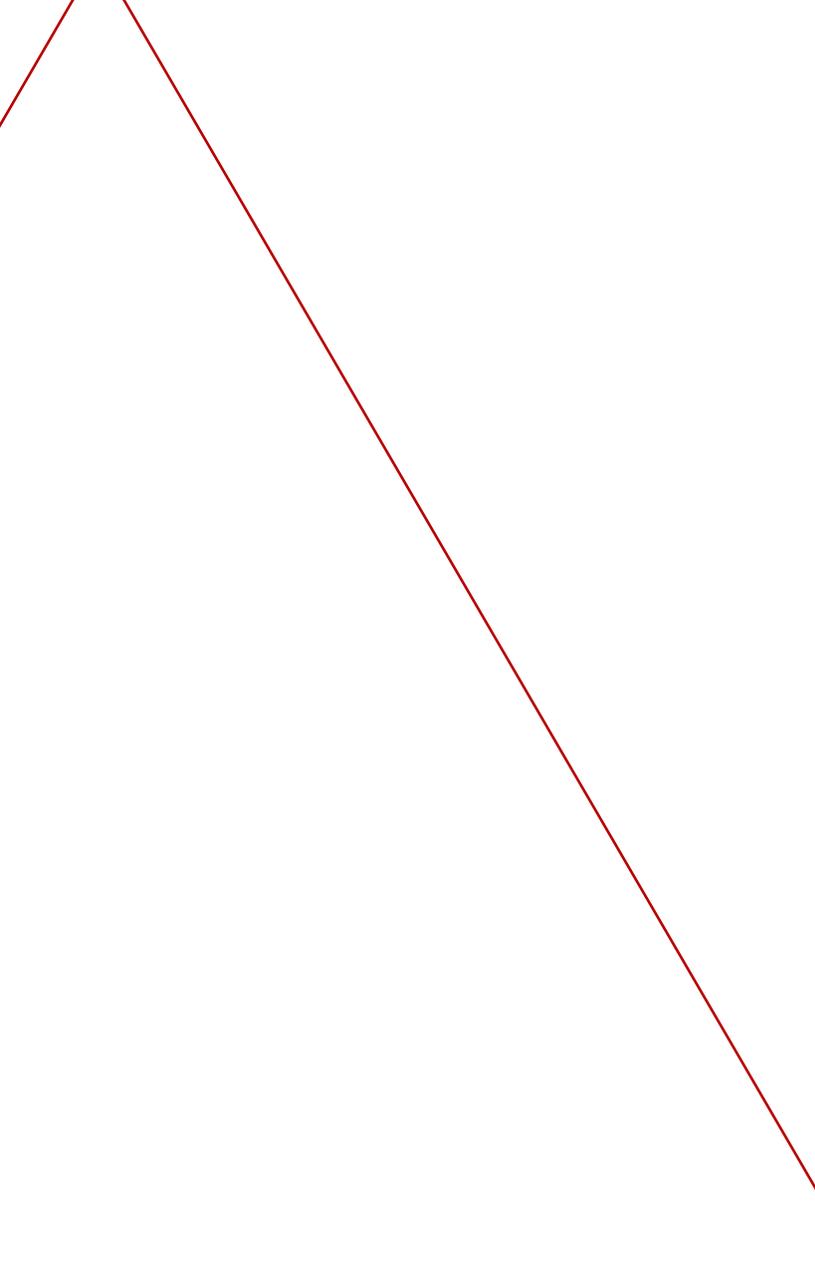
- Several agencies shared how they are ensuring more inclusive environments, whether it's a generous family leave policy at 72andSunny or a "no apologies" policy at Barkley. "Don't apologize for having to leave to pick up your kids. Don't say 'I'm sorry, I have to leave early.'" We support people [who need to make time for their families] and we know they'll get their work done. No apologies," said Chris Cardetti, VP, Group Strategy Director at Barkley





# 04.

Leadership Drives  
Culture



# Creating a positive feedback experience

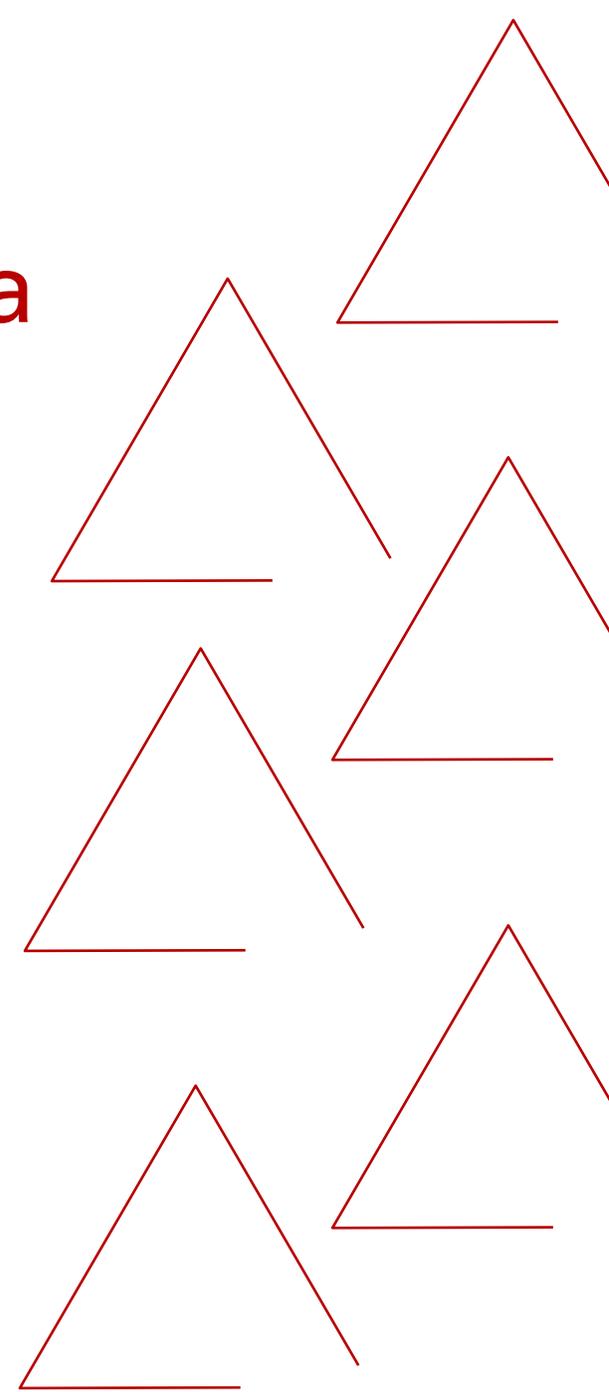
- To build an open and honest culture and shift mindsets to be more positive, the way leaders share feedback with employees must change, according to Jen Ostrich and Pete Berridge, co-founders of Shift Positive 360.
- At its best, feedback is most useful when: You trust the intention of the person sharing it; there is context, you understand what to do (rather than what not to do); it is timely; and you have social support going forward to help reinforce improvement.

“Change of behavior takes a system of support.” — Pete Berridge, Shift Positive 360



# Wunderman's philosophy to building a culture of belonging

- You are never done
- Ask the tough questions
- Be honest with yourself
- Don't be afraid to be disruptive
- Find a balance between technology and human touch
- Remember this is a people business





“Incredible responsibility comes with not having enough representation.”

-Denise Wong, President, Midnight Oil

05.

Evolving skill sets



“I have faith in this industry because it’s grounded in human capital; it’s grounded in people. This is the industry of choice for the purpose-driven professional.” — Arthur Woods, Co-founder, Imperative

## New skills: What AI & Automation Mean for Agencies

Automation = improved speed and reduced cost of menial tasks

Analytics & path analysis = more precise thought

Big data & real time monitoring = determine true influence

Dynamic data driven content = improved content options

Predictive analytics = avert disaster



Thank you for  
joining us at  
Talent@2030!



Join us at 4A's Accelerate on April 9 & 10 to continue the conversation.

[Accelerate.aaaa.org](http://Accelerate.aaaa.org)

And to learn about the 4A's Enlightened Workplace Certification, please visit:

[enroll.aaaa.org/enlightened-workplace.html](http://enroll.aaaa.org/enlightened-workplace.html)

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