**CFO Forum minutes Creating a Recruit AND Retain Culture October 2019**

**We had several experts at today’s session.**

**Amy Enders-an expert in leadership and organization development led us through the key points of creating a culture focusing on the recruiting, interview, hiring and onboarding.**

**Amy Trapp joined us and invited CFOs to attend and join the LV SHRM group. As we know, many of us are responsible, directly or indirectly, for HR and we are generally NOT trained in the science or art.**

**I appreciate that Amy took valuable time to join our meeting. I encourage you (or you and your HR manager) to attend their breakfast sessions-generally on the second Tuesday of the month. IF you attend SHRM sessions, as I recently did, you will be impressed with the science of HR, the use of data and analytics as well as their best practices and best processes.**

**Keith Campagna shifted gears and examined the powerful topic of life/ work balance addressing how our brains work, how the balance has to be there to create happy employees and drive productivity and culture to a level that attracts great talent, drives performance and job satisfaction to new levels and differentiates the company in the eyes of employees, customers and candidates. The role of technology is a key tool. Keith can help you understand the dilemma and the solutions.**

 Every company has a recruitment challenge which means every *OTHER* company has a retention challenge

The supply and demand of the talent marketplace has shifted the power from employers to employees

 Workplace stress is a key contributor to productivity, culture/engagement, and leadership development challenges

7 out of 10 employees experience disengagement at some level

Work-life balance is an outdated concept and causes stress.

 HR professionals lack experience in buying software, implementing software, deploying software and managing change. HR needs help.

Newer sciences like Energy Psychology, Quantum Physics, and Epigenetics now provide a clear, data-backed path for managing stress

**Their slides are on the website along with their contact information. I encourage you to reach out to them. Amy and Keith referred to research and books on their topics. IF you have not read books or reports such as these, I recommend that you do.**

IF you need CPE credits, for “Other”, please check the website and download your letter. If I missed your name on the attendance list, even for guests, let me know and we will issue the CPE letter.

At the end of the meeting, Sam Aul introduced the need for a job costing working group. I will forward this email. Contact Sam if you are interested in joining and contributing!

I asked Donna Cornelius, a guest and CEO of LINC, to introduce herself and her organization. LINC exists to welcome out of area hires and answer their questions and assist if their partner needs employment. Many of us are not aware of the positives that the Lehigh Valley offers and it is difficult for newcomers to quickly assimilate. LINC makes it much easier and is anxious to meet with you if your firm faces these challenges OR is looking for a potential source of talent moving into the area.

**Next session is November 19th and deals with data analytics**. Firms are using analytics to identify markets and trends and to increase market share. Frequently CFOs are not familiar with analytics and find it hard to believe what Marketing is talking about. This session, presented by the experts at Liquid Interactive, will educate us and will focus on how to identify the ROI on marketing programs and how to hold Marketing accountable.

 **See you on November 19 and feel free to bring your marketing peer or CEO. Just let Diane know.**

I am interested in your issues and suggestions for **topics for our 2020 sessions**. (Jan-June)

Please **reply with your input**. I will announce the topics and dates at the November meeting. There is no December meeting planned BUT a happy hour is being planned. Hold the date will be sent shortly.

**For those in budget preparation and/ or healthcare renewals**, see the attached suggested Broker Compensation disclosure form. We have talked a lot about alignment and understand the compensation model will help you understand the facts. REMEMBER, you have a fiduciary responsibility to provide a healthcare plan that spends your employee’s dollars wisely. If you don’t do the analysis and compare alternatives from all perspectives, what is your defense? Remember D&O insurance does not defend a CFO who does not do their job!