



The Power of People



Greetings!

It's January and everyone is making resolutions and setting goals for 2010. Me? I'm thinking about the future!! I'm not talking about 2010, 2013, or even 2015. I'm talking about 2025, 2030 and even 2035. Maybe I've been hanging out with Olive Gatling, CEO, G-Squared BMS (www.g-squared.org), too much because that's where Olive lives - in the future. Olive is a Futurist and has studied Strategic Foresight. I learned of the work she is doing with Human Resources leaders last year because she found me on LinkedIn and invited me to review curriculum she was developing for certification credits from the Human Resources Certification Institute.

As I completed Olive's workshop I realized how significantly relevant her work is to prepare leaders in the Human Resources profession for strategic leadership within organizations. We talked about combining my expertise in human resources with her expertise in strategic foresight to bring a program to HR Houston. We delivered the session at the January 27, 2010 HR Houston Staffing Special Interest Group. Below is an article focusing on one aspect of our discussion - the distinction between a "trend" and an "uncertainty." I hope you'll find it interesting and applicable to the work that you are doing.

Sincerely,

Kathi Crawford, SPHR, IAC-CC

Upcoming Events

FEB 12, 2010
3rd Annual
Coach-a-thon
Volunteer Coach
YMCA
[Open for registration](#)

FEB 19, 2010
"Strengthening your
Business Through
Leadership"
WBEA Educational
Workshop Luncheon
Panel Guest
[Open for registration](#)

FEB 23 - APR 6, 2010
Tuesdays 6 - 9 p.m.
EMPOWER Leadership
Program Instructor,
The University of
Houston
[EmPOWER Leadership
Certificate Program](#)

FEB 24, 2010
"Differentiate or
Disintegrate: How To
Use Your Personal
B.R.A.N.D. To Get
Ahead"
Facilitator
[Workshop Open to
the Public](#)

MAR 31, 2010
"Differentiate or
Disintegrate: How To
Use Your Personal
B.R.A.N.D. To Get
Ahead"
Facilitator
[Workshop Open to
the Public](#)

HUMAN RESOURCES

"Trend vs. Uncertainty - Where Does Strategy Lie?"

As we turn the corner into a new decade, it's a good time to reflect on past events and consider the future. Who could have known that we would experience the worst U.S. economic threat since the Great Depression? And, what twists and turns will we take this year? And, how is it even possible to determine what's going to happen in 2025? We look to Futurists to guide us.

Futures Studies (we espouse more than one, so we reflect it as the plural "futures") is the science, art and practice of postulating possible futures. Modern practitioners stress the importance of alternative and plural futures, rather than one monolithic future. They also warn of the limitations of prediction and probability, versus the creation of possible and preferable futures. Futurists attempt to gain a holistic or systemic view based on insights from a range of different disciplines. They challenge and unpack the assumptions behind dominant and contending views of the future. **Strategic Foresight** focuses on a time horizon much longer than a "typical" five year planning process. This is where the distinction between a trend and an uncertainty come into play.

A **trend** is what we are reading about today. These are incremental changes on the horizon that we have a general degree of certainty will happen because we can see some of the size and shape of their existence. Trends are likely to occur in the near term. Those that are the current style or "in vogue" may also not be long lasting. The problem with trends is that they prepare you for today, but do little to get you prepared for the future. And the future is where strategy takes place. How do we know whether a "trend" is an indicator to consider in our future strategy? As Olive Gatling, CEO, G-Squared BMS (www.g-squared.org), states, "When the questions become more difficult to frame around the impact of a trend because of the uncertainty surrounding its emergence, then you know you're getting close to the realm of the future." **Uncertainty** is a state of being unsure of something. And, uncertainty is the best position from which to formulate strategy. What is impossible today may be the norm tomorrow; **the future is on the fringes**.

Talent management is the strategic management of the flow of talent through an organization. Its purpose is to assure that the supply of talent is available to align the right people with the right jobs at the right time based on strategic business objectives. As business and human resource leaders, talent management is the most critical area to focus on when we develop our future strategy. To drive performance, deal with an increasingly rapid pace of change and create sustainable success, an organization must integrate and align its talent management processes with its business strategies. A Talent Management strategy encompasses:

- Talent Acquisition - Sourcing, Selection and Onboarding
- Talent Development - Performance Management, Career Development, Leadership Development and Succession Planning
- Talent Assessment and Alignment - Internal Mobility and Workforce Planning

Below is a top ten list of trends currently being discussed for **Talent Acquisition**. Are you already addressing any of these trends in your organization? Is there a trend you are uncertain of? If you could ask a question about the future, what would you ask?

Quick Links

[People Possibilities Website](#)

[People Possibilities Blog](#)

This blog is about ... well ... people! We talk about people in careers, as leaders, how they behave, what motivates them, their personal brand ... you name it, if it's about people, we talk about it!

About

At the heart of

People Possibilities is the belief that transitions are extraordinary opportunities for innovation, relationship building and growth. We empower leaders to transform the workplace by

Creating

Innovative Solutions for People at Work

Building a bridge to a new way of thinking, People Possibilities

focuses on optimizing the power of positive change.

We partner with business leaders to understand the complexities of human interaction and provide ideas to foster the employee lifecycle and increase productivity.

Top 10 Talent Acquisition Trends in 2010

1. The **Recruiting process** is changing.
2. **The Recruiter** as we know it today will cease to exist
3. The **Job Creation Index** - the job creation index is a factor, running at a negative number over the course of 2009.
4. The **skills gap** -defined as "a significant gap between an organization's skill needs and the current capabilities of its workforce"- is widening.
5. **Job satisfaction** is at an all time low.
6. **Retention strategies** are required that bridge ideal candidates inside and outside of the organization.
7. An **independent, networked workforce** will become the norm - employers (flexible) and employees (free agency) want options; the only thing keeping Dilbert in the cube is health insurance.
8. **Candidates** are smarter about who you are and what they want.
9. **Talent management** takes a tumble.
10. **Training and collaboration** are being facilitated through virtual worlds and social networking tools.

To learn more about the factors that are driving these trends and to provide your comments, please click [HERE](#) to read and post comments on the blog post.

Low Cost Coaching Benefiting Kids and Families

On Friday, February 12, 2010, [Greystone Guides](#) is once again hosting the Coach-a-thon benefiting the YMCA. This will be our third year and we have a big goal to double our results from last year!

Again this year I have the privilege of volunteering to coach people for *free*. In return for a coaching session, we ask you to make a donation to the YMCA Scholarship fund. People get great coaching for a great price, coaches get to coach and the YMCA gets to help people in the community. Now that's a win-win-win!

We have everything we need in place, except people to coach. This is where you come in. We would really appreciate your help getting the word out to your communities. Here is how you can help:

1. [Sign up yourself](#): As long as you don't have a coach right now you are eligible. If one of the Coach-a-thon Coaches is your Coach, you can ask them if they would coach you on that day in return for a donation. If you have a different Coach right now, you are not eligible. Please pass the Coach-a-thon information on to your associates, friends and colleagues with a personal testimonial about the value you have received from coaching.
2. [Make a donation](#): That's right, you do not have to take a coaching session to make a donation.
3. Make a pledge and pay in the future. Contact Mattison Grey, Greystone Guides, at 832-283-2476 for details.
4. Other ideas about how to get the word out? Go for it!

Click [HERE](#) for more information

Click [HERE](#) to register

At People Possibilities we
are

Changing the Culture of Business One Leader at a Time

Learn more about our
services by visiting our
[website](#).



"Differentiate or Disintegrate: How to Use Your Personal B.R.A.N.D. to Get Ahead"

This workshop was born out of the idea that the key to developing your personal brand is to get in touch with who you really are to the point that perception is reality. To know what makes you different, you need to know and understand the perceptions of your audience. Once you know that difference, you will be able to leverage it in the marketplace.

Key takeaways include:

- The necessary elements for creating a great B. R. A. N. D.
- How to use your B. R. A. N. D. to get ahead
- How to recognize when you're "off" B. R. A. N. D. and how to get back on track
- How to use your B. R. A. N. D. as part of a long term career strategy

This is a three hour workshop where we will use personal branding templates and exercises in an interactive setting.

Take charge of your professional destiny by attending this unique personal branding workshop!

Here's what participants say they learned:

- A creative new way to position myself.
- How important a personal brand is to a successful career.
- I need a personal brand to stand out.
- Check with others about how I'm perceived.
- My audience is a lot broader than I thought.
- I enjoyed activities - they were thought provoking.
- The B.R.A.N.D. exercise is great!
- I did not feel the three hours. It was fun and engaging.
- So glad I came! I highly recommend this to anyone who wants to "be more"

This workshop is available for professional groups or corporate teams (please contact People Possibilities for more information)

Check Upcoming Events for Public Workshops and Registration Link

What Are You Curious About?

Is there a "people" topic you would like to read about in an upcoming newsletter or on our blog? Would you like to contribute an article? If so, let me know. Email me at kcrawford@peoplepossibilities.com.

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