



## 2021 BOARD NOMINATIONS ARE STILL OPEN

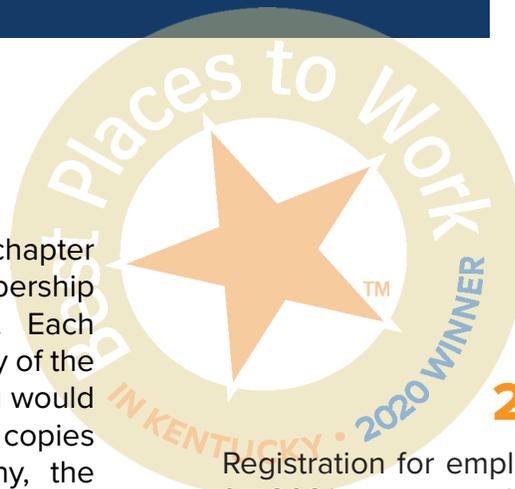
Submit your nominations for any vacant position (view vacancies [here](#)) by Thursday, October 1, 2020. Self-nominations are also encouraged!

Elections will be held in October. Votes will be submitted electronically and anonymously. To ensure you receive all communication concerning the election and to vote, please ensure your BGSHRM member account profile is up-to-date, including your preferred contact email.

If you wish to make a nomination and/or self-nominate, please contact President-Elect Ashley Case at [presidenelect@bgshrm.org](mailto:presidenelect@bgshrm.org)

## BEST PLACES TO WORK KENTUCKY EXTRA MAGAZINES

Earlier this year each local SHRM chapter president submitted a current membership listing to the Kentucky Chamber. Each member on the list was mailed a copy of the Best Places to Work magazine. If you would like to have additional complimentary copies of the magazine for your company, the Chamber will send you bulk copies. Please reach out to Sarah Cathey to request them. Be sure to include the quantity desired and the shipping address.



## UPCOMING MEETINGS

**OCTOBER 13 | 11:30 AM**

*Recognizing & Reducing Implicit Bias Throughout Your Talent Life Cycle*

## THE MASK PROJECT CONTINUES!

Masks are REQUIRED PPE for Governor Beshear's Healthy At Work Initiative and are now required to be worn while in public. We have sourced 2 local sewists to create quality masks with proceeds in support of the SHRM foundation. Visit [BGSHRM FOUNDATION MASK](#) to place your order!

## BEST PLACES TO WORK KENTUCKY 2021 REGISTRATION

Registration for employers to participate in Best Places for 2021 is open until **October 23rd!** Please help spread the word to your colleagues. Follow this [link](#) to sign-up if your company is interested in applying.

# WORKFORCE OF THE FUTURE

By: David Baumgartner

How many times in the last few months have you heard someone say “life has changed”? The question is; how are we approaching it? Even with all the difficulties associated with the pandemic and social unrest; what is our viewpoint; are we clinging to the past or looking for the workforce of the future? Are we judging ourselves, others and circumstance or approaching each day with a fresh set of eyes? During a couple recent interview with Bob, a CEO from a software company and Loretta, a healthcare CEO, they shared insight that can be helpful as we navigate today’s events.

When asked what advice he’d give leaders, Bob said he realized about six weeks into the pandemic that the team was working harder than ever, and they weren’t getting traction. To combat that, he called a virtual 2-day retreat to have the team stop, reflect about their current path considering how the pandemic had affected their customers. After that the team had a calmer mental framework and more clarity around their work.

Loretta, a tenured CEO who has turned around 7 healthcare facilities, said that her recent experience with executive coaching supported a level of self-awareness that she had not experienced before. When COVID hit, rather than avoiding it, she asked her to calmly embrace the unknown and focus on their customer. They ultimately opened a COVID unit. She said she can tell a difference in her mental resilience and that she has more stamina that people half her age.

## SO, WHAT’S THE BIG DEAL?

First, both leaders intentionally practice stopping and reflecting, which is an important step in forming a strong subjective wellbeing. There is a difference between judging and reflecting or discerning. In this context discerning is reflecting on a past or upcoming event or current circumstance without dwelling on them over and over and over. It’s not being oblivious that one can’t navigate the situation; it’s about building mental toughness to do something about it. (Brown & Ryan, 2003) Putting my hand on the hot stove I learn not to do that; I don’t need to keep my hand there to learn anymore!

Second, these leaders created an atmosphere of calm during a pandemic. Research abounds surrounding unconscious mimicry, where people tend to take over each other’s postures, mannerisms and behaviors without

awareness. By stopping and reflecting themselves, these leaders brought a calm reflective culture to the crisis where their teams were able to adapt and excel. Third, everyone can adapt and change. Neuroscientist have long known that we have two regions of the brain. In an oversimplification, one area of the brain leans toward empathetic & moral and the other towards analytical and tasks. In the last 10 years researchers have found a third crucial discovery; not only that analytical thinking engages a certain portion of the brain, but it also tends to turn off the other empathetic portion. And, focusing on empathy and moral engages one part of the brain while turning off the other. Effective leaders are skilled at knowing when to apply each and Loretta gives us an example that this skill can be learned at any stage in our career.

## WHAT’S IN IT FOR US?

1. Take the time to detach and think about who you are and who you want to be. One’s ability to build mental toughness gives them the ability to avoid getting caught up in emotion and frenzy to have a clear calm approach to all aspects of life.
2. We can allow others to control us or we can attempt to influence others by our postures, mannerisms and behaviors. Being aware of unconscious mimicry, we can avoid going down a path that doesn’t represent who I want to be.
3. Yesterday is gone! Can’t do anything about last year, last week or 5 minutes ago. Decide how I want to be remembered and if I’m not already doing so, begin acting that way today.

Yes, life has changed, but when hasn’t it? My ability to be open to the current environment gives me the opportunity to build a workforce of the future, because it’s right now.

*David Baumgartner is the Coach Practice Manager at Premier Coaching Group, where they provide rapid deployment of research-based, cost-effective initiatives that support individuals and teams achieve results through enhanced communication, clarity, and collaboration by reducing friction that naturally comes from change and or perspective difference. He can be reached at [LinkedIn/drbaumgartnerky](https://www.linkedin.com/in/drbaumgartnerky) or email [dbaumgartner@premierworkforcesolutionsllc.com](mailto:dbaumgartner@premierworkforcesolutionsllc.com)*

## DODGING COCONUTS IN A STORM OF UNPRECEDENTED FUROR

*By: Sylvia Lovely*

HR is a punching bag these days. As Lilly Tomlin of Saturday Night fame observed, “I try hard to be cynical but it is so hard to keep up.” Indeed, it is hard to keep up with all the abrupt changes brought on first by Covid-19 and then underscored by social unrest. Both have a profound impact on the workplace and neither will be resolved soon. Both provide profound life lessons. Will some good come of this?

Perhaps the good will come from re-defining the important role of HR. Though the CEO may be the face and inspiration to announce the implications of the “new” normal, it will increasingly fall on HR to be the “Re-assurer in Chief” and “Sentinel” pointing the way forward. And, there is much reassuring and pointing forward to be done. Do you attempt to restore normalcy in work-a-day life or do you just go with the explosion theory and vow to rebuild from the smoldering embers?

This much you know. You have already had unprecedented workplace challenges back when life was “normal.” Disengagement, brought on by the existential threat of uncertainty and a wild

west proliferation of information, true and false, was the rage of pundits and scholarly essays.

So, start with where we are. Employees are returning to the workplace, many following a long stint of working remotely, with a renewed sense of uncertainty, and many have the add-on responsibility to care for and educate children at home. This is no time for well-meaning but over the top policy wonkiness. Without sacrificing accountability, the new emphasis should be mission-driven listening to what others have to say and fashioning policy from the ground level -- not top down.

We have gone through a cataclysmic period of history with more to come. If we have trouble coping, imagine the experience of our rank and file. And so, restoring a semblance of work-a-day life is revealed to us as important and necessary; but, we acknowledge, like it or not, that the explosion has occurred. Picking and choosing among the smoldering embers will require the efforts of us all.

*Sylvia Lovely, J.D., Dodging Coconuts Leadership Development, [sylvia@sylvialovely.com](mailto:sylvia@sylvialovely.com), 859-229-9044*

## GLOBAL DIVERSITY AWARENESS MONTH

This October, celebrate Global Diversity Awareness Month and pay tribute to the diverse minds and beliefs held by all cultures around the world. We live in a multicultural society and embracing the values of various cultures only strengthens our understanding and appreciation of the world. Open your mind to new views and ideas, appreciate cultural differences, and enjoy a fresh perspective.

Our speaker for the October Chapter meeting is Eric Ellis. Eric is President and CEO of Integrity Development Corporation, a Diversity & Inclusion Consulting Firm providing strategic corporate culture and learning solutions for multinational organizations, mid-sized businesses, educational institutions and public sector organizations.

Eric will present “Recognizing & Reducing Implicit Bias throughout your Talent Life Cycle” on October 13, 2020 at 11:30 am at our monthly virtual Chapter Meeting. This interactive session will highlight several proven solutions participants can implement immediately to transform the effectiveness of their talent management and development systems. We are looking forward to this dynamic session, as we celebrate Global Diversity Awareness Month!

# SAVE THE DATE: BGSHRM CERTIFICATION SCHOLARSHIP PROGRAM



Brought to you by Bluegrass SHRM (BGSHRM), the 2<sup>nd</sup> annual SHRM Certification Scholarship Program application window will open on October 13, 2020. Applications will be accepted through Friday, December 11, 2020 with award announcements taking place during the January chapter meeting. If you are interested in pursuing a SHRM Certification, this opportunity may be for you!

The purpose of the BGSHRM Certification Scholarship Program is to provide financial assistance to BGSHRM members who are interested in obtaining a SHRM certification and are not financially reimbursed from their employer or other sources. To be eligible, an applicant must be a current and active BGSHRM member with a commitment to complete the exam within twelve (12) months after receiving the award. Last year, BGSHRM awarded four (4) scholarships to our membership community.

BGSHRM Members will be notified via email when the application window officially opens. For now, save the date and encourage your BGSHRM friends and co-workers to apply for the award! For more information on SHRM Certifications, please visit the [National SHRM website](#). For questions, please contact [certification@bgshrm.org](mailto:certification@bgshrm.org).

## BGSHRM SCHOLARSHIP WINNER OBTAINS SHRM CERTIFICATION

Congrats to Samantha Hillard! In August, Samantha sat for the SHRM-CP exam. Due to COVID-19 restrictions, the exam was administered virtually. We are pleased to announce that Samantha passed with flying colors and now carries the SHRM-CP designation.

Samantha was awarded the BGSHRM Certification Scholarship in January 2020 and completed the self-study process during spring and summer. With a new baby on the way, Samantha worked hard to secure the certification before life got too hectic.

We are so proud of Samantha and look forward to the contributions she will make to the HR Profession!



## KYSHRM CONFERENCE GOES VIRTUAL

The 36th annual KYSHRM Conference will be held **virtually** from October 13 through October 15. View the agenda [HERE](#) and register today!

## WE'RE SOCIAL!

Make sure to **follow**, **tag**, and **like** BLUEGRASS SHRM online



## BECOME A BGSHRM SPONSOR

Sponsors and advertisers are very important elements to the success of Bluegrass SHRM. Revenue from sponsorships and advertising helps our organization better achieve its goals by providing funding for better programming and professional development opportunities. Sponsoring a BGSHRM event or signing up for another sponsorship opportunity are excellent ways for vendors to showcase their products and services to our membership audience. If you feel any of the HR vendors you partner with or any other company or vendor may be interested in becoming a BGSHRM sponsor, please share this information. Vendors may contact our External Communications Director at [publicrelations@bgshrm.org](mailto:publicrelations@bgshrm.org).

**PREMIER SPONSOR (\$6500 FOR MEMBERS, \$7000 FOR NON-MEMBERS)**

**HOSTING/SPONSORED WEBINAR (\$800 FOR SINGLE WEBINAR)**

**PRIMARY SPONSOR (\$600 FOR MEMBERS, \$650 FOR NON-MEMBERS)**

**VIRTUAL CHAPTER MEETING SPONSOR (\$450 FOR MEMBERS, \$500 FOR NON-MEMBERS)**

**SPECIAL EVENT SPONSOR (\$400 FOR MEMBERS, \$450 FOR NON-MEMBERS)**

**WELLNESS SPONSOR (\$325 FOR MEMBERS, \$375 FOR NON-MEMBERS)**

**SECONDARY SPONSOR (\$300 FOR MEMBERS, \$350 FOR NON-MEMBERS)**

**NEWSLETTER SPONSORSHIP (\$200 PER EDITION)**

**SOCIAL MEDIA PACKAGE (\$150 FOR MEMBERS, \$200 FOR NON-MEMBERS)**

## BGSHRM ANNUAL SILENT AUCTION

Our annual silent auction will be held virtually this year from **late October through November 10, 2020**. The November Chapter Meeting will center around the SHRM Foundation, its many initiatives, and how you can help contribute. More details to come soon. We need your help in securing donations for bidding at our

silent auction. Please contact [foundation@bgshrm.org](mailto:foundation@bgshrm.org) if you have an item you would like to donate or if you would like to volunteer.

### [Silent Auction Donation Form](#)

**Please return the form by October 20, 2020**

## CONTRIBUTE TO THE NEWSLETTER!

Did you know that we are always looking for fresh, new content for our newsletter? Find your inner writer and send something our way following these guidelines:



- Content must be directly related to a SHRM Competency and kept to under 250 words. For more information on the SHRM Competency Model visit: [SHRM Competency Model](#).
- Include a brief (1-2 sentences) bio with your submission.
- Professional experiences and stories tied to the SHRM Competency you are writing about are encouraged. Please use pseudonyms in place of company names and people when sharing.
- Photo submissions to support your content are also encouraged.
- Be flexible! As editors, we fancy the red pen, so please anticipate possible spelling and grammatical corrections to your content before publishing.

Submissions for the final Newsletter are due no later than: **December 10**

### NEWSLETTER EDITORS AND CONTRIBUTORS

ASHLEY CASE | *Internal Communications Director*

LEAH BROWN | *Designer and Editor*

DAVID BAUMGARTNER | *"Workforce of the Future"*

SYLVIA LOVELY | *"Dodging Coconuts in a Storm of Unprecedented Furor", Newsletter Committee*