

Hr connection Announces New Initiative Focusing on Leadership for the 2020's

Minneapolis, September 27, 2018. hr connection, the Twin Cities' leader in driving business results by connecting and delivering HR professionals, announced a new initiative to lead HR organizations into the next decade. The company counts nearly 200 Twin City metro region companies as its customers. It equips HR leaders to drive business results through progressive thinking, collaborative learning, and high-quality HR services.

The company has heard increasing demand and interest in the efforts required to become more agile in their company operations. In response, the company has launched an initiative called Talent 2020. This effort starts with an assessment of where we are today and eventually will offer a variety of content to help companies that are implementing new strategies.

Sue Bergstrom, the owner and President of the company, reflected on the opportunity for the hr connection. "No one has more conversations with HR professionals each month than we do. We have an opportunity to listen to what is top of mind with HR professionals and the companies that they serve. Top of mind topics include dealing with increasing shortage of top tier talent and the desires of companies to become more agile and nimble in their management approach. This new initiative grows directly out of these conversations."

The company gathered ideas from their membership and surveyed the most senior of their customer base. Over 40 companies responded from organizations that spanned a wide range of company sizes and industry categories. Several clear trends and priorities emerged:

- Over 95% of companies are increasing their investment and attention to talent acquisition.
- Over 95% of respondents reported that they operate in industries that have recurring episodes of disruption. Only 5% said they work in a "steady as she goes" competitive environment.
- Over half of the companies have already launched initiatives to become more agile in the decade ahead.
- Companies are already implementing a variety of approaches from the agile management handbook including cross-functional teams, collaboration initiatives, and continuous feedback.

Ms. Bergstrom continued, "Agility is a big part of our future management culture. Every company recognizes the threat of disruption from competitors, changing customer expectations, and rapidly advancing technology. Companies should begin to recruit talent with the specific aptitudes that will support those initiatives in the decades ahead. We identified four pillars of an agile corporation from the HR side: data driven, collaborative, engaged, and accountable. It is time to select and develop people with a look to our future environment. While technology and digital transformation may get the headlines, we see that human talent ultimately drives the success of these initiatives."

Hr connection plans to use the results of this research and investigation to prepare the HR community for the opportunities ahead. These channels of influence include:

- Monthly discussions with nearly 200 HR professionals.
- Further development of intellectual property to support company's growth plans.
- Enlisting the support of its extensive network of HR consultants.
- Adding the recommended additions to the company's own HR specialty recruiting services.

Background:

Hr connection has grown under the leadership of Sue Bergstrom who took over ownership of the company in 2004. The core of the business is a growing network of over 200 HR professionals who come together monthly to share ideas and best practices. The company provides executive search services, specializing in the placement of HR professionals. Finally, the company has an extended team of HR service provider who supply a wide range of professional services to the Twin Cities and surrounding areas.

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