

DRIVING CULTURE TO TRANSFORM HR AND YOUR COMPANY

PRESENTED BY: CRAIG WOODSON
VP of Human Resources / Talent Development
MMC Corp



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- One size doesn't fit all
- Think beyond HR
- Trash the “know it all” attitude
- What are your non-negotiables
- It's ok to expect GREAT



“One size doesn’t fit all”

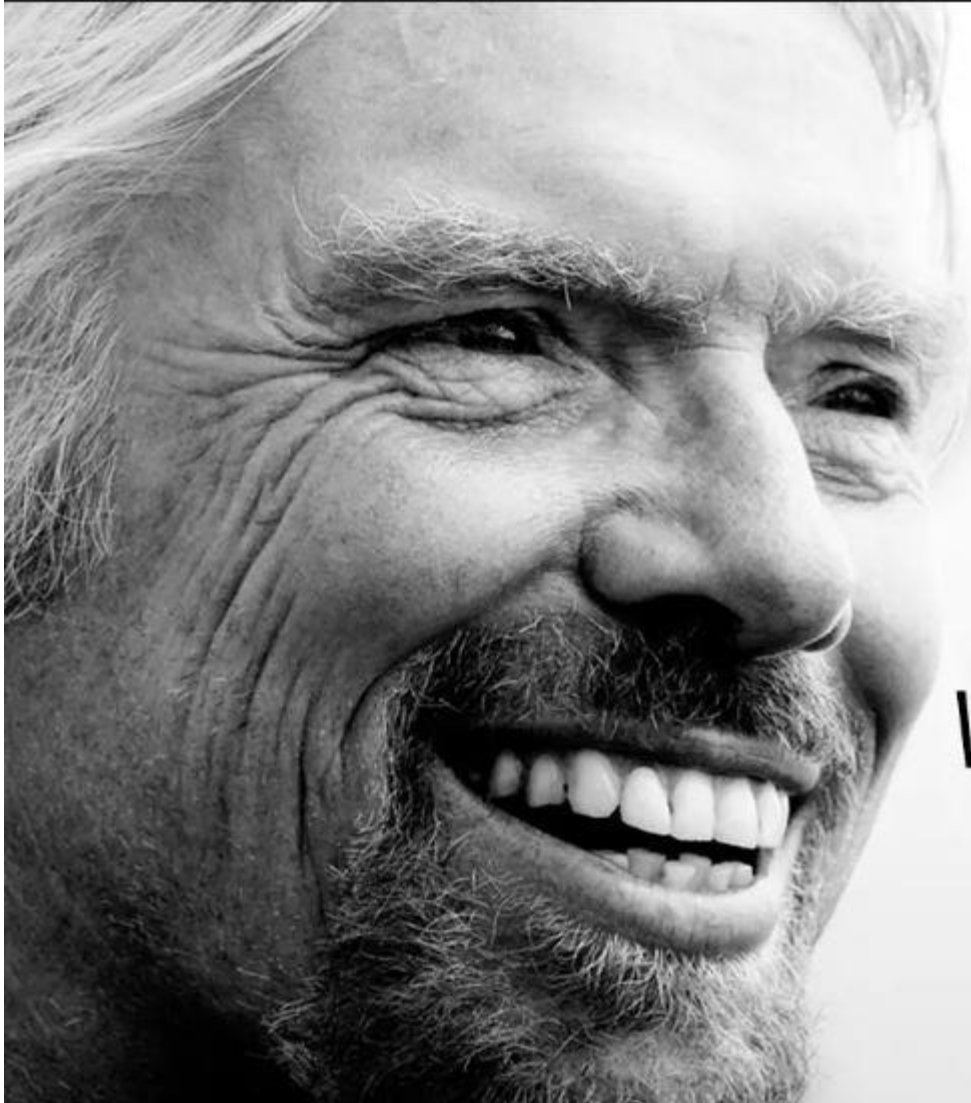
- Successful HR professional's must be able to adapt, change and excel quicker than ever before
- HR with a business development mindset
- Keen internal and external awareness – “think strategically”
- What’s your brand?





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“
**IF WE CONTINUE
TO JUDGE OURSELVES
BY OUR ABILITY TO FIT IN,
WE WILL NEVER STAND OUT.**
”

Phil Baron



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Think beyond HR!

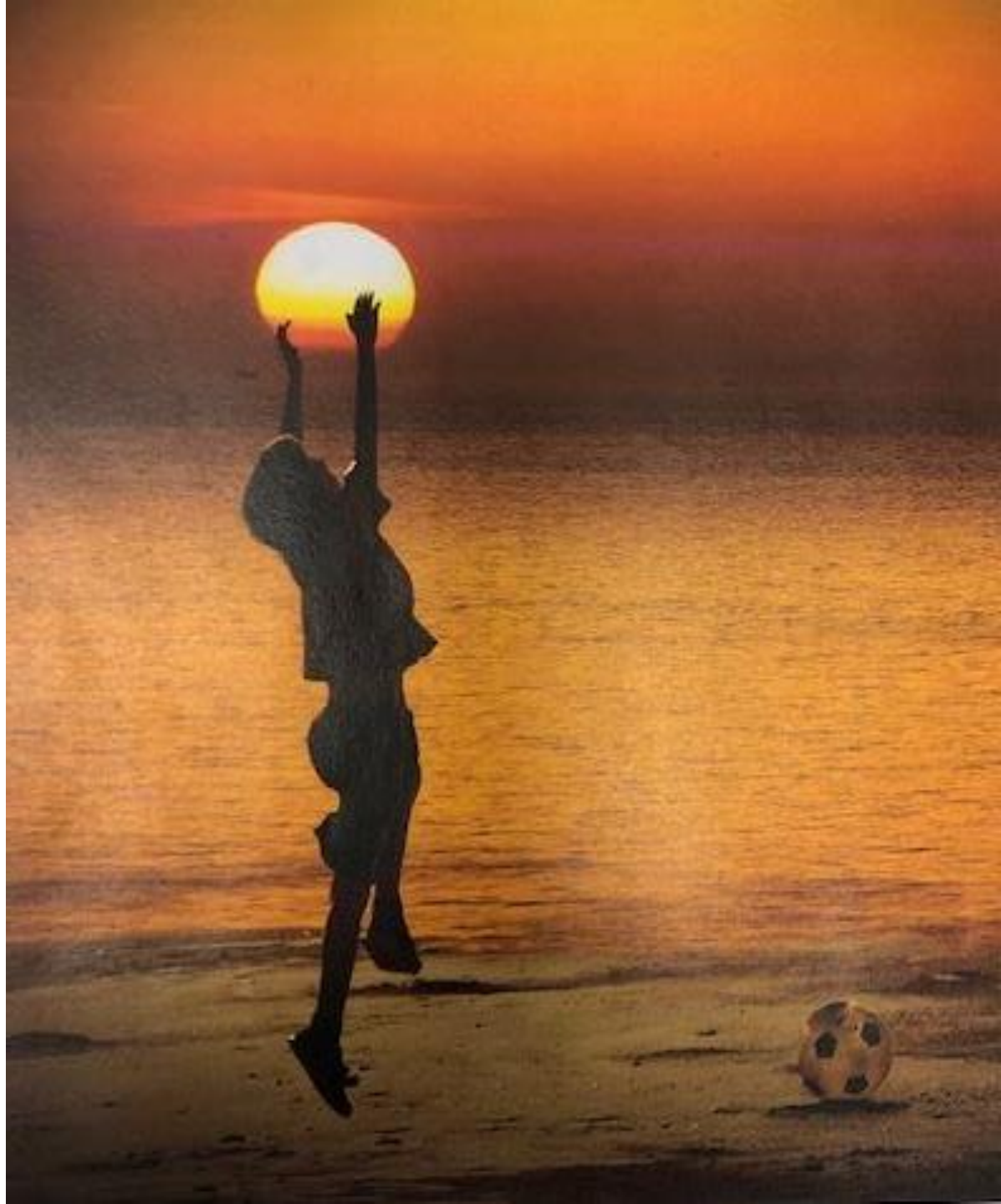
- Your organization must see you as a great leader that can impact the organization
- You must “truly understand” your organization (construction industry)
- Know when to dial it up, dial it down or dial it off



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Impactful HR is able to transfer ideas, spread vision and inspire action



Trash the “know it all” attitude

- HR must change first!
- Recruiting is hard
 - You must have a team willing to be creative in approach, method and manner
- Don't get institutionalized, focus on vision
- Don't let your ego write checks your talent can't cash





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It's what you learn after you know it
all that counts.

— *John Wooden* —



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What are your non-negotiables?

("My rule of 3")

- Root for each other
- No surprises
- Be the best

"Root for Each Other"

This is the ultimate form of "team work" – rooting for each other and celebrating each other's successes in a giving way only increases the unity and strength of a team. If everyone truly appreciates, respects and cheers for those around them, great things will happen for everyone. The greatest things, whether for business, family, medicine, sports, etc. happen when people come together to accomplish something.



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“No Surprises”

You must create an environment where people share everything. When people are not afraid to fail, share credit, share information, share bad news (and the sooner the better) so you can deal with it and move on. All great people have failed. All great people learn how to recover; learn and move forward. The only way this happens is when people feel okay to come forward to talk about it, find ways to resolve issues and then move forward.

“Be the Best”

Be the best in your business or at whatever it is you do. And it can't be a sometimes thing. You must believe and follow through with this everyday and with everything you do.

- Define “roles & goals”
 - Be clear about what you know and what you need





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It's okay to expect great

There are no bad people, there are just people who are not committed to being **GREAT** (because that's a lot easier to do)

- Challenge your people to “think big”, challenge the status quo
- Innovate, lead, disagree, ask “why not”. Be remarkable
- What is your HR brand?
 - Inside your organization
 - Outside your organization



Take Aways

- Be on-line savvy, but don't forget the relationships
 - Inside & outside your organization
 - Schools
 - Community involvement
 - Your brand is never more important than now
- Train, coach, develop your people
 - Diversity in your team
 - You must be good in good times, you must be great in challenging times
 - Be agile in everything you do
- Reward your best
 - Track it
 - Define it
 - Live it
 - Measure it
 - Reward it!



QUESTIONS?