



Atlanta Human Resources Association



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Newsletter

June 2002

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This Month's Speaker

Roi Johnson
Executive Director, The Gordian Group, Inc.

Roi Johnson is a graduate of Marshall University with a Bachelor's in Economics, and a Masters in Industrial Relations. Prior to his present assignment, Johnson has held positions of Vice President in the Human Resources departments with both Chipman-Union, Inc, and with Russell Corporation. At Chipman-Union, he served as chief negotiator in a prolonged labor struggle, but lead the company, the employee bargaining unit, and the union to the place of mutual respect, and satisfactory collective bargaining agreements. While there he served on the international Board of Directors of the Hosiery Association. He has delivered his message of "civility and mutual respect" at both regional SHRM conferences, and also for the Blue Ridge Conference on Leadership. Roi Johnson has spent a career as a reconciler of human differences, bringing parties in dispute to the place of win/win.



PurchasingPower provides a unique employee benefit program that allows employees to purchase personal computers, ISP service, and related goods/accessories via payroll deduction. The employee computer purchase program is not only viewed as a valuable benefit by employees, but also can help the employer by improving morale, increasing retention, developing computer literacy skills, lower costs via the increased use of automated business process through employee portals, and improving overall worker productivity. The offering is made in conjunction with named-brand manufacturers/service providers such as Dell, Compaq, Gateway, IBM, Hewlett-Packard, AOL, Earthlink, BellSouth.net, and others. This is a no-cost program to employers and is easy to implement. For additional information, contact a PurchasingPower representative at sales@purchasingpower.com or visit the web site at www.purchasingpower.com.

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Search Support

If you are new to the Atlanta market or in transition currently, please make plans to attend the search support meeting.

Where: Right Management Consultants
3290 Northside Parkway
Suite 700
Atlanta, GA 30327

When: Every 2nd Monday of the Month
5:00-6:30 p.m.

To confirm your attendance and for directions, please call John Mixon at 404.504.5116

The AHRA Mission is three-fold:

- Ø To advance knowledge in the theory and practice of human resource management - for all levels.
- Ø Provide a "real" forum for professional growth and development.
- Ø To exchange innovative as well as traditional information and/or technology which directly impact the human resources field.

Visit the AHRA out on the web at www.ahraonline.com to find a wealth of resources that can help YOU further your career!



We will see you at our next meeting !

Date: Wednesday, June 12 2002
Time: 5:00 p.m. Networking
6:00 p.m. Program Begins

Keynote Speaker:
Roi Johnson

Location:
Georgia Power Company
241 Ralph McGill Blvd.
Atlanta, GA 30308

DIRECTIONS TO GEORGIA POWER BUILDING

Traveling South I-75/I-85
Take the Courtland St. exit number 248A Merge onto Courtland Turn left on Harris St. Turn right on Piedmont Ave Right on Ralph McGill Blvd

Traveling North I-75/I-85
Take International Blvd exit Left on International Blvd Right on Piedmont Ave. Right on Ralph McGill Blvd

Traveling I-20
Travel to I-75/I-85 North Interchange Take International Blvd exit Left on International Blvd Right on Piedmont Ave. Right on Ralph McGill Blvd

Admission: Free for paid members
\$10.00 for guests

Refreshments **Free Parking**

For additional information about this event contact William Riddick, Jr., PHR at wriddick@careerboom.com or if you have general questions about the AHRA, please call 404.755.5846 or visit our web site at www.ahraonline.com.

Communication Central

Very Special Thanks to last month's speaker - Craig Triplett of The LeRoi Group, LLC.



AHRA Board member, Kevin Cruse, recently became certified as a Certified Executive Coach through the National Association of Business Coaches (NABC).



Granville & Webb HR Connections, Inc. has been selected to facilitate an NAAHR workshop at their national conference in St. Louis. The workshop is called Creating Your Own Destiny, (Human Resource Consulting, How to Get Started and How to Keep it Going). The conference will take place November the 3-6 of this year.



Join the AHRA for its 5th Annual Scholarship Golf Tournament on June 10, 2002 (See more info on page 3 of the newsletter).



If you have news of a recent promotion, office move or any other good news that you would like to share with the AHRA, let us hear from you! Contact Derrick Hemphill at 404.521.2666.



It's Tee Time Once Again!



Join the Atlanta Human Resources Association for its
5th Annual Scholarship Golf Tournament

"Driving For Excellence"

When: June 10, 2002 - 10:00 AM
Where: Stone Mountain State Park Golf Club -
Lakemont Course
1145 Stonewall Jackson Drive
Stone Mountain, GA 30083
Phone: 770.465.3272

Food, Fun and PRIZES!!!!

For more information, Contact Tom Franklin at 770.671.1500 or
Thomas_Franklin@dbm.com

****Proceeds go to benefit the AHRA's scholarship fund for deserving college students who major in Human Resources at local colleges and universities****



**"Driving For Excellence"
AHRA 5th Annual Scholarship Golf Tournament
2002 Registration Form**

10:00 AM - June 10, 2002
Stone Mountain State Park Golf Club - Lakemont Course
(soft spikes, only)
1145 Stonewall Jackson Drive
Stone Mountain, GA 30083
Phone: 770.465.3272
Fax: 770.465.3300

Name
Street Address
City/State/Zip
Phone
Entry Fee \$85 Includes Greens Fee, cart rental, box lunch, range balls, 19th hole buffet
Handicap or
Level of Play Begin / Intermed / Adv

Note: Entry Fee must be received by May 31, 2002
Please make check payable to: Atlanta Human Resource Association

Mail registration form to
Tom Franklin, c/o Drake Beam Morin
5 Concourse Parkway, Ste 325
Atlanta, GA 30328

Questions: Contact Tom Franklin at 770-671-1500 or Thomas_Franklin@dbm.com



Steps to Gaining Senior Executive Buy-in Dawn Brown

With so many competing priorities, headcount reductions, and budget cuts companies face these days, how can you ensure that your initiative makes the 'short list' and gets the go-ahead from the senior executive? Here are some methods and approaches for dealing with this challenge.

First, learn the executive's view on how the business should operate.

What are the business agenda goals and priorities? Where is the company going and what does it need to do in order to get there? How does the business need to run ... as a 'holding company' or 'unified company'? Who has ownership and accountability for the strategy/technology/processes/people decisions? Knowing the answers to questions such as these will help you to speak your executive's language, give you credibility, and further establish your relationship.

Then, understand the executive's style.

After learning the executive's views on the business, think about how to present your initiative in a manner that the executive is most receptive to. This involves knowing what messages the executive wants to hear conveyed, as well as preferences for decision-making.

What does the executive want to hear?

Gain insight into the executive's preferences for obtaining information and learning about initiatives, including:

- Macro ... or ... micro view?
- Theoretical ... or ... practical?
- Hard/quantifiable data ... or ... soft/qualifiable data?

What does the executive NOT want to hear?

No matter what the executive's particular 'style' is, you don't want to say things that will trigger thoughts such as these:

- "This will be a long process"
- "This is a stand-alone system"
- "This sounds like just an administrative exercise"
- "This is another 'flavor of the month' program"
- "Not enough value-add for amount of time, resources input"

How does the executive make decisions?

Understand how your executive will come to a conclusion by knowing his/her preferences on the following:

- 'Autonomous/dictatorship' or 'consensus/team-based'?
- Centralized control or decentralized empowerment?
- Risk-aversion or risk-taking?

Put it all together and create your "sales pitch."

There are four main components that you should use when structuring your message. Clearly and succinctly, you should be able to state:

1. **Purpose**, overview of initiative
2. **Benefits** of initiative
3. **Risks** of not implementing initiative
4. What you need the **executive** to commit to **doing** to support the initiative

Now you're ready to present your initiative to the executive. At this point you should weave together the goals and needs of the organization, executive, and your initiative. Some approaches for presentation and negotiation include:

- Using **influence**. Use of "push" techniques (presenting a strong value proposition, business case, or burning platform) and/or "pull" techniques (presenting questions that allow the executive to draw conclusions that your initiative is key to achieving a business goal) are a strong methods to sway your executive's decision
- Using **feedback**. Data from focus groups, one-on-one interviews, or surveys can provide you with valuable ideas, needs and responses from the workforce to "bubble-up" to the executive
- Using **participation/collaboration**. Some executives feel more comfortable with supporting an initiative if they've had a hand in the planning or design phases
- Using your **networks/teams**. Working with colleagues (especially cross-functional) can add to the validity of your initiative as well as show strong organizational support for implementation
- Using your **organizational credibility/reputation**. Point to other projects that you've implemented and highlights the results achieved

With these methods in place, you're well on your way to securing a long-term relationship with the executive. You'll have the ultimate confirmation that you're on the right track when you have another initiative implemented!

Note

Dawn Brown is a specialist and lecturer in the field of organization development and workforce effectiveness. Reach her at DawnLazorisakBrown@msn.com