



*A strategic partnership to help meet the  
workforce needs of our community employers!*



**INLAND NORTHWEST**  
**2020 TALENT & HIRING 2022**  
*Summit*  
**JUNE 29-30-2022**

Best Practices to retain, find, and build your best workforce to address the current labor shortage.

**Your business depends on it!**

**CenterPlace Regional Event Center**

[optimaltalentdynamics.com/talentsummit2022](https://optimaltalentdynamics.com/talentsummit2022)



Optimal Talent Dynamics is recognized by SHRM to offer Professional Development Credits (PDC) for SHRM-CP® or SHRM-SCP® recertification activities.



# Employees haven't quit quitting...

# 4.5M

# QUIT

May 2022

The "Great Resignation" is still at play. Employers still think money is the reason, and it is partially, but the TOP reasons include (a) the manager, (b) the culture, and (c) inability to develop and grow.

# 11M | 6.7M

# JOB

## OPENINGS

May 2022

# JOBS

## FILLED

March 2022

There are not enough applicants to fill the jobs available. Bodies do not equal talent. We are short on numbers, knowledge, and skill sets to meet current demand.

Employees demand a flexible balance of home, family, life, play, and career. Affordable and available childcare has become one of the top 3 concerns for many employers. The ability to avoid commuting, flexibility to take care of personal needs, and reduction of stress are all positive outcomes that many I kever

# 64%

# GLOBAL EMPLOYEES

## LOOK FOR NEW JOB IF REQUIRED TO GO TO OFFICE FULL TIME

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INLAND NORTHWEST  
**2020 TALENT & HIRING 2020**  
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Join us for one or two days of intensive solution-oriented workshops that are guaranteed to provide practical ideas and opportunities for your business or team. Each day offers a unique solution to tackle one of your toughest challenges faced by almost every organization that is struggling with finding and leading people.

## DAY 1

### TALENT & HIRING SUMMIT

**Ideal for:**

- **Hiring Managers**
- **Small Business Owners**
- **Human Resource Professionals**
- **Recruiters**
- **ANYONE Looking for Talent**

#### What You Will Learn

- How to **Attract Top Candidates** by Becoming the Employer that Stands Out from the Rest!
- **Practical, Useful Strategies** to Recruit and Hire the Best Candidates in the Toughest Hiring Market in History
- Improve **Interviewing Skills** and **Onboarding Strategies** to Retain Your Employees
- **Streamline HR** processes to increase your ability to **personalize the Employee Experience**
- **Improve your hiring ROI** by reducing your turnover, hiring time, and your time to proficiency for new hires
- And much more!

## DAY 2

### LEADERSHIP INTENSIVE

**Ideal for:**

- **Hiring Managers**
- **Small Business Owners**
- **Human Resource Professionals**
- **Recruiters**
- **ANYONE Looking for Talent**

#### What You Will Experience

- Understanding your **personal leadership strengths** and how to optimize them.
- How to create your personal **leadership identity** and brand to set yourself apart within your organization.
- Build the structure to set a **clear vision** and **align performance** to help your team achieve the best outcomes.
- Develop the **qualities of the best leaders** to get the most done and **achieve the best results**.
- Prepare your **personal action plan** to “lead forward” and navigate the changes needed to implement what you learn.
- And much more!

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DAY 1

Talent & Hiring Summit



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8:00	Registration	Mingle, Coffee, Snacks	
8:30	Lance Beck	CEO, Valley Chamber	Intro, Welcome, Overview of the Day
8:40	Mark Mattke	CEO Spokane Workforce Council	<b>State of the Workforce:</b> How did we get here & what should we expect?
9:00	Dr. Wade Larson	President Optimal Talent Dynamics	<b>Top 3 Strategies to Win the War for Talent</b> How to avoid the “quick fix” mentality and actual succeed.
10:00	Jennifer Koenig	Vice President Robert Half Talent Solutions	<b>Best Practices to Finding Your Talent</b> What works, what doesn't, and how to get them in the door
11:00	Panel Discussion	Heather Brandt, HR Manager, Wagstaff, Inc.  Pat Atwal, President Brightway Business Consulting	<b>Practical Employer Recruiting Strategies</b> “Tips from the Street” of what employers are doing to find employees. This panel discussion will be filled with a laundry list of best practices that are being used today to find talent.
12:00	Lunch/Keynote	Ron Moser, Assoc. Professor Washington State University	<b>Why Giving Employees What They Need is Your BEST Business Strategy:</b> What it Means & How to Do It
1:00	Danielle Huston	Senior Vice President Lockton Companies	<b>Culture, Leadership, and Strategy:</b> The Key to Your Talent Success
2:00	Panel Discussion	Dr. Kevin Brockbank, President Spokane Community College  Jenna McDonald Regional Program Manager AJAC (Aerospace Joint Apprenticeship Committee)	<b>Solutions for Developing Your Talent</b> Upskilling, Re-skilling, and Upgrading your talent will be critical to your success as you look for ways to meet professional development needs and maintain your competitiveness. Learn about several talent development pathways to develop current and future talent as you look for solutions.
3:00	Bryan Fix	Chief Human Resource Officer Providence	<b>Getting an ROI from Your Hires</b> How to optimize value by finding and hiring the best talent, streamlining “time to proficiency” through effective onboarding, and retaining them.
3:45	Wrap Up	Dr. Wade Larson	<b>Recap</b> A review of the biggest “take away’s”, what to do about them, and preparation for the next day (for those continuing on for the leadership development program).



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## DAY 2



# Leadership Intensive Workshop



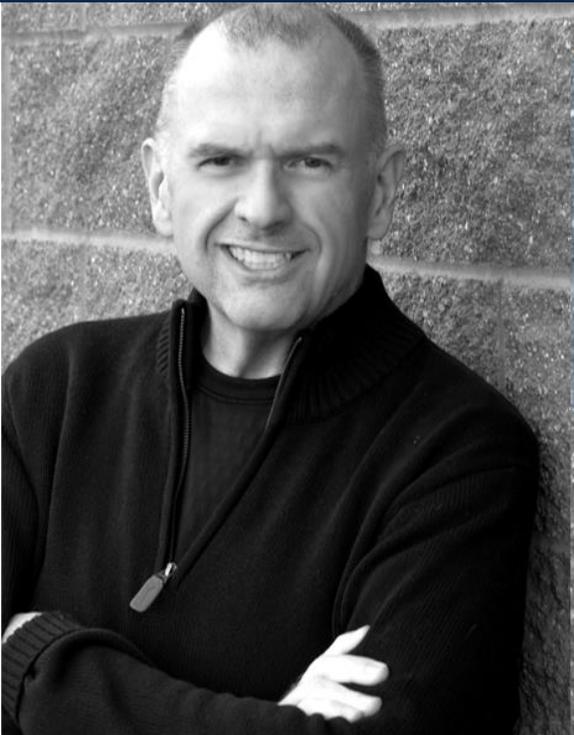
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Day 2 offers a hands-on Leadership Development Workshop for those who want to take their professional development to the next level. The one-day intensive workshop is designed to help individuals develop their own leadership capability, effectiveness, and personal brand in their current and future roles. We engage in personal assessment, individual and group exercises, case studies, and action development to help you create a personal plan to tap new sources of personal power and optimize your strengths as a leader.

8:00	Registration	Mingle, Coffee, Snacks
8:30	Introduction & Teaming	You'll be introduced to the class, your team, and your facilitators as well as the intensive experience for the day. You will identify your personal goals and learning objectives for the day to ensure we hit the mark throughout the activities. This will give you an overview of expectations for learning and your roadmap for success.
9:00	Assessment	We begin with an assessment to identify where you're at and your strengths as a leader. Recognizing your strengths (and where you're not strong) help to understand where to focus.
10:30	Foundational	Creating Your Leadership Identity Self-awareness is the greatest strength of a leader. We explore who you are as an individual and as part of a team, culture, and organization. This includes your brand – the one you have vs the one you want and how to make them match.
11:45	Working Lunch	Supervisory Leadership – Keys to Getting Things Done With your strengths, we recognize how to determine how to set vision and goals, build teams, align performance, motivate outcomes, and achieve goals. Sound impossible? That's largely up to you. The working lunch will build the <b>structure</b> .
1:00	Leadership Qualities	The "Pilot in the Box" As Maverick says, "...it's not the plane, it's the pilot in the box" that makes the difference in a dogfight. The same goes with leadership. It's very rarely the resources, employees, or circumstances. It's almost always leadership. Let's talk about the qualities to make it happen.
2:00	Communication	The "Make or Break" Factors Effective communication is key to any leader's success. This really breaks down to 3 essential types – listening, sharing, and feedback. We could spend the entire day on this...and that's why we call the day "intensive..."
3:00	Leading Forward	Setting a Vision, Moving Forward, Leading Change, Being the Leader in the Room In the end, you must lead...not just talk about it, prepare for it, think about it...you must do it. The final segment is all about execution and developing your Action Plan to implement.



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# PRACTICAL PEOPLE SOLUTIONS

*For People Who Just Need Results!*



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## Onsite SOLUTIONS

Looking for leadership and talent development solutions for your team or business? Look no further for solutions such as:

- Strategic Planning
- Leadership Development
- Management Training
- Coaching
- Performance
- HR Automation
- Speaking
- Compliance

## Group SOLUTIONS

If you need solutions for only one or two managers where they may benefit from a group setting that includes other professionals, consider our group training and coaching programs. We deliver the contents while exposing them to team-based learning for maximum results.

## Executive SOLUTIONS

Retreats, strategic planning, and coaching coaching are among the services available. Put your trust in our hands to ensure the best leadership experience possible for your team.

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# REGISTRATION

To register, follow the link online to learn more about the event, register, and make payment for your spot. See below for any questions about the event. We look forward to seeing you there!

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**JUNE 29-30-2022**

## Registration Fees

### Standard Price

1-Day Program (Talent Summit OR Leadership Workshop)

### \$199/Day

Ticket Price Includes

- Full lunch, beverage service, light snacks
- Program materials and handouts
- Program features and speaker fees included
- Free parking
- Access to slides and presenter materials
- Networking with attendees
- Follow-up access to program sponsors
- Customer service registration support
- Free enrollment to employer newsletter with valuable content

### \$398 for 2-Days

- Access to BOTH the Talent Summit AND the Leadership Intensive Workshop
- Lunch provided on both days + all materials

## SPECIAL PRICING!

### Member Price

Pricing for Spokane Valley Chamber Members...

### \$149/Day

Ticket Price Includes

- Everything listed under the standard pricing. You save \$50/ticket.

### \$298 for 2-Days

- Access to BOTH workshops
- Lunch provided on both days
- Access to materials
- Ongoing support following the workshops to answer questions or provide response to your leadership action plans developed during the course.



## Register through Spokane Valley Chamber

Directly register for the program through the Spokane Valley Chamber website at:

<https://business.spokanevalleychamber.org/events/details/inland-northwest-talent-hiring-summit-19958>



## Learn More About the Program, Presenters

To learn more about the program, content, presenters, and Optimal Talent Dynamics, visit the website at:

<https://www.optimaltalentdynamics.com/talentsummit2022>

Or scan the QR Code...

