SHRM Lancaster

2026 Spring Professional Development Conference

Leading Through Challenge with Integrity and Resilience

Session 1

Title: Leading with Integrity: Practical Ethics for HR Leaders

Description: Ethical leadership is a critical responsibility for HR professionals navigating the intersection of strategy, employee wellbeing, accountability, and compliance. This session introduces a practical framework for ethical decision-making built around five core pillars: integrity, fairness and justice, stewardship, life-enhancing practices, and transparency. Through real-world examples and reflection, participants will gain actionable insight into how HR leaders can guide organizational decisions, policies, and leadership behavior in ways that build trust, strengthen culture, and support responsible outcomes.

Learning Objectives –
As a result of attending this program, attendees will be able to:
1. Apply ethical decision-making principles to HR leadership challenges using a framework grounded in integrity, fairness, stewardship, life-enhancing practices, and transparency.
2. Evaluate organizational policies and leadership decisions through an ethical lens to strengthen workplace trust, accountability, and culture.
3. Identify the role HR professionals play as ethical stewards who guide leaders and organizations toward responsible and principled decision-making.
4. Recognize practical strategies for promoting transparency, fairness, and integrity in hiring, employee relations, and organizational leadership.

Speaker: Scott Snyder, Samaritan Center

Bio: Scott is a strategic leader with more than 35 years of experience in clinical practice, organizational leadership, executive recruitment, and operational development. Through his current work with the Samaritan Center and Samaritan Consulting Group, he partners with mission-driven organizations to strengthen leadership, build high-performing teams, and support ethical organizational growth. Scott has led executive searches and leadership consulting engagements across healthcare, nonprofit, and professional sectors, helping organizations align talent, culture, and purpose. He is also actively involved in the Samaritan Center's Ethics in Business program, where he works with college students and community organizations to promote ethical leadership, accountability, and responsible business practices.

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Session 2

Title: The Science of Influence and Persuasion

Description: Influence is a critical skill for HR leaders seeking to inspire change, build alignment, and motivate positive workplace behavior. This interactive session explores the science behind influence and persuasion, helping participants build self-awareness and adopt habits that strengthen their ability to connect with others' values. Through discussion and hands-on activities, attendees will examine charismatic leadership approaches and apply Robert Cialdini's six principles of persuasion in ways that support ethical, effective leadership.

Learning Objectives –
As a result of attending this program, attendees will be able to:
1. Communicate more effectively by identifying and speaking to the values and motivations of others.
2. Incorporate charismatic leadership tactics to positively influence behavior and decision-making in the workplace.
3. Apply Robert Cialdini's six principles of persuasion to support change initiatives and leadership effectiveness.

Speaker: Hunter Smith, Work Wisdom

Bio: Hunter is the Director of Communications at Work Wisdom, where he leads the charge on all strategic communications efforts, from media outreach to speaking engagements and beyond. Hunter also specializes in various workshops around The Science of Influence and Authentic Communication. In his career, Hunter has blended his digital marketing experience with his background in communications, becoming a well-rounded professional with a diverse set of skills. Hunter holds a BA in Public Relations/Advertising from The Pennsylvania State University, graduating Magna Cum Laude in 2022.

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Session 3

Title: Leadership Habits: Little By Little, a Little Becomes a Lot

Description: Leadership habits don't form overnight, and neither does strong organizational culture. This engaging and high-energy session explores how small, intentional behavior changes can drive meaningful leadership growth across an organization. Designed especially for HR professionals, this session focuses not only on developing personal leadership habits, but on how HR leaders can influence, coach, and support organizational leaders in building habits that strengthen accountability, performance, and workplace culture. Participants will leave with practical techniques for shaping daily leadership behaviors that create lasting impact one small step at a time.

Learning Objectives –
As a result of attending this program, attendees will be able to:
1. Identify small, high-impact leadership habits that support effective performance, accountability, and workplace culture.
2. Apply habit-building concepts to their own leadership approach and professional effectiveness as HR leaders.
3. Support and influence organizational leaders in developing consistent, positive leadership habits that reinforce desired behaviors.
4. Use simple, practical strategies to help leaders focus on daily actions that drive long-term organizational success.

Speaker: Jim Carchidi, JFC Global

Bio: Jim is the CEO (a.k.a. Chief Enthusiasm Officer) of JFC Global, a professional and technical recruiting firm, is one of Central Penn Business Journal's Power 100, a recipient of West Shore Chamber's Inspiring Business award, and past finalist for two local Entrepreneur of the Year awards. An avid student in the fields of neuroscience, leadership, organizational development and psychology, Jim wants to inspire the world to generate greater mental effectiveness, so that people can realize more of their potential on both the professional and personal level.

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Session 4 – Closing Keynote

Title: Planning your Workforce… Just like Dancing with the Stars

Description: Workforce planning is a lot like *Dancing with the Stars;* it requires timing, balance, flexibility, and a clear understanding of who's ready to step into the spotlight. In this engaging keynote, participants will learn how workforce planning serves as a powerful tool for strategic business development by aligning talent decisions with market realities such as retirement, attrition, promotion, and growth. Through a lively case study and real-world examples, this session connects workforce planning, talent management, and succession planning to help HR leaders move beyond replacement-only thinking and confidently plan for the future while clearly demonstrating the return on investment of these efforts.

Learning Objectives –
As a result of attending this program, attendees will be able to:
1. Define workforce planning and explain its role in supporting strategic business goals.
2. Use workforce data and metrics such as turnover, retirement, and promotion rates to assess current and future talent needs.
3. Distinguish between replacement-only workforce planning and a proactive, strategic approach.
4. Identify multiple strategies for addressing workforce gaps, including growing, borrowing, partnering, and reducing talent.
5. Explain how talent management and succession planning align with workforce planning to strengthen organizational capability and demonstrate ROI.

Speaker: John Baldino, Humareso

Bio: John is the president of Humareso, a human-centered HR outsourcing (HRO) and consulting firm that provides tailored HR strategies, talent acquisition, and compliance services to small and midsize businesses, startups, and specialized industries. With over 30 years of human resources experience, John's passion for setting contributors and companies up for success is still going strong. John is a keynote for US and International Conferences where he shares content and thoughts on leadership, collaboration and innovation, employee success, organizational design and development as well as inclusion and diversity. John has been featured in The Wall Street Journal, Fast Company, SHRM Publications and is a regular contributor to the Humareso Blog. John has been named one of the 2025 Top 100 HR Tech Influencers. He is, also, co-host of the wildly popular LinkedIn Live webcast, "But First Coffee."