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**Twin Cities to Host Leading Thinkers on HR
Trends in Evolving American Workplace**

Marcus Buckingham, Author, National Expert on Human Capital
Spotlights Key Trends for HR Professionals and Companies to Standout

MINNEAPOLIS, March 26, 2015 – The Twin Cities will play host this April to leading thinkers in the strategic workforce and talent management arena, convening to discuss widespread and sweeping change in the modern American workplace. The event, the Minnesota [HR Tech Expo](#), conceived and organized by LEHRN.org (the Leading Edge Human Resources Network) features nationally renowned human capital expert Marcus Buckingham addressing HR professionals on the radical shift in the way employers need to engage their people.

“There is a fundamental and radical shift happening in the workplace,” says Marcus Buckingham, founder, [The Marcus Buckingham Company](#). “Human Resources professionals and employers need to understand that and embrace it before they start falling behind. It’s a shift from an organizational level focus to the critical importance of team leaders, and from a reliance on generalist big data to the effective use of smart data to empower and move an organization forward. It’s going to be a new era in the workplace.”

Buckingham, via live conference from the West Coast, along with Jason Averbook, CEO, The Marcus Buckingham Company will keynote the one-day only Minnesota [HR Tech Expo](#) event this April 9, 2015 at the Minneapolis' Marriott City Center Hotel focusing on five key trends HR professionals must understand as workplaces evolve around them. These trends include: a new focus on team leaders within organizations as the drivers of business and growth; a shift from big data to smart data that empowers an organization; the personalization of everything as employees grow to expect onboarding and mentoring tailored exactly to their needs; coaching not feedback; and finally, most critically, new addictive technologies created not for the overall organization but for team leader insight.

“Marcus is known worldwide for creating the Strengths revolution which caused a lot of traditionally-held and outdated human talent management practices to be upturned,” says Matt Peterson, executive director, LEHRN. “We’re expecting a full house for his keynote insights into the kind of organizational and technological shifts critical for engaging the workforce of the future.”

For the Minnesota HR Tech Expo, LEHRN is bringing together other leading thinkers in the evolving talent management space with an agenda that tackles key issues including: acquiring the best talent, social recruiting trends, embracing change, managing risk and a wide variety of HR technologies. The event also features product booths and demonstrations from ADP, Ceridian, Infor, Oracle, Ultimate, Workday and 50 other technology companies. All attendees will receive a free, signed copy of Marcus Buckingham’s new book *StandOut*.

The Marcus Buckingham Company CEO Jason Averbook will provide the closing keynote on new, addictive HR technologies that organizations must embrace to get and maintain a competitive edge in the new employer landscape.

“Addictive technologies are the next big trend in human capital management,” says Averbook. “It’s about designing IT systems not at the macro organizational level but specifically for team leaders to enable them to lead more quickly, more efficiently and with greater insight. The same evolved technologies will also be critical as we move toward far more personalized employee management, coaching and recognition.”

Event Overview:

The MN HR Tech Expo

April 9, 2015

Marriott City Center Hotel, Minneapolis

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| 7.00 | Registration/Breakfast |
| 8.00 | Conference Opens |
| 8.15 - 9.15 | Keynote: Marcus Buckingham and Jason Averbook |
| 9.30 | Expo Hall Opens |
| 9.45 - 11.15 | Demos and conference tracks |
| 11.15 – 12.20 | Lunch service |
| 12.20 – 3.15 | Afternoon conference tracks |
| 3.15 | Closing Keynote: Jason Averbook |
| 4.00 – 4.30 | Prize giveaways, closing reception |

More information or full agenda and details: www.lerhn.org.

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About LEHRN (www.lehrn.org)

The Leading Edge Human Resources Network is a non-profit association of HR systems professionals who share knowledge, experience and expertise in an effort to support best practices in the human capital management and talent management industries. Members participate and learn the five processes that drive modern HR: people, process, technology, structure and culture.

About The Marcus Buckingham Company (www.tmbc.com)

Founded in 2006, The Marcus Buckingham Company creates strengths-based leader development solutions to build winning workforces. The company conducts the research, designs the tools and technology and executes the coaching, education and training programs that challenge people to pinpoint, sharpen and bring their unique competitive edge to work.