Workshop Committee Goals and Progress Report Form

Committee Chair Name: Robin Cohen
Date: 3/21/11

☐ Goals Report
☒ Progress Report

Committee Members:
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SIOP Vision: To be recognized as the premier professional group committed to advancing the science and practice of the psychology of work.

SIOP Goals: SIOP will become the…

1. Visible and trusted authority on work-related psychology. This includes:
   - Heightened awareness within lay, business, scientific, and government communities of the role and value of I-O psychology in improving productivity and well-being in the workplace.
   - Greater outreach to the broader field of psychology and related disciplines and organizations (including organizations outside the United States), policy makers, the public, and the media.

2. Advocate and champion of I-O psychology to policy makers. This includes:
   - Increased efforts to obtain federal funding for I-O research.
   - Increased efforts to monitor and influence policy and legislation affecting human behavior at work.
- Heightened awareness among top managers in business about the value of I-O psychology and I-O professionals.

3. **Organization of choice of I-O professionals.** This includes:

- Increased enjoyment and satisfaction of members.
- More members in all categories, including regular, Student, International, Affiliate, and Associate Members.
- Higher annual retention rate.
- Increased support for SIOP members in their efforts to study, apply, and teach the principles, findings, and methods of I-O psychology.

4. **Model of integrated scientist–practitioner effectiveness that values research, practice, and education equally and seeks higher standards in all three areas.**

- Increased collaboration and dialogue between academics and practitioners where science informs practice and practice informs science.
- Increased collaboration and exchange of ideas with non-North American I-O professionals.
- Decreased perception of fissure between academics and practitioners.
- Clear and rigorous means of evaluating the quality of graduate training programs.
- Clear and rigorous standards for practice.

**Strategic Planning Goals:** *(Please highlight committee goals related to the advocacy of SIOP’s Strategic Planning Goals)*

1. Determine the appropriate number of pre-conference workshops (ideally no more than 12) that will attract full participation in 2011 (linked to SIOP’s Strategic Planning Goals related to Visibility and Organization of Choice).

   **Action:** We have identified 12 workshops and presenters. See below for final titles and presenters.

2. Develop workshops tapping a range of cutting edge, relevant, and interesting I/O topics with participation from seasoned, high quality presenters in different types of organizations (e.g., academic, private industry, consulting) (linked to SIOP’s Strategic Planning Goals related to Organization of Choice and Model of integrated scientist).

   **Action:** The workshop committee identified a wide range of topics in the following areas: organizational, assessment, methodology, legal, and HR management. In addition, the presenters represent a diverse group of organizations, and when appropriate, include both an academician and a practitioner.

3. Increase the visibility of the workshops in both the I/O and business communities (linked to SIOP’s Strategic Planning Goals related to Visibility).

   **Comment [LM1]:** Not sure if these should be written as if they are completed vs. planned. Changed verbs to show they were completed...
Action: Two committee members focused solely on marketing the workshops this year. They developed and implemented a high level marketing plan that was refined throughout the year.

To date, these committee members and the committee chair have worked with Stephany to promote the 2011 workshops on the SIOP website, including a home page highlight in March. All of the workshop information is available, including pictures and biographies of all presenters. We also identified approximately 15 Linked-In groups that we targeted for marketing the workshops. We also identified organizations in Chicago that may have members who would be interested in SIOP Workshops in January and sent an email to create awareness of our 2011 workshops. An email was sent to all SIOP members in March soliciting ideas for 2012 workshops and encouraging members to register for this year.

4. Improve the quality of the workshops. Clearly define workshops goals and benefits, takeaways, target audience to ensure attendees get what they signed up for. Create a consistent format for workshops including a common template for presentations that will hopefully make the workshops more engaging. Also, create clear guidelines for presenters to use in preparing workshop handout materials (linked to SIOP’s Strategic Planning Goals related to Visibility).

Action: We created a branded deck for workshop presenters to leverage when creating their presentations. The committee chair has reviewed drafts of all presentations to ensure that presenters have carefully considered the topic and content that they plan to discuss during the workshop (and don’t wait until the last minute to prepare the workshop). Note: We are working on the bibliography page to ensure that it is in APA format.

Comment [LM2]: Was this done? I'm a member of a few linked in groups that were likely targeted but I don't remember seeing anything. By the way, can you send me a list so we can do the same thing next year.
**Updates or Comments From Chair:**

Since the last progress report we have done the following:

- We had asked presenters to have a draft of their presentations to us by end of January for review. We wanted to ensure that presenters were using our new templates and that there was the appropriate amount of interaction. To date we have reviewed 10 of the 12 presentations, and they look great.
- We partnered with SIOP to post pictures and workshop information on the SIOP website.
- We placed information on Facebook and LinkedIn to promote the workshops.
- We partnered with the Placement committee to craft a note that will go out for all of the local groups, encouraging participation in the workshops and Job Placement center during SIOP.
- Selected five new members for the committee.

I would like to point out one issue. The committee did select one very niche topic – Corporate Social Responsibility. I have seen the presentation, and it is great but as of today only 4 people have registered. Last year, one of the committee members analyzed the available data to better understand the trends in workshop participation. The results seem to support the low registration that we’re seeing for this workshop-- innovative, cutting edge topics, such as this, have consistently shown the lowest registration numbers over time. The committee will consider this as they are selecting topics for the workshops for next year.
Workshop Titles and Presenters:


Coaching clients who appear resistant, defensive, narcissistic or difficult are often described as “uncoachable.” However, these leaders are often the ones in greatest need of coaching. This advanced-level workshop explores approaches and techniques that experienced executive coaches can use to work effectively with a variety of challenging clients.

Target Audience: Advanced. Participants should be experienced coaches with at least 5 years of coaching experience.

2. Generalizing Validity Evidence: How Is It Done and Is It Right for My Situation? Calvin Hoffman, Los Angeles County Sheriff’s Department; Piers Steel, University of Calgary.  Coordinator: Cheryl Paullin, HumRRO.

This workshop provides an overview of alternatives to traditional validation methods, specifically techniques that leverage existing validity evidence: transportability, meta-analysis, and synthetic validity. Presenters will address pros and cons, as well as legal defensibility, with a goal of providing insight into faster, cheaper, and more accurate ways to validate assessments.

Target Audience: The target audience is practitioners in the areas of assessment development and talent management who have 5-10 years of experience (or more) and at least a basic understanding of the concept of validity as defined in professional guidelines and standards.


This workshop addresses the challenge of creating value from 360 programs and sustaining individual behavior and organizational change. We will share best practices and real world experiences to ensure the “health” of 360 processes that maximize the likelihood of individual and organizational acceptance and utility.

Target Audience: This workshop should be of interest to advanced practitioners (5-10 years of experience) who are responsible for developing or implementing 360 feedback processes for organizational change and/or individual development, either in a consulting or internal role.

4. Doing Good Well: Putting the “I & O” into Corporate Social Responsibility.  Stuart Carr, Massey University; Katrina Boshuizen, Starbucks Coffee Company.  Coordinator: Mat Osicki, IBM.

Corporate Social responsibility (CSR) is a 'must do' not an 'optional extra' for successful businesses today. In fact, socially responsible corporations are finding
that long-term profitability and doing the right thing are both possible. This workshop provides examples from Starbucks and hands-on experiences to help boost your social and economic bottom-line.

**Target audience:** Given the newness of the topic, this workshop is open for all-comers: students, professors, non-profit and for-profit corporate workers with less than 5 years experience all the way up to 10+ years.


Strategies to improve performance management typically focus on process changes. We will show why this approach is ineffective and argue that the path to improvement lies in emphasizing manager-employee communication and relationships. This interactive session will show you how to overcome popular but ineffective fads and develop a sustainable performance management program.

**Target Audience:** This workshop will be of particular interest to practitioners who design and implement PM processes and researchers interested in practice areas. There is no experience requirement for this workshop.


This workshop will examine the mechanics of an employment law case from a lawyer and expert witness perspective. Practical, detailed tips on the how-to’s of such litigation will be provided. We will focus on how to be an effective expert witness, from both the plaintiff’s and defendant’s perspectives.

**Target Audience:** Morning session: A novice audience with little experience in litigation, specifically, less than 5 years of experience. Afternoon session: An advanced audience of I/Os with experience working on litigation, specifically, 5+ years of experience.

7. **Put Your Survey on a Diet: How to Develop, Deploy, Analyze, and Justify Brief Measures of Organizational Constructs.** Fred Oswald, Rice University; Jeff Stanton, Syracuse University. Coordinator: Tim McGonigle, SRA.

Organizations and researchers who collect survey data often face the dilemma of “too many items and not enough time;” numerous constructs to measure given limited testing time and test-takers who dislike long surveys. We offer a set of conceptual considerations, research designs, and statistical methods for addressing this common dilemma.

**Target Audience:** Researchers and practitioners with less than 5 years of experience and the ability to conduct and interpret typical reliability and validity studies. Audience members should be interested in delivering shorter measures
while retaining solid psychometric characteristics that preserve their measurement goals.


Organizations need a strategic approach to talent management that spans the employee lifecycle. This workshop focuses on how organizational strategy can drive talent management priorities and the selection of organizational, functional, and individual performance indicators. This session is intended to increase strategic thinking about applying I/O capabilities to talent management.

**Target Audience:** Internal and external practitioners/consultants who support or desire to support senior executives. There is no experience requirement for this workshop.

9. The Incredible Shrinking Training Program and Other Adult Learning Trends. Saul Carliner, PhD, CTDP, Concordia; Marc Grainger, Credit Suisse. Coordinator: LeAnne Bennett, Credit Suisse.

While the amount of work-related information is exponentially increasing, the time and resources available to learn it is decreasing. Development professionals are increasingly being challenged by their clients to deliver needed training in more abbreviated formats. This session will explore the forces driving this trend and share examples of how organizations are adapting.

**Target Audience:** Training and Development Professionals (internal training professionals, external training consultants) responsible for developing knowledge, skill and ability training at all levels (5 or more years of experience).


To design organizations for competitive advantage, HR/IO/OD professionals need a broad repertoire of organization design frameworks and interventions. Too often, we gravitate to line-and-box org charts. This workshop will enable participants to prioritize design issues and leverage unique strengths that lie beyond the chart (but without ignoring reporting structure).

**Target Audience:** This workshop is designed for senior HR/IO/OD professionals with 5-10 years experience, those with occasion to consult with and advise leaders on organization design, and those interested in broadening their repertoire of frameworks in this area. It is appropriate for practitioners across a variety of functional disciplines: Organizational Effectiveness, Learning & Development, Knowledge Management, Organizational Development or Talent Management.
11. A Practitioner’s Guide to the Galaxy…of Statistical Methods: A Primer on Developments from the Last Two Decades and a Look Ahead. Dan Putka, HumRRO; Larry Williams, Wayne State University. Coordinator: Robert Gibby, P&G

This workshop will review developments in statistical methodology from the last two decades, as well as emerging methods that may hold value for organizational research and practice. A schema for understanding these developments from the perspective of traditional methods covered in I-O curricula will be offered.

**Target Audience:** The workshop is targeted towards practitioners looking for a refresher on the quantitative training they had in graduate school. There is no experience requirement for this workshop per se, except that attendees are expected to have had graduate training in research methods and statistics as part of their I-O or related degree.

12. Individual Contributors – The “Other” Employee Group (A/K/A This Isn’t Your Father’s Leadership Workshop. Seth Zimmer, AT&T; Jennifer Roberts, AT&T. Coordinator: Amy Grubb, FBI.

Using an employee lifecycle framework, this session focuses on practical talent management strategies and techniques for individual contributors from multiple employee groups who are not and do not intend to be in formal leadership roles. Interactivity through exercises, best practice sharing, and roundtable problem solving will drive the learning in this session.

**Target audience:** Anyone with at least 5 years experience in a practical setting. This session will **not** be optimal for those with an interest in leadership development for individual contributor populations.