

ScottMadden Sponsors and Presents at IQPC's HR Shared Services & Outsourcing Summit

ATLANTA, GA – (October 13, 2015) – ScottMadden, Inc., a general management consulting firm, joined leading industry players as a sponsor and presenter at IQPC's 18th [HR Shared Services & Outsourcing Summit](#). This semi-annual event promoted interaction with HR professionals through invaluable case studies, instructional workshops, and interactive panel discussions to share best practices and lessons learned in the HR shared services journey.

[Tina Krebs](#) and [Doug Utley](#), partners at ScottMadden, and [Molly Donofrio](#), director at ScottMadden, facilitated the workshop, "Cultivate a Climate of Change to Jumpstart your HRSSO Transformation." This session focused on how to ensure the required infrastructure is in place to continuously monitor and improve operations after your HR shared services launches. The workshop was highly interactive and participants were able to share their own experiences to enrich the conversation.

[Jerred Crosby](#), partner at ScottMadden, joined forces with Ernie Enriquez of Warner Bros. to present, "Beyond Making the Business Case: Creating an Ongoing Narrative that Keeps Stakeholders Engaged and Team Members Focused and Motivated." This session reviewed how Warner Bros. employed a host of communications and change management strategies to tell a compelling story throughout the life cycle of a transformational initiative. From marketing and branding to an "early-and-often" change management approach, ongoing and responsive communications and change management strategies helped keep executive stakeholders engaged, team members motivated and informed, and HR on board.

Lastly, [Scott Manning](#) and [Trish Ferris](#), partners at ScottMadden, presented, "Human Resources Shared Services Benchmarking Study – How Do You Compare?" In this session, ScottMadden presented highlights from the third cycle of its HR Shared Services Benchmarking Study. Designed by ScottMadden and facilitated by the American Productivity & Quality Center (APQC), this study, which is kicking off its fourth cycle this month, provides reliable, comparative benchmarking data that companies can use to improve the efficiency and effectiveness of their HR shared services.

"This year's event included many new attendees, all bringing with them new thoughts, approaches, and learnings," said Mrs. Krebs. "No matter how many times you attend this conference, you will always be able to find one new idea to bring back and employ in your HR shared services operations."

About ScottMadden's Corporate & Shared Services Practice

ScottMadden has been a pioneer in corporate and shared services since the practice began decades ago. Our Corporate & Shared Services practice has completed more than 1,100 projects since the early 90s, including hundreds of large, multi-year implementations. Our clients span a variety of industries from entertainment to energy to high tech. Examples of our projects include business case development, shared services design, and shared services build support and implementation.

About ScottMadden, Inc.

ScottMadden is the management consulting firm that does what it takes to get it done right. Our practice areas include Energy, Clean Tech & Sustainability, Corporate & Shared Services, and Grid Transformation. We deliver a broad array of consulting services ranging from strategic planning through implementation across many industries, business units, and functions. To learn more, visit www.scottmadden.com | [Twitter](#) | [Facebook](#) | [LinkedIn](#)

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