

Program Title: HR that Means Business: Aligning People, Strategy, and Profit

“HR doesn’t generate revenue.” We’ve all heard it—and it’s time to challenge that mindset.

While HR may not directly sell products or services, it plays a critical role in driving organizational success, supporting sustainable growth, and maximizing profitability. To earn and keep a seat at the table, HR professionals must understand the business side of operations and learn how to connect HR strategies to financial outcomes and organizational goals.

In this interactive program, **“HR that Means Business: Aligning People, Strategy, and Profit,”** you will learn how to:

- ✓ Understand your organization’s mission, vision, and strategic goals—and align your HR initiatives to them.
- ✓ Read and interpret key business and financial metrics relevant to HR.
- ✓ Demonstrate the ROI of HR initiatives and communicate HR’s business value to leadership.
- ✓ Position HR as a true strategic partner that contributes to your organization’s ability to generate revenue and grow.

You will leave this session with practical tools, conversation frameworks, and the confidence to translate your HR work into language executives understand, shifting the perception of HR from a cost center to a **value-driving, growth-enabling partner**.

Learning Objectives:

By attending this program, participants will be able to:

- Identify how HR contributes to organizational revenue growth and success.
- Align HR initiatives with business strategy, mission, and vision.
- Apply basic financial concepts to understand and communicate HR’s impact on the bottom line.
- Calculate and demonstrate ROI for HR programs and initiatives.
- Confidently engage leadership in strategic conversations about HR’s business value.

Who Should Attend:

- HR professionals looking to elevate their strategic influence.
- HR leaders and managers seeking to demonstrate HR's ROI.
- Business leaders interested in leveraging HR for organizational growth.
- Anyone preparing for SHRM certification or recertification.

About the Speaker:

Tonya Sowles is the CEO and Founder of Sowles Consulting, specializing in helping entrepreneurs build engaged and loyal teams. With over 20 years of business management experience, she holds a Bachelor's Degree in Human Resource Management and a Master's Degree in Business Administration. As a Senior Certified Professional through the Society for Human Resource Management (SHRM) and a Speak to Inspire Method™ Certified Speaker and Facilitator, Tonya delivers customized training on leadership, employee engagement, and performance management. Passionate about maximizing people, productivity, and profitability, she empowers leaders to elevate their impact and drive success.