

LEAD

with purpose

SHAPE

the future

SCAN
FOR
SLIDES



ROADMAP BY ICA 2025

HELLO!

I'm BETHANY J. ADAMS!

Assistant Professor at Villanova University with more than 15 years experience in education & consulting in HR strategy, emotional intelligence, training, & organization development. **Certified Emotional Intelligence Practitioner.** Host of HR Tea Podcast.

Connect with me [@BETHANYJADAMS](#)
and learn more at bethanyjadams.com.

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VILLANOVA UNIVERSITY

Founded by the Augustinians in 1842



DARTHOICE
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🔇 Brian Bomalaski



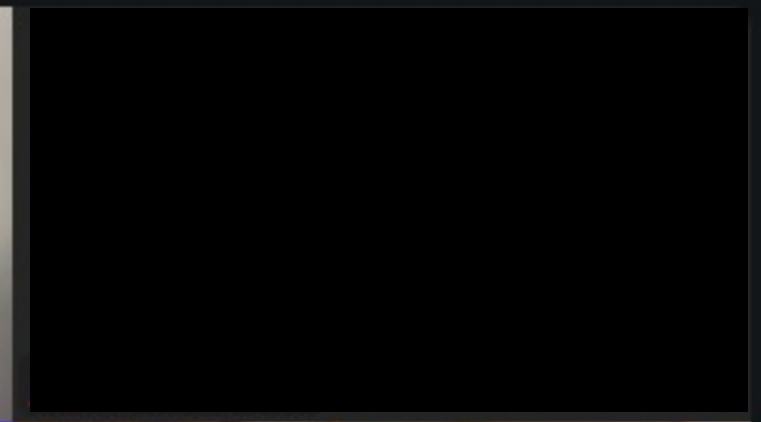
Bethany Adams



🔇 Fatima Cuenca



🔇 Emily Knee



🔇 Mike McCann



🔇 elyse frey



🔇 Nanci Menchu



🔇 Brianna Holden



🔇 Amy Lelli



🔇 Hannah Caputo



🔇 Abby Fortune



🔇 Isabella Panaccione



🔇 Devanshi Patel



🔇 Maria Alessandra Alessandra Mirand...



🔇 Christo Johnson



🔇 Emma Schotsch



🔇 Sarah Harkins



🔇 Amber Carter



🔇 Michaela Scioli



My **STORY** is my *why*.



What is your *why*?

LEAD

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1

FACING FORWARD

Strategic HR in a Changing Landscape

2

REWRITING THE ENGAGEMENT PLAYBOOK

Employee Experiences that Matter

3

LEADING WITH EMOTIONAL INTELLIGENCE

Lessons for Leadership and Culture

4

HR ACTION LAB

From Insight to Implementation

BIG *TAKE AWAYS!*

*Strong connections build
stronger workplaces.*

Let's use **ROADMAP** to **connect,**
collaborate, and **grow together.**



FACING FORWARD

Strategic HR in a Changing Landscape

What is happening in HR today?

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**WorkBuzz's Future of Work Report
Reveals: HR Burnout Rising, Employee
Engagement Declining, and AI Still
Untapped**



What is happening in HR today?

WorkBuzz's Future of Work Report Reveals: HR Burnout Rising, Employee Engagement Declining, and AI Still Untapped



Step aside, quiet quitting. Now, employers have to worry about 'quiet cracking.'



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A showdown is brewing between Starbucks, its baristas, and its shareholders



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How Walmart's CPO couples a people-first approach with early AI adoption





WHAT **EARLY SIGNALS** OF CHANGE ARE EMERGING ACROSS YOUR BUSINESS?

REFLECT ON PATTERNS OR SHIFTS YOU'RE NOTICING IN...

PEOPLE & TALENT,

CUSTOMER & MARKET DYNAMICS,

CULTURAL NORMS, AND

ORGANIZATIONAL SYSTEMS OR STRUCTURE.



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WHAT DO THE SIGNALS MEAN FOR **HR**?

BIG *TAKE AWAYS!*

Every shift in our business
is an opportunity for HR to
lead through people.

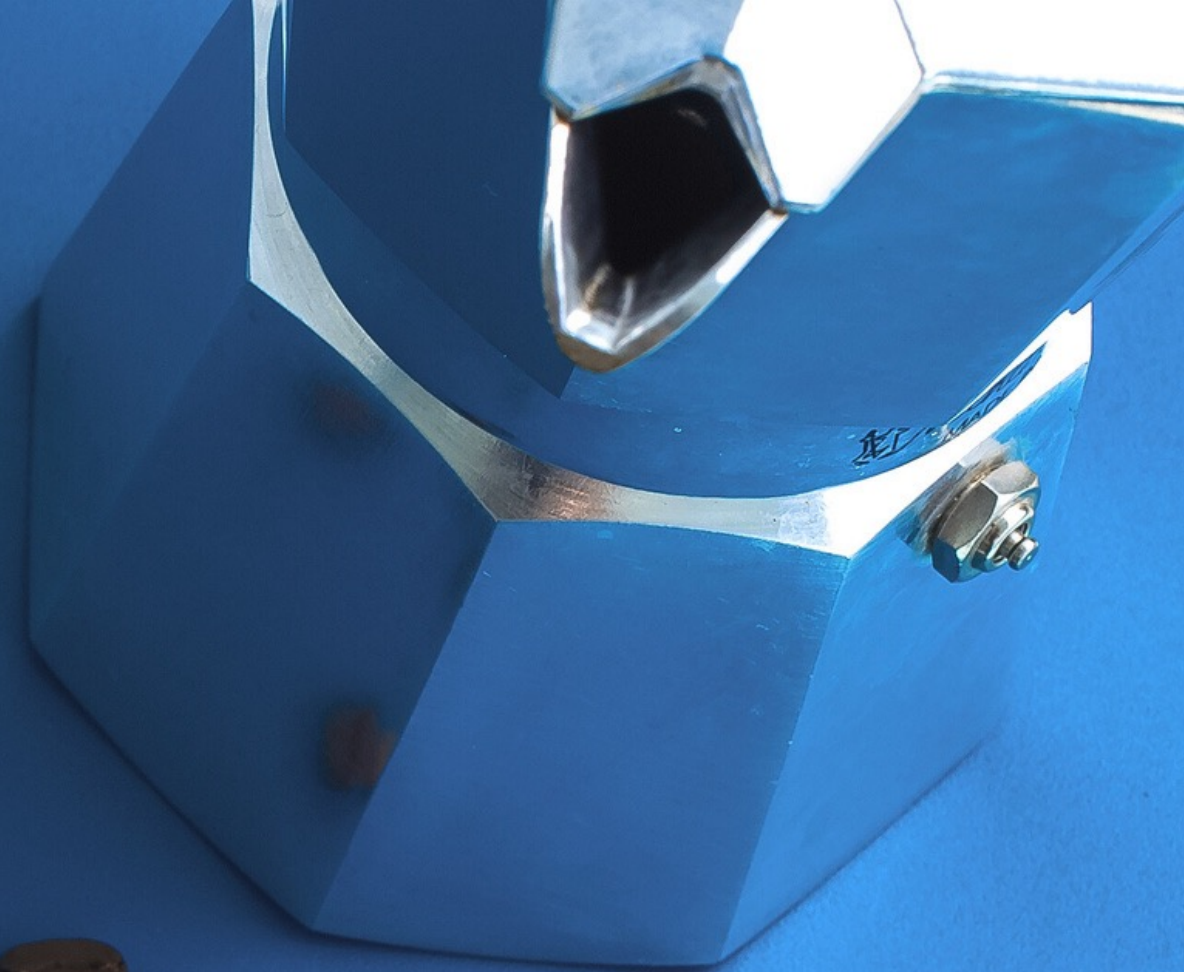


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*What are you thinking about differently, and
what do you want to take back to your team?*

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2

REWRITING THE ENGAGEMENT PLAYBOOK

Employee Experiences that Matter

MYTHS

TRUTHS

MYTHS

1

Engagement is an employee *attitude* problem.

TRUTHS

MYTHS

1

Engagement is an employee *attitude* problem.

TRUTHS

1

Engagement is an **organizational conditions problem**, shaped by leadership and culture.

MYTHS

1

Engagement is an employee *attitude* problem.

2

Engagement is built through *programs and perks*.

TRUTHS

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Engagement is an **organizational conditions problem**, shaped by leadership and culture.

MYTHS

1

Engagement is an employee *attitude* problem.

2

Engagement is built through *programs and perks*.

TRUTHS

1

Engagement is an **organizational conditions problem**, shaped by leadership and culture.

2

Engagement is built through **daily leadership behaviors** that shape the **employee experience**.

MYTHS

1

Engagement is an employee *attitude* problem.

2

Engagement is built through *programs and perks*.

3

Engagement is just a "*nice-to-have*," not a business priority.

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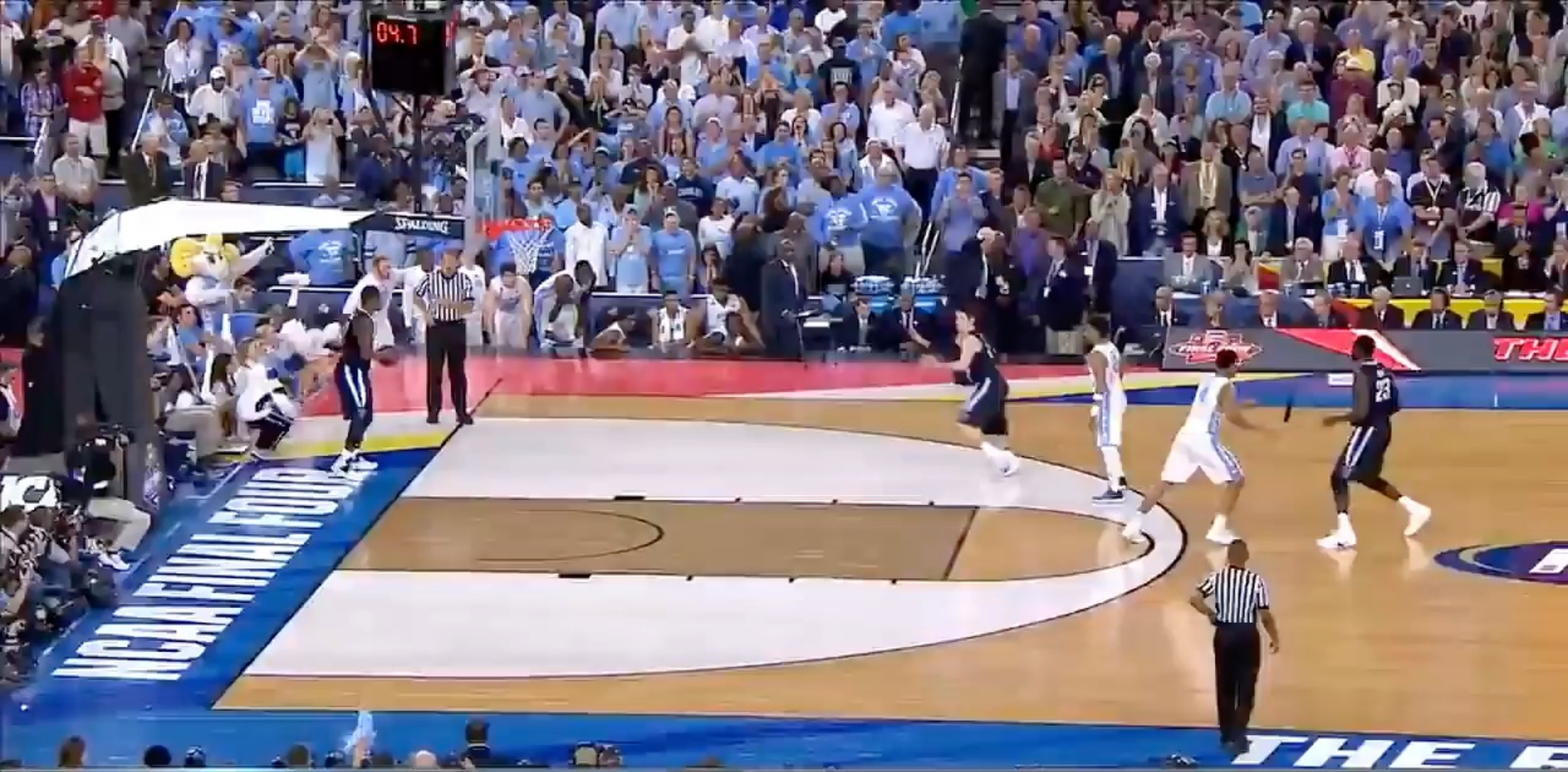
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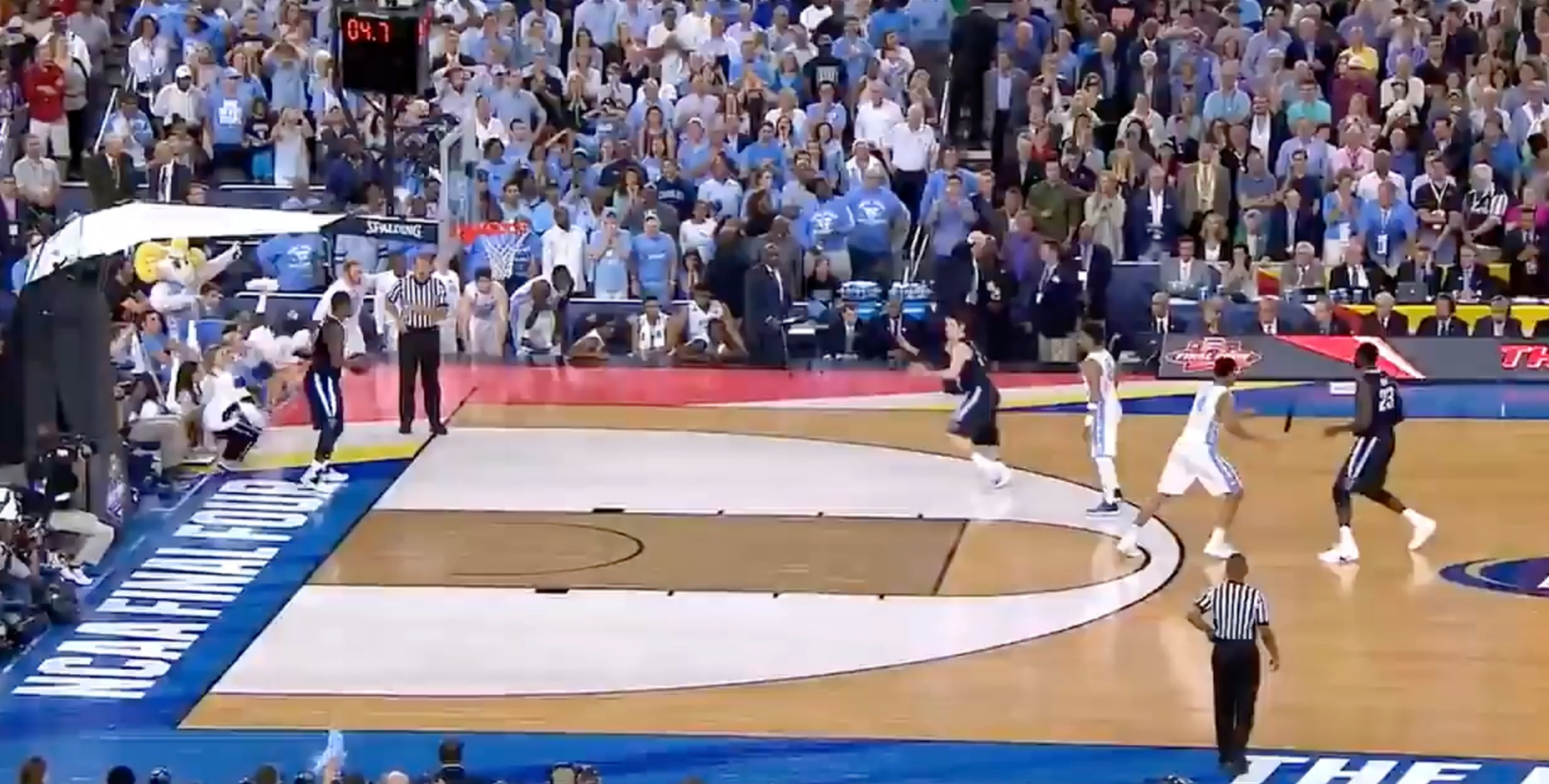
Engagement is a **business performance driver**! It strengthens retention, service quality, safety, productivity, and revenue.

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2 VILLANOVA	74	1 N CAROLINA	74	tbs	2016	NCAA NATIONAL CHAMPIONSHIP	2ND	4.7
	BONUS+		POSS					



² VILLANOVA

74

BONUS+

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POSS

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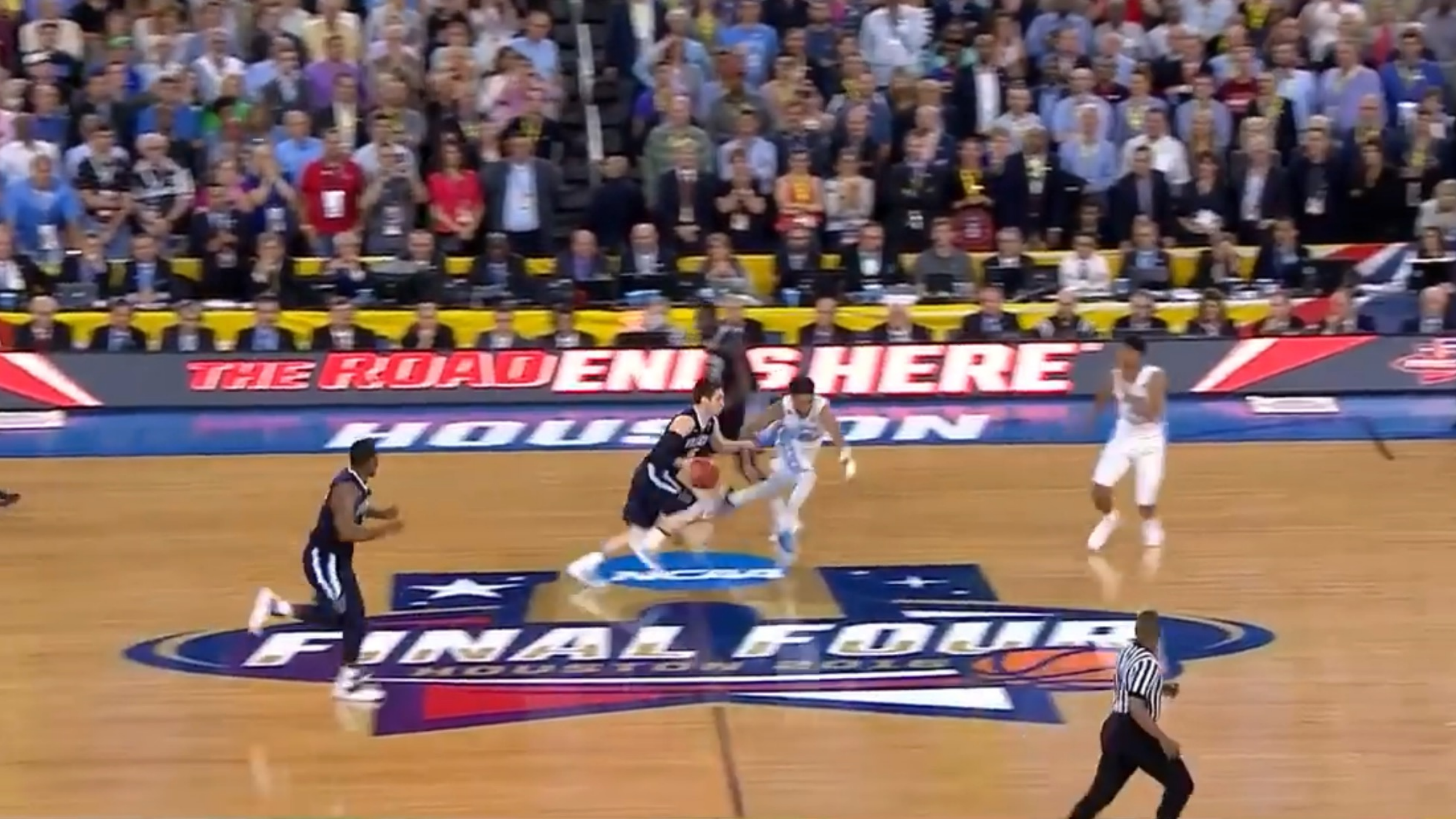
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2016

NCAA NATIONAL CHAMPIONSHIP

2ND

4.7





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EAST REGION		3RD ROUND			
 8	NC STATE	71	68	VILLANOVA	1 
PITTSBURGH, PA		FINAL			

NCAA MARCH MADNESS

tbs



TAP THE ROCK







What is *driving* your engagement?

What is *draining* it?

EMPLOYEE EXPERIENCE

How employees **internalize and interpret the interactions** they have with and within their organization and the contexts that influence those interactions.

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MAP THE EMPLOYEE EXPERIENCES THAT MATTER.

IdentIFY AND LIST THE MOMENTS THAT MOST
SHAPE HOW PEOPLE FEEL, PERFORM, AND STAY IN
YOUR ORGANIZATION.

Where is opportunity for *impact*?

BUSINESS- ALIGNED

The moment
supports key
business goals
or performance
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The moment happens often enough to stay visible and meaningful.

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The moment can be expanded consistently across teams or locations.

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The moment can be expanded consistently across teams or locations.

EMOTION GENERATING

People remember how they *feel*. The moment should spark pride and meaning.



**RATE EACH "MOMENT THAT MATTERS"
ACROSS THE FOUR DIMENSIONS.**

Use a scale of 0–5, where 5 indicates the experience is strong in that dimension and 0 indicates it is low or inconsistent

**BUSINESS-
ALIGNED**

FREQUENCY

SCALABILITY

**EMOTION
GENERATING**

BIG *TAKE AWAYS!*

When we design **better employee experiences**, we strengthen engagement and performance.

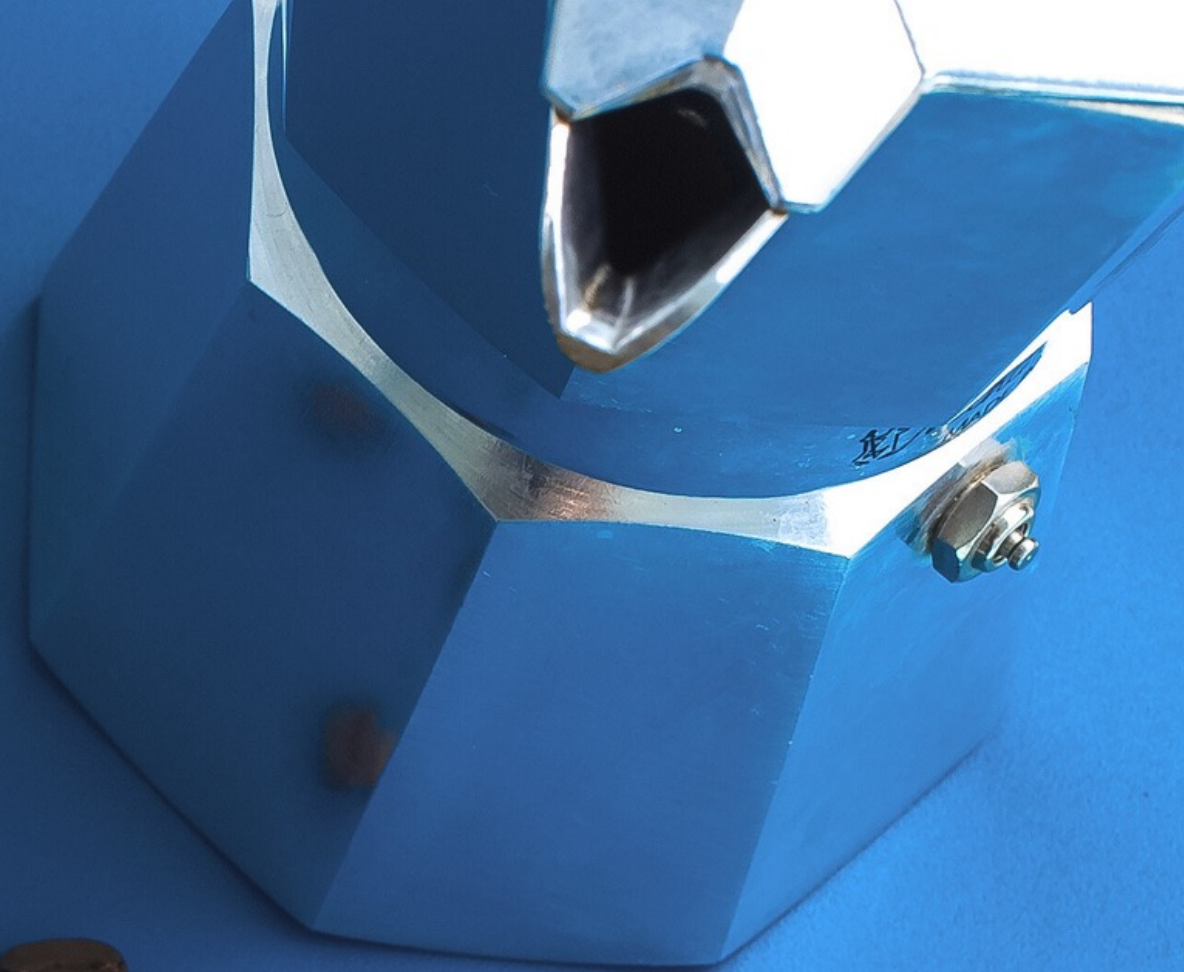


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3

LEADING WITH EMOTIONAL INTELLIGENCE

Lessons for Leadership and Culture



Which *skills* help us build EQ?

Which *skills* help us build EQ?

EMOTIONAL LITERACY

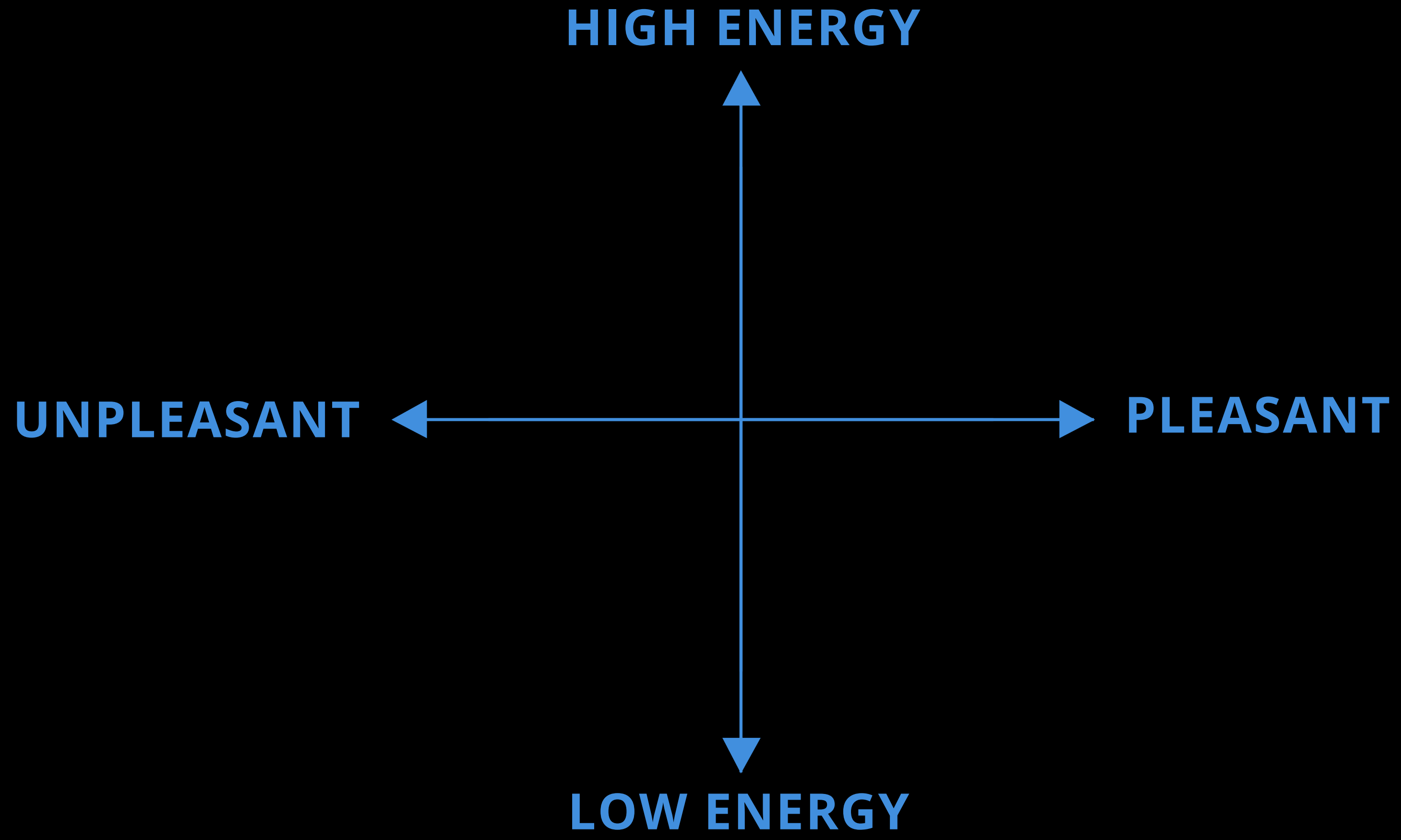
The ability to identify and
understand emotions in
yourself and others

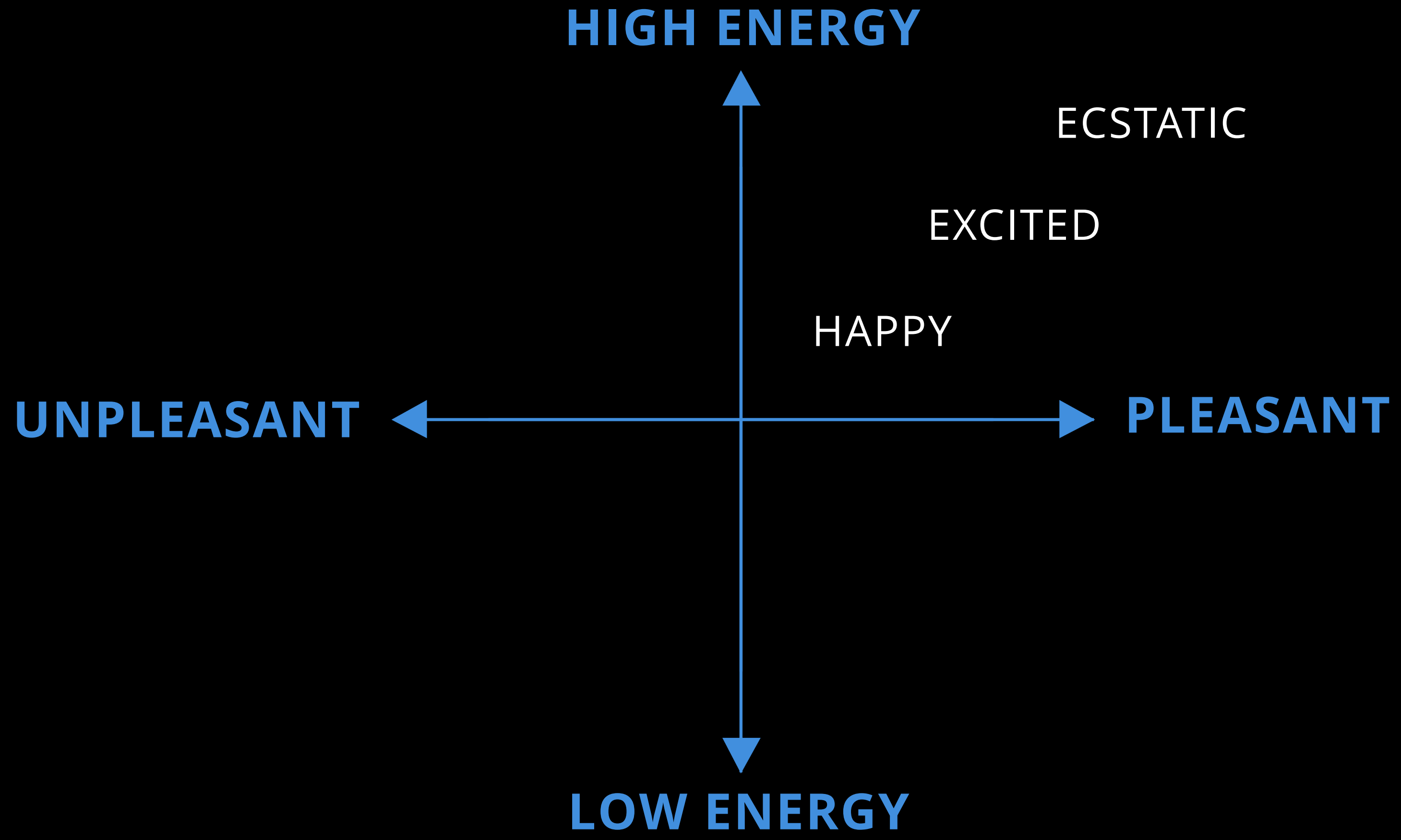


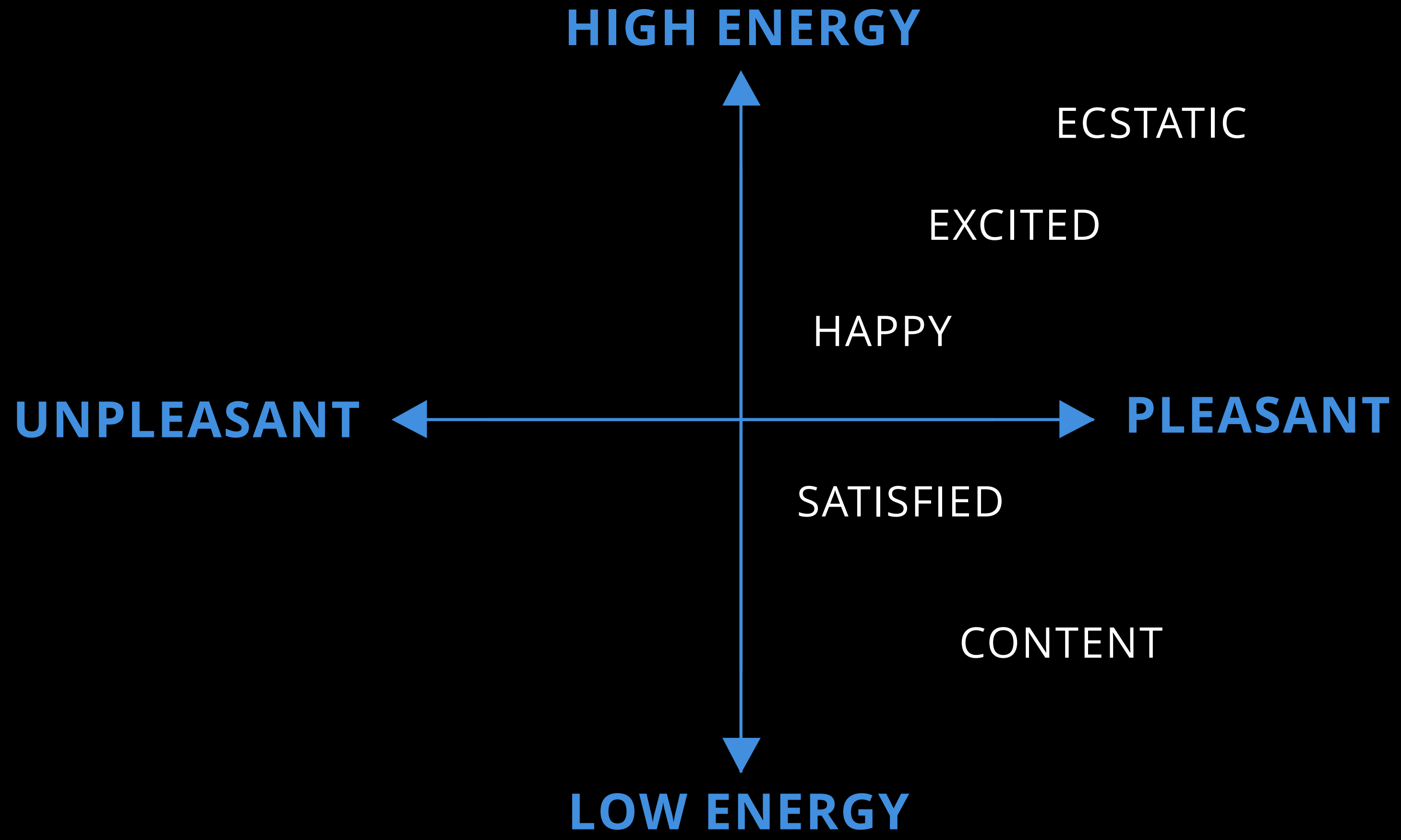
How many emotions can
you name in one minute?

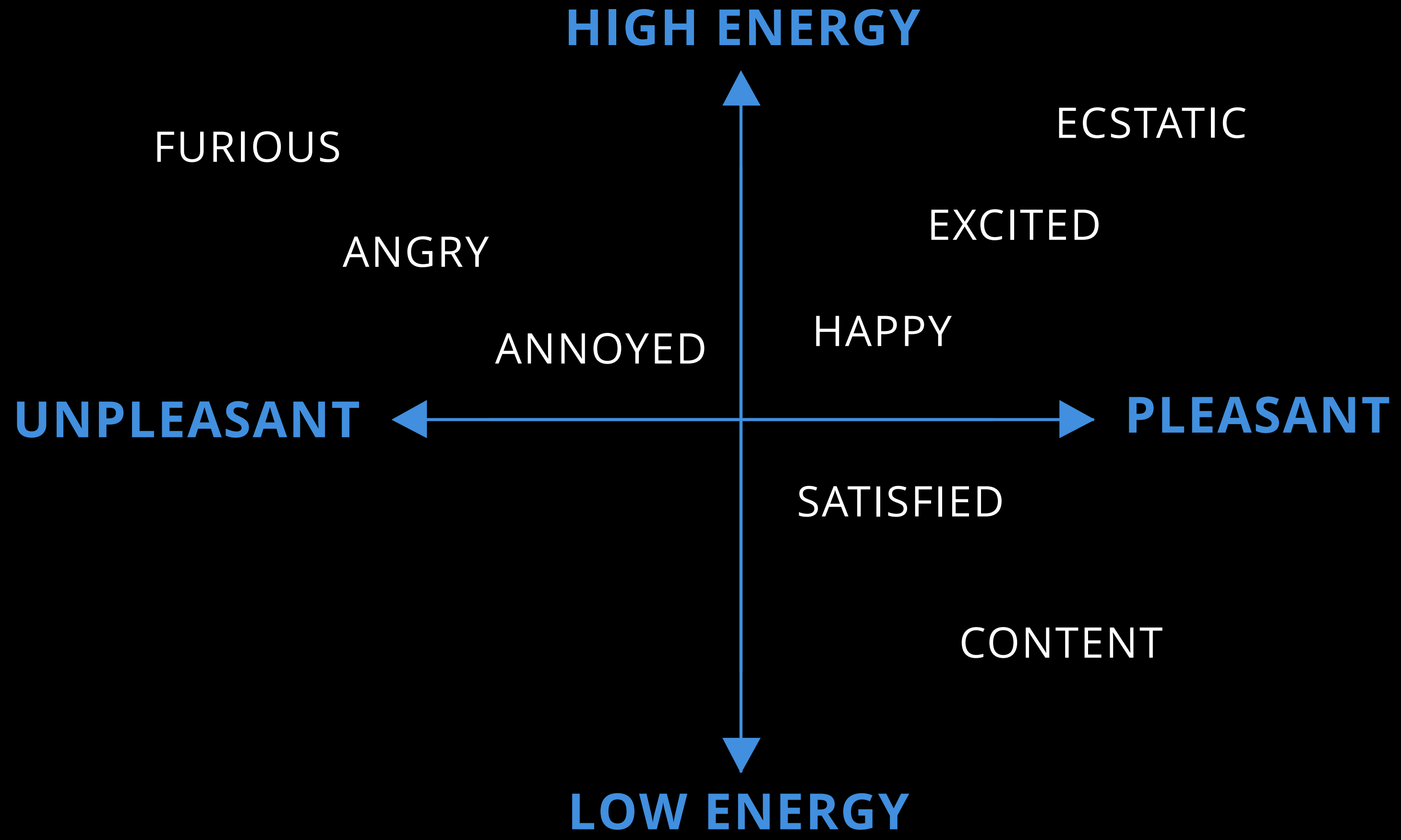
Angry	Sad	Anxious	Hurt	Embarrassed	Happy
Grumpy	Disappointed	Afraid	Jealous	Isolated	Thankful
Frustrated	Mournful	Stressed	Betrayed	Self-conscious	Trusting
Annoyed	Regretful	Vulnerable	Isolated	Lonely	Comfortable
Defensive	Depressed	Confused	Shocked	Inferior	Content
Spiteful	Paralyzed	Bewildered	Deprived	Guilty	Excited
Impatient	Pessimistic	Skeptical	Victimized	Ashamed	Relaxed
Disgusted	Tearful	Worried	Aggrieved	Repugnant	Relieved
Offended	Dismayed	Cautious	Tormented	Pathetic	Elated
Irritated	Disillusioned	Nervous	Abandoned	Confused	Confident

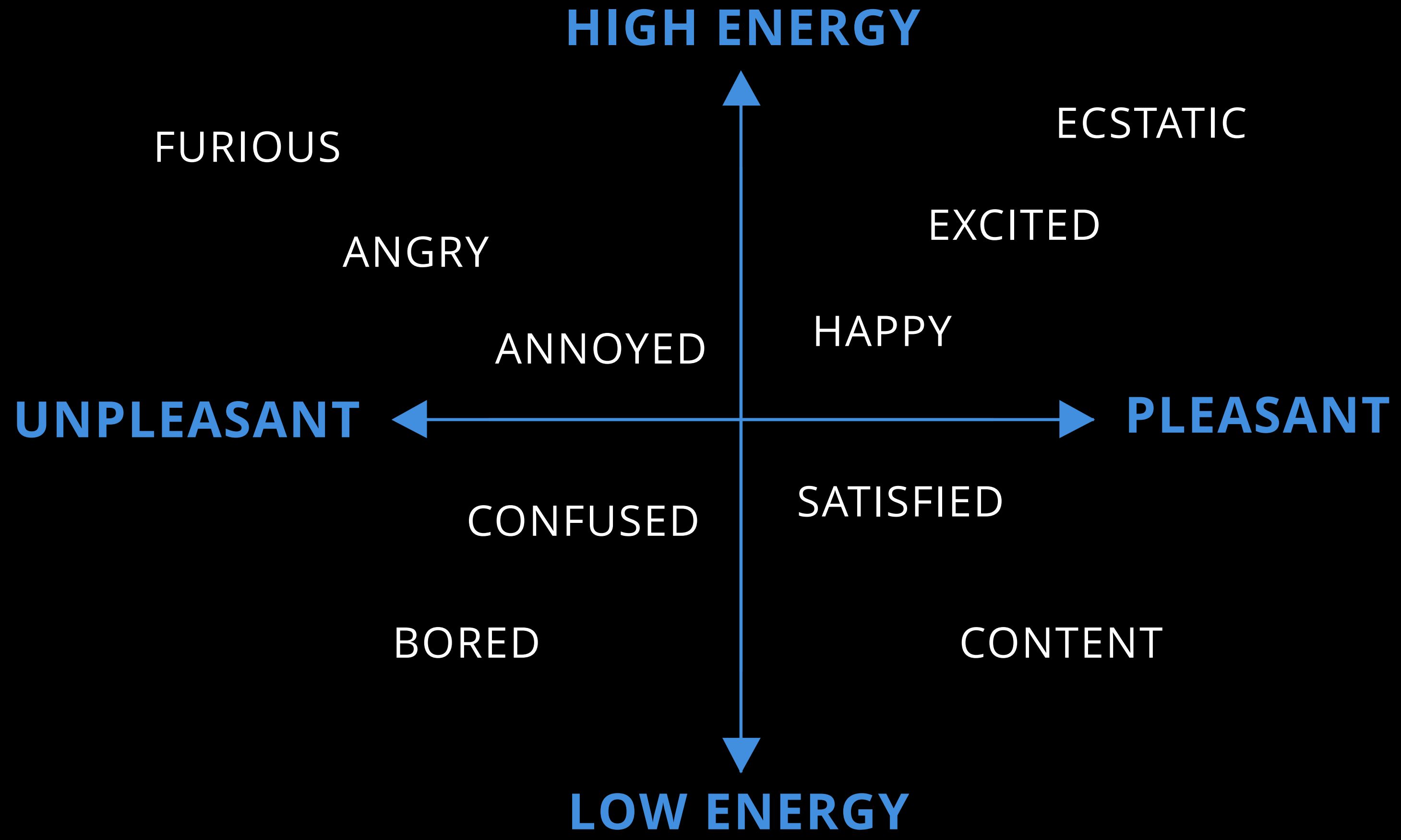
Source: [HBR \(David, 2016\)](#)











Which *skills* help us build EQ?

EMOTIONAL LITERACY

The ability to identify and understand emotions in yourself and others

EMOTIONAL AGILITY

Being flexible with our thoughts and feelings to respond optimally



Write down one emotion that comes up based on each statement.

Don't score anything yet.



+1 for a pleasant emotion
+0 for an indifferent emotion
-1 for an unpleasant emotion

What is your total?

What are your *“feelings rules”* about work?

What are your *“feelings rules”* about work?

Is it okay to *cry* at work?







What are your *“feelings rules”* about work?

Is it okay to *raise your voice* at work?

What are your *“feelings rules”* about work?

Is it okay to *be negative* at work?



What are your “*feelings rules*” about work?

Consider, how might these rules limit your emotional agility or authenticity as a leader?

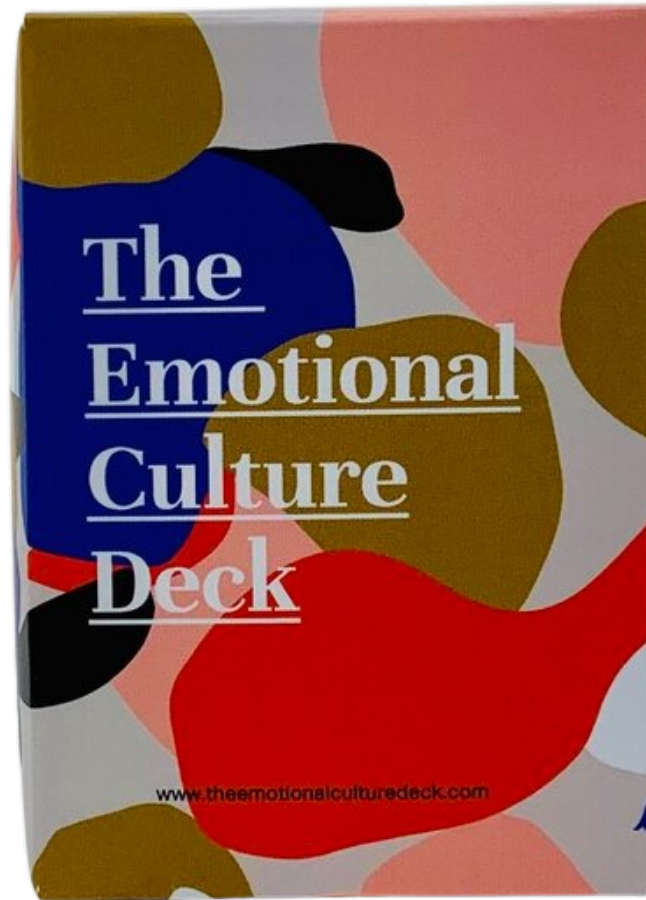
EMOTIONAL CULTURE

Emotional culture is the **shared set of emotions** that are expressed, valued, and experienced within an organization or team, shaping how people interact and perform together.

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Emotional culture is the **shared set of emotions** that are expressed, valued, and experienced within an organization or team, shaping how people interact and perform together.

If you aren't purposely shaping the way people feel in your organization, someone or something else is.



EMOTIONAL CULTURE DECK

At the end of this activity, you will have identified...

- The top **3 desired emotions** for a positive emotional culture
- The top **3 undesired emotions** for a positive emotional culture.



Our success relies on our team feeling this.

Use the black cards to determine the top 3 desired emotions for your team to be successful at work.

We absolutely don't want our people to feel this (but they might from time-to-time).

Use the white cards to determine the top 3 undesired emotions for your team at work.



How do we *build* emotional culture?

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To support desired emotions in our organization:

Our people feel this **when...**

For people to feel this more often **they need to...**

They won't feel this if **we...**

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To resist undesired emotions in our organization:

Our people feel this **when...**

To help them cope when they feel this, **they need to...**

When they feel this, **we need to...**

How do we *build* emotional culture?

To support desired emotions in our organization:

Our people feel this **when...** *behavioral triggers!*

For people to feel this more often **they need to...** *internal behaviors.*

They won't feel this if **we...** *external behaviors.*

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To help them cope when they feel this, **they need to...** *internal behaviors.*

When they feel this, **we need to...** *external behaviors.*

BIG *TAKE AWAYS!*

Emotional intelligence **strengthens**
leaders and the **cultures** they create.

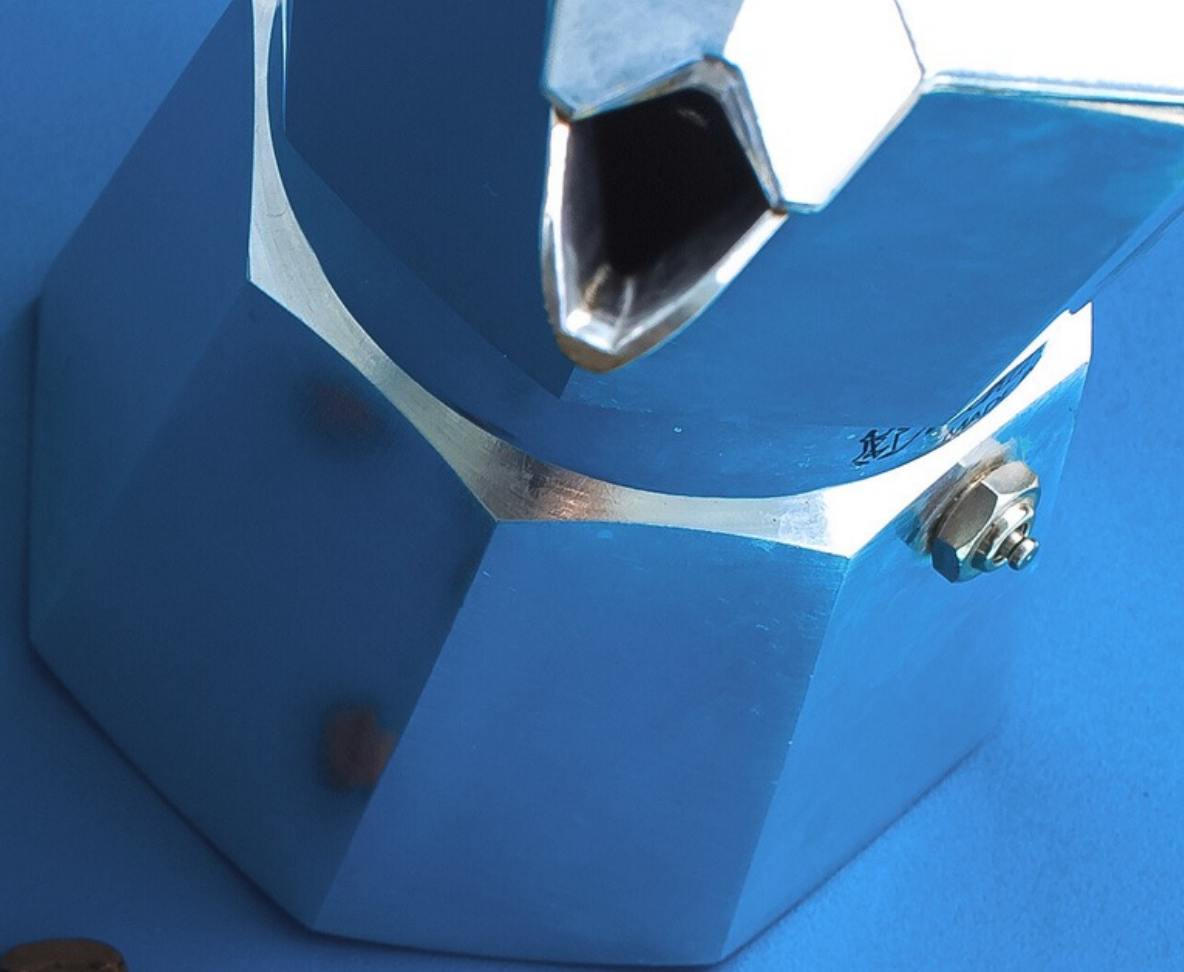


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HR ACTION LAB

From Insight to Implementation

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What is your *why*?



TAKE A MOMENT TO REFLECT ON WHAT'S CHANGED IN YOUR PERSPECTIVE TODAY.

What signals of change feel most relevant to your work right now?
What moments in the employee experience matter most for your people?
How has your understanding of the emotional culture of your organization evolved?



IDENTIFY 2-3 ACTIONS THAT WILL MOVE YOUR ORGANIZATION AND YOUR LEADERSHIP FORWARD.

These can be new initiatives, conversations, behaviors, or systems to strengthen.
Draft 2-3 actions. Include why they matter and the first step.

SHARE YOUR ACTIONS WITH YOUR TABLE.

*Offer coaching to your peers.
Focus on **clarifying the
impact** of each action and
how it could drive results.*



***LEAD** with purpose. **SHAPE** the future.*

COMMITMENTS	TIMELINE	RESOURCES NEEDED	ACCOUNTABILITY

The background is a dark blue architectural blueprint. It features a grid of lines, various geometric shapes like circles and rectangles, and dimension lines with numbers such as 4400, 2250, 1000, 3700, 1100, and 1300. There are also some circular symbols with arrows and a small '10M²' label.

BIG *TAKE
AWAYS!*

Intentional actions turn
insight into **impact.**



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engagement and
performance.

Emotional intelligence
strengthens leaders and
the cultures they create.

Intentional actions turn
insight into impact.

RESOURCES FOR MORE LEARNING

[No Hard Feelings](#) by Liz + Molly (@lizandMollie)

Riders & Elephants [Emotional Culture Deck](#)

[Atlas of the Heart](#) by Brene Brown ([HBO Special](#))

[Emotional Agility](#) by Susan David

[The Fearless Organization](#) by Amy Edmondson

[The Emotionally Intelligent Leader](#) by Daniel Goleman

[Don't Feed the Elephants](#) by Sarah Noll Wilson

[How Emotions are Made](#) by Lisa Feldman Barrett

[Manage your emotional culture](#) (Barcade & O'Neill, 2016)

[The Culture Code](#) by Daniel Coyle

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Thank You!

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and learn more at **bethanyjadams.com**.

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