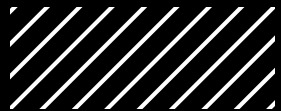
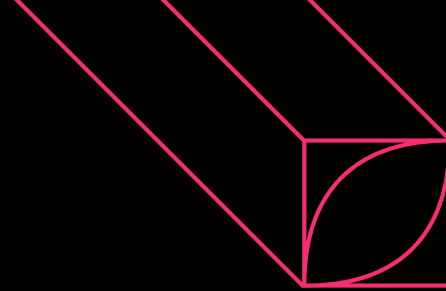
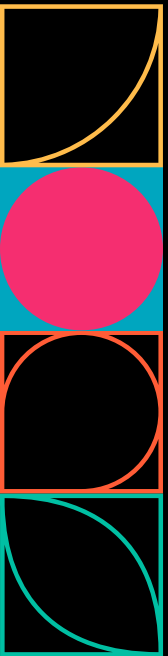
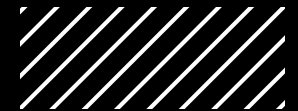


# WORKPLACE CULTURE PROFESSIONALS **AT INBOUND**



INBOUND 2023 Custom Agenda



## INBOUND IS THE ULTIMATE DESTINATION FOR ANYONE

looking to learn, grow, and connect with industry leaders across tech who specialize in marketing, sales, operations, customer success, and much more.

## STAY UP TO DATE ON THE LATEST WORKPLACE INNOVATIONS

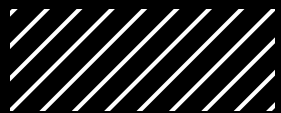
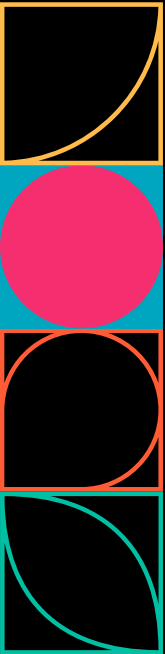
and approaches, discover new tools and resources to enhance your strategies, and develop fresh skills through hands-on workshops and interactive sessions, selected just for you.

## THIS YEAR INBOUND IS FOCUSING ON THE POWER OF CONNECTION

and how the future of business is all about a connected mindset. As a workplace culture professional, INBOUND sessions will provide tips, tricks, and insights into the need-to-know-business trends and practices crucial to your work, while always keeping employees at the heart of your business.

## HOW CAN YOU ADDRESS BURNOUT AT YOUR COMPANY?

Looking for ways to create greater workplace equity? Want to connect and network with other attendees and leaders in workplace culture?



# TOP SESSIONS FOR WORKPLACE CULTURE PROFESSIONALS

## 1. Getting Candid: Lessons in Workplace Culture and Feedback

with **KIM SCOTT** (Author, *Radical Candor*)

Join bestselling author, Kim Scott, and explore the role of radical candor and feedback in 2023, and gain insights on how to maintain a healthy high-performance workplace culture.

## 3. The Captain's Playbook: Strategies for Success

with **DEREK JETER** (Entrepreneur, Philanthropist and National Baseball HOF Inductee)

The Baseball Hall of Famer and business leader shares what his leadership experience on and off the field has taught him about calculating risk, and fueling a motivation bigger than ourselves when it comes to building and scaling teams and ventures.

## 2. Lessons on Innovation, Leadership, and Navigating Change

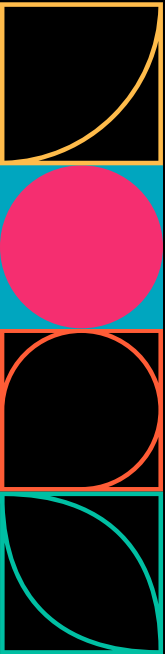
with **REESE WITHERSPOON** (Actor, Producer, Founder; *Hello Sunshine*)

Join Reese for a revealing conversation encompassing her practical strategies for driving growth and creating a culture of excellence, as well as the challenges and opportunities of producing content in a rapidly changing landscape.

## 4. Lawn on D: Wellness and Mood Elevation Technology

with **DR. MARY DONOHUE** (CEO, *The Digital Wellness Center*)

Learn about and discover how Mood Elevation Technology can balance your happiness and productivity with self-care and wellness, reduce stress, and improve your mental health. Learn to map your pain and understand how your emotional circles are balanced and gain actionable strategies for achieving high productivity and self-care.



# TOP SESSIONS FOR WORKPLACE CULTURE PROFESSIONALS

## 5. Meetup: Balance & Stretch: Making Working Parenthood Work

with **SASCHA MAYER**  
(Co-founder, Chief Experience Officer; Mamava)

Join the founders of Mamava and Mother Honestly, plus other parents and caregivers for a series of fun exercises designed to get out of your head and tap into your inner wisdom. Together we'll work through ways to bring intentional design, support for those who provide care at home and on the job, and a sense of joyful balance to your business. **\*Reservation is required.**

## 7. How to Curate a Vibrant, Remote-first Culture at Scale

with **JEN SPENCER** (CEO, SmartBug Media)

Company culture doesn't just happen. As CEO, it's your job to craft a vision for that culture — and then measure, nurture, and evolve that culture over time. SmartBug Media has scaled from 1 to nearly 200 employees — all fully remote — and in this session you'll hear what's worked well, what hasn't, and what kind of programming you'll want to plan for as you grow in 2023 and beyond. **\*Reservation is required.**

## 6. Creating Equity for Women in the Tech Workspace

with **V BOYKIN** (Sr. Program Manager, Global Skills; HubSpot)

Within the tech space, women have not achieved parity within senior leadership ranks. There is clear evidence to illustrate the importance of social support systems in tackling this void. Through simple shifts within the social environment, women can achieve and sustain leadership roles within the tech space. Learn how to create systems that will assist in obtaining and retaining senior leadership positions and resources for non-equitable work experiences. **\*Reservation is required.**

## 8. The Undeniable Connection: Growth, Retention, and Generosity

with **JONATHAN REYNOLDS**  
(CEO and Visionary, Titus Talent Strategies)

What if we told you that your giving strategy, or lack of, could be having a negative impact on your organization's growth and employee retention? The cost of replacing an individual employee can range from half to five times the employee's salary, so the solution seems simple: keeping your people helps you grow your bottom line. Learn more about the undeniable link between giving, growth, and retention. **\*Reservation is required.**

# TOP SESSIONS FOR WORKPLACE CULTURE PROFESSIONALS

## 9. Address Burnout at the Root Cause: Company Culture

with **ANYA SOTO, PCC, ICF**  
(Chief Talent Development Officer, Civility Partners, Inc.)

Toxic work culture is the number one reason for burnout. Of course YOU don't have a toxic culture — people are leaving for other reasons, right? Except that an MIT Sloan Management Review article found the biggest predictor of the Great Resignation is toxic culture. Join this session to explore why people are overworked, why teams don't feel collaborative, and how to stop going in circles. **\*Reservation is required.**

## 10. Building Your Applicant Tracking System in HubSpot

with **MANDY THOMPSON**  
(Founder and CEO, Digital Reach Online Solutions)

Learn step-by-step how you can streamline your HR processes with HubSpot. Say goodbye to costly standalone applicant tracking software and hello to a more nimble, CRM-powered solution. Discover how integrating your HR processes into your CRM can increase efficiency, give you ultimate flexibility, and help remove biases from the application process. **\*Reservation is required.**

## 11. Beyond the Buzzwords: Inclusive Leadership in Action

with **ELENA JOY THURSTON**  
(Executive Director, Pride and Joy Foundation)

Inclusive leadership is not just good to do—it's a *\*need\** to do if we want to build a diverse workforce and achieve long-term success in our organizations as well as in our careers. TEDx speaker, Elena Joy Thurston, invites us to become inclusive leaders who are aware of our own biases, actively seek out different perspectives to inform decisions, and collaborate more effectively — walk away motivated to increase inclusion and belonging through allyship. **\*Reservation is required.**

[Explore INBOUND Sessions](#)




## COMMUNITY AND CONNECTION ARE AT THE HEART OF INBOUND.

Deepen your craft and areas of expertise while also expanding your network with a global, diverse, and inclusive community of attendees.

Build meaningful connections at **INBOUND** with our new communities and Meetup experiences.

## IMMERSE YOURSELF IN A 360° EXPERIENCE

that offers top-notch education, vibrant community-building, entertainment, wellness, delicious food, and other surprise and delight moments on-site. From our VIP Welcome Party and activities at Lawn on D to interactive sponsorship activations and more, **don't miss out on all of the exciting events at INBOUND.**

## NEED APPROVAL FROM LEADERSHIP TO COVER THE COSTS OF ATTENDING INBOUND?

Download our Convince Your Boss Letter to explain the value of INBOUND, share the game-changing sessions you're most excited about, and **how attending will level up your personal growth in alignment with your company's goals.**

