

The **NCHRA** Story

NCHRA and Waggl Create a Thriving Community

INTRODUCTION TO NCHRA

Northern California HR Association (NCHRA) is one of the largest HR associations in the country, serving over 20,000 HR professionals in “The Most Innovative Place on Earth,” the SF Bay Area. What sets them apart from other organizations? Along with offering over 100 programs per year of high-quality continuing education, NCHRA introduces HR professionals to new innovative tools and resources and focuses on peer-to-peer connections.

THE POWER OF COMMUNITY

NCHRA's active membership base is at the core of their success. Their large, thriving community has inspired some of the most impactful insights of the HR industry. Recently, NCHRA launched their second “Voice of the Workplace” pulse in collaboration with Waggl.

Could a diverse workforce drive economic growth within an organization? With the political and social discussion surrounding diversity at the forefront of current affairs, NCHRA was curious to find out how individuals felt diversity affected their companies.

The pulse was sent to thousands of HR professionals including attendees of the HR West 2017 Conference. An overwhelming 96% percent responded that they believe cultivating diversity in the workplace is essential for driving innovation. Responses were relatively consistent across various demographics including age, gender, region, and size of the organization. In addition, 71% percent of the participants said that they feel their organization is strongly committed to fostering diversity.



OPPORTUNITY

INSIGHTS CONTINUE THE CONVERSATION

The Voice of the Workplace pulse also posed the question, ***“What is the biggest advantage of building a diverse workforce?”*** and distilled crowdsourced responses into a ranked list. The top 3 answers were:

- “With a diverse workforce (age, gender, ethnicity, ability, etc.) one brings together a multitude of thoughts, ideas, experience levels that has a greater potential to drive innovation, and promote constructive debate to move an organization forward.”
- “Having multiple perspectives encourages management to see things differently, and can help enormously with problem-solving. It also helps us to avoid ‘group think.’”
- “It takes diverse thoughts and opinions to create exceptional products & services but more importantly it takes a diverse & inclusive workforce to build the foundational values of trust & respect which are the bedrocks of amazing and enduring cultures.”

The findings from the Voice of the Workplace allow NCHRA to better serve the HR community by producing content and insights for organizations to help improve their organization’s effectiveness. The Waggl/NCHRA partnership generates co-branded articles published in popular media outlets, insightful webinars, and compelling other original content creation and social media cross-marketing.

ANALYSIS

MOVING FORWARD

AN ENGAGED AND ALIGNED COMMUNITY

The NCHRA + Waggl partnership provides a wealth of insight into the HR industry, by tapping the insight from the HR industry. Cultivating the voices of their community has allowed NCHRA to keep their organization and the industry on the forefront of innovation.

There are more exciting collaborations in the future as the NCHRA and Waggl partnership continues to grow. NCHRA’s CEO, Greg Morton looks toward future usage and sees room for growth as NCHRA tries to bridge the gap between the HR community and the HR Tech start-up community. Using Waggl, NCHRA plans to provide real-life product honing advice and feedback that matches the product need for HR organizations.

ABOUT NCHRA

The Northern California HR Association (NCHRA), one of the nation's largest HR associations, has been advancing organizations through human resources since 1960. Delivering over 100 programs annually, the association is dedicated to connecting human resources professionals with practice resources, leading California-specific training, legal and legislative developments, quality service providers, and each other — forming career-long networks and partnerships.

Headquartered in San Francisco, NCHRA serves a community of more than 20,000 throughout its twelve regions in Northern California. The San Francisco Bay Area represents one of the most innovative and challenging sectors of the country (and world) in which to practice HR. As such, our membership demands a level of sophistication unparalleled by others. Nationally recognized for quality and breadth of service, this focus on excellence has earned us members in 23 states and several foreign countries.



WHAT IS WAGGL?

Waggl is a dynamic pulse communication platform that enables fast, frequent and focused dialogue on virtually any enterprise topic -- like culture, events, change, strategy, and talent.

“Waggl is the poster child for innovation in HR.”

Ingrid Stabb

Associate VP Marketing, NCHRA

“Waggl enables us to have our finger on the pulse of what HR professionals care about, allowing us to connect professionals with the content and programming that makes them better.”

Greg Morton

Chief Executive Officer, NCHRA