



**MISSISSIPPI STATE**  
UNIVERSITY™

HUMAN RESOURCES MANAGEMENT

Human Resources Management, Learning & Development is committed to encouraging and supporting the holistic development and well-being of all MSU employees.

PRO Chats are short, practical conversations that discuss tools and resources to help employees grow professionally. PRO Chats are typically between 30-45 minutes and allow the participants to get involved by making comments and asking questions. They are held in the Fowlkes Auditorium from 2:00 – 3:00 p.m. Check out the schedule below and register for PRO Chats today.

# PRO CHATS

## **Crafting Your Story: Branding Yourself**

Mike Breazeale, Associate Professor  
Marketing, Quantitative Analysis, and Business Law  
January 31, 2019

There is not a day that goes by that we are not exposed to brands. They're everywhere we look. Most of the brands we recognize belong to marketers who are trying to acquire us as customers. But have you ever thought of yourself, or even your department as a brand? Wouldn't it be awesome if people associated you with positive characteristics, even before they meet you in person? What story is your brand telling? Come join us for this informative chat on how to craft a compelling brand story and thus maximize your own brand value.

## **Don't Just Use Your Gut: Making Decisions With Data**

Tracey Baham, Associate Director  
Office of Institutional Research & Effectiveness  
March 27, 2019

Have you wondered the most efficient way to use your funding or how to improve your services? University professionals must use data to determine the best use of limited resources. This session will explain how data can be used to support decision-making, as well as what resources are available to help Mississippi State professionals.

## **Beating the Same 'Ol, Same 'Ol: Fostering Innovation In The Workplace**

Eric Hill, Director  
Center for Entrepreneurship & Outreach  
May 22, 2019

Sometimes it's easy to think and do things the way we've always done them; those old paradigms become the "right way" to do things. And yet we know teams with an innovative spirit will reliably outperform others. How can we learn to incorporate creative and innovative thinking in our day to day? This chat will look at tactics startups use to compete with fortune 500 companies and explore three tools to help you daily foster an entrepreneurial spirit in ourselves and help our departments stay efficient.

## **Leadership Lessons From Dinner and Dessert**

Austin Check, Learning & Development Specialist  
Human Resources Management  
July 31, 2019

Leadership lessons can often be gained from a variety of places and situations. Don't believe me? Then join us for this chat and learn what we learned from two very different organizational cultures. One from dinner and one from dessert.

## **Planning Your Projects**

Tommy Verdell, Director  
Facilities Management  
September 25, 2019

When's the last time you had a great idea, tried to implement it, but it didn't quite go as you saw it in your head? This chat will focus on the stages of planning and evaluating individual or small group projects. What's the desired result? What are the goals and objectives? Who will I need to involve? Who will be affected? If you want to have more successful projects starting now, join us for this chat.

## **Coaching For Performance: Conversations From Recognition To Constructive Criticism**

Jared Benko, Deputy Director and Chief Financial  
Officer, Athletics - General Administration  
November 20, 2019

When we hear the phrase 'performance management', we often think of a one-time meeting, goals, and rankings. How would our working relationships be different if we had ongoing conversations around not only what could be improved, but when projects and work are getting done...on time. Leaders need to be able to offer genuine praise, but also, and more challenging sometimes, coaching employees to improve their performance. This chat will give you some tools and resources on how to help your employees grow through the "peaks" and the "valleys" of work.

## **Sign up for one, two, or all six PRO Chats and tell a colleague. Here's how to sign up:**

- 1) Go to [learning.hrm.msstate.edu](http://learning.hrm.msstate.edu)
- 2.) Enter your MSU NetID and password.
- 3.) Under the My Community tab, click on Learning Library.
- 4.) Choose the PRO Chat(s) you would like to attend and read the course detail.
- 5) Tap or click on "Select a Timeslot" directly below the course detail. Another section will open. The radio button to the left of the time and date should already be selected. Tap or click "Book" to confirm.

Darrell Easley, from Human Resources Management is coordinating registration. Should you have any questions or need special assistance relating to a disability please contact Darrell Easley, [deasley@hrm.msstate.edu](mailto:deasley@hrm.msstate.edu) or 662.325.3713.

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