

# BLUE RIDGE CTC 11<sup>TH</sup> ANNUAL LEADERSHIP DEVELOPMENT CONFERENCE

*In Partnership with SHRM Eastern Panhandle*



**FRIDAY, MAY 16, 2025**

**8:00am – 12:30pm**

**Blue Ridge CTC Main Campus**

**Register Online:**

**<https://easternpanhandleshrm.wildapricot.org>**



**REGISTER  
ONLINE!**

**Deadline: May 8, 2025**

Register by April 30  
for a chance to win a  
\$50 Visa gift card.

**Featuring Dr. Mark Taylor**

**FRIDAY, MAY 16, 2025**

**8:00am – 12:30pm**

**Blue Ridge CTC Main Campus, Room 1101**

**Cost: \$99**

This year's conference features **Dr. Mark Taylor** who is well known for his expertise and presentations on teaching and learning, positivity and happiness, generational understanding, and leadership. These 2025 updates represent the latest research and are a culmination of his 40 plus years of experience and study in psychotherapy, medicine and mental health, higher education, teaching, administration, consultation, and over 1000 speaking and listening events. He has been president of Taylor Programs since 2006 and holds graduate degrees from the University of Arkansas.

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**For Information, contact Pat Hubbard:**

phubbard@blueridgectc.edu or 304.582.8376

**CONFERENCE SCHEDULE**

<b>8:00am - 9:00am</b>	<b>Registration and Full Blue Ridge CTC Breakfast</b>
<b>9:00am - 9:15am</b>	Welcome
<b>9:15am - 10:45am</b>	A Changing Workforce - What's Happening 2025 and What's Ahead?
<b>10:45am - 11:00am</b>	<b>Break</b>
<b>11:00am - 12:30pm</b>	Leadership 2025 - What Works Now?



Main Campus: 13650 Apple Harvest Drive  
Martinsburg, WV 25403

[www.BlueRidgeCTC.edu](http://www.BlueRidgeCTC.edu) | 304.260.4380

Virtual Campus Tour: [www.blueridgectc.edu/tour](http://www.blueridgectc.edu/tour)

## A CHANGING WORKFORCE - WHAT'S HAPPENING 2025 AND WHAT'S AHEAD?

Our understanding of today's workforce has been upended by major social, political, economic and technological shifts.

This program will unpack and allow participants to discuss generational and employee issues and changes created and characterized by the pandemic, the mental health crisis, the 2024 elections, inflation and opportunity changes and perceptions, remote work, and the impacts of AI.

Data and frameworks helpful in understanding and adapting to these challenges and opportunities will be described, with participants input and feedback.

### **As a result of this program participants will be able to:**

List five generational cohorts in order.

Describe three model characteristics of three of the generational cohorts.

Compare how their own personal traits fit with the model characteristics of their cohort.

Describe two impacts of the remote workplace on all workers.

Describe two possible impacts of AI on their work.

## LEADERSHIP 2025 - WHAT WORKS NOW?

Whatever else is going on in the world, we are expected to "stay the course" in our workplaces. Productivity, employee recruitment and retention, maintaining morale, and meeting legal, professional and internal rules needs to continue.

What specifically can we as leaders do create and maintain a stable, positive, effective and efficient workplace for the benefit of all?

### **As a result of this program participants will be able to:**

Describe three workplace features important to communicate to recruits.

Describe two techniques to increase worker responsibility for their own expected workplace outcomes.

Compare the three different impacts of a criticism verses a positivity-based supervision model.

Describe three leadership techniques especially effective with Millennial Generation and Generation Z workers.

List three steps in developing a self-supervision model for employees.

## ABOUT DR. MARK TAYLOR

Dr. Mark Taylor is well known to professionals at BRCTC, and around the Panhandle, for his expertise and presentations on teaching and learning, positivity and happiness, generational understanding, and leadership.

These 2025 updates represent the latest research and are a culmination of his 40 plus years of experience and study in psychotherapy, medicine and mental health, higher education, teaching, administration, consultation and over 1000 speaking and listening events. He has been president of Taylor Programs since 2006 and holds graduate degrees from the University of Arkansas.

For questions and topics you would like addressed during the May 16, 2025 Leadership Conference, feel free to contact Dr. Mark Taylor: [mark@taylorprograms.com](mailto:mark@taylorprograms.com)

For more information, please visit: [www.taylorprograms.com](http://www.taylorprograms.com)

## LEADERSHIP DEVELOPMENT CONFERENCE SPONSORS

