

WHO IS KRIS DUNN?

Who is Kris Dunn? That's an easy question - He's a VP of HR type who has led HR practices in Fortune 500s and venture capital-held startups. He works for a living, and believes that the key to great business results is to get great people, then do cool stuff to maximize their motivation, performance and effectiveness once you have them in the door. As it turns out, that's his simple definition of talent management. He believes that all forms of HR and recruiting administration should be squeezed down to the smallest amount of time possible, giving you more time to do stuff that matters.

BOOM! If you like that description, you'll like Kris. It's that simple. If you need a more professional rundown, here are his stats: 3 degrees. One marriage. An SPHR that's been recertified twice. 2,000+ hires. 1,000+ fires. A taste for grunge music originating from Seattle. Two turntables. One microphone.

Kris is also among the most transparent HR pros you can find, and here's why. He cares so much about the art of HR and recruiting that he's started two blogs (www.hrcapitalist.com and www.fistfuloftalent.com) with the goal of building a community he could learn from. He's been putting his thoughts down every business day for 8 years.



That means what you see is what you get. Kris can't hide, and if he ever pulled the blogs down, Google would probably haunt him forever anyway.

Kris is currently the Chief Human Resources Officer for Kinetix, a national RPO/recruiting firm based in Atlanta, and the Founder/Editor-in-Chief of The HR Capitalist and Fistful of Talent. When he's not working, Kris can be found on a basketball court attempting to teach his sons the crossover dribble.

WHY SHOULD YOU HIRE KRIS DUNN TO KEYNOTE YOUR NEXT EVENT?

Because you're tired of the same old thing, right? Hire Kris for your next event, and you'll get something on topic but entirely different. He's going to weave pop culture, sports and obscure news events into a presentation that's built more on pictures than words. Tired of the usual PowerPoint death march where presenters are reading their PowerPoint bullets like Ben Stein in Ferris Buhler's Day Off? Kris is the guy who can help you change that.

YOU LIKE NUMBERS – HERE'S SOME MORE STATS ON KRIS

If being positioned as a high-end event with the help of a digital thought leader is a goal of yours, Kris is the right person to assist. Here's some stats related to the digital reach of Kris:

- The two blogs we referenced before – the HR Capitalist and Fistful of Talent – are industry leaders. Aggregate traffic to these blogs (including page views, email deliveries, RSS feeds, etc.) delivers 200K+ in impressions monthly. Kris routinely previews his speaking gigs on the blogs in a topical way related to the content he's presenting.

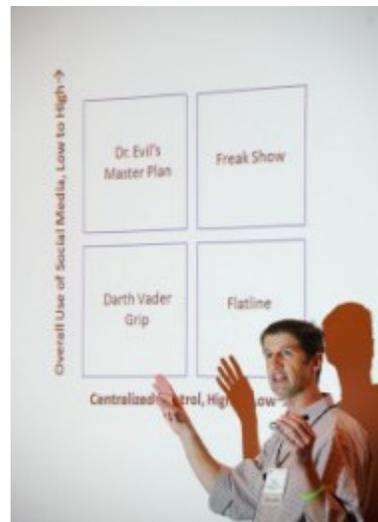
- Kris has 34,000 twitter followers and the aggregate Twitter audience for FOT is over 205,000. What's that mean? When Kris runs a blog post related to your event, the post is fed out to subscribers to the blog, but also to the Twitter followers of Kris as well as the larger FOT audience.

Add it all up and Kris has created one of the best digital reach channels in the HR/Recruiting industry to position your event in a very positive light. That reach is included in the package when you bring Kris in to speak.

WHERE KRIS HAS HEADLINED

Kris has delivered over 100 keynotes in the last 7 years. In addition to Lollapalooza, Sundance and the ESPYs, Kris has performed at the HR and Recruiting industry's biggest and best shows, including:

SHRM Strategy
The HR Technology Conference
SHRM National
Human Capital Institute
ERE Expo
Social Recruiting Summit
HR Florida
British Columbia HR Annual Conference
recruitDC
HR Southwest
HRAM (SHRM Omaha)
Wisconsin State SHRM
Multiple Customer Conferences
Multiple Corporate Events



We were kidding about Lollapalooza and the ESPYs. Kris did try to crash all three events in 2007, but wasn't "officially" part of the show. He has, however, read extensively about Sundance and is a closet Robert Redford fan.

SAMPLE KEYNOTES KRIS HAS DELIVERED

Here are some examples of topics Kris has riffed on at past events. He'll customize one for your needs upon request:

Coffee's For Closers: 5 Ways to Elevate Your HR Game by Thinking Like a Money-Hungry VP of Sales

True Story: Kris Dunn doesn't dislike salespeople, he LOVES salespeople and thinks HR needs to be more like a high-octane sales organization to generate the best possible results. In this session, Kris identifies the 5 hardcore sales tactics with the greatest upside to HR pros, and then proceeds to outline how you can put the tactics in play in your HR practice. The result is a road-map of how to make your HR practice function more like a results-driven Sales organization, featuring a sales contest with the following prizes: First prize: A new Cadillac Eldorado. Second Prize: A set of steak knives. Third Prize: You're Fired.

We kid. But you get the idea.

Social Media Strategy Within Your Company: You Need Assassins, Not a Corporate Facebook Account

So your company needed a social media strategy and immediately dispatched the legal and marketing teams to secure domains, corporate twitter accounts and Facebook fan pages? Strike one, my friend. In this session, Kris Dunn outlines this “lame and played” ordinary social media playbook, then uses a concept called “social network analysis” to introduce the concept of “agents” as an alternative social media strategy for your company. The cornerstone of KD’s strategy is a pure talent play, including considerations whether you should “build or buy” your team of social media “agents” and how the agents you embed in your organization gain credibility and authenticity in the eyes of the internal and external customers they influence. Probability of references to “The Matrix” in this talent presentation - 99.999%.



The Five Faces of HR Pros in Social Media

You’ve been told you need to figure out social media as an HR Pro. You don’t know where to start and are pretty sure you don’t have time. Sounds like a problem, right? In this session, Kris Dunn looks out on the social media landscape and defines the five faces of HR pros in Social Media today, complete with comparisons to Hollywood, the United Nations, and the NFL. Which one are you? Which one do you want to be? Kris takes the time to outline why each of the five HR/social media “types” do what they do, what the ROI for each is from a business and career perspective, and what the macro-trends are driving the behavior. Also included - thoughts on how to get started if you are nowhere from a social media perspective.

True Lies: The Five Biggest Lies In HR

You hear these lies every day in corporate America. Our profession has spawned narratives that make the function seem like a cross between Mother Teresa and Stuart Smalley, and the result is HR is left holding the bag when the gap between what employees expect and what companies can deliver is exposed. In this session, Kris Dunn shares the origin of the lies, how they hurt your business and your HR career, and what you can do to start on the road to recovery if you want to do the hardest thing - tell the truth to your employees on behalf of your company. Funny thing - exposing widely-held lies in HR/corporate America actually makes you MORE valuable as an HR pro

Family Values and Your HR Practice: Turning Lame Mission Statements Into a Talent Advantage

Does it have to be so lame? Kris Dunn leads this session designed to evaluate the connection between company values and your recruiting practice, and how getting values right upfront drives success, which in turn drives a performance culture and (gasp) internal succession. You want the connection? Then you'll have to be an advocate for making your values meaner and making people uncomfortable. Session requirement: Come ready to think and apply values in a judgmental fashion.

LET'S END THIS SHAMELESS PROMOTIONAL DOCUMENT WITH SOME AWARDS

What pitch sheet to bring Kris to your event would be complete without some awards hinting at the reach of Kris in the HR, Talent Management and Recruiting worlds, right? Here are a few to get you started:

- **Named Top 100 Influencer in HR World:** <http://www.top100influencers.com/top-100-influencers-v1-47-kris-dunn>
- **Named Top 25 HR Digital Influencer:** <http://www.hrexaminer.com/lists/top-25-hr-digital-influencers-2009>
- **Named #1 Employment Blogger to follow on Twitter by Monster.com:** <http://hiring.monster.com/hr/hr-best-practices/recruiting-hiring-advice/strategic-workforce-planning/top-employment-bloggers.aspx>
- **Named Top 25 Influencer in Talent Management World:** <http://www.hrexaminer.com/lists/top-25-online-influencers-talent-management>
- **Named Top 25 Most Influential Recruiter:** <http://www.hrexaminer.com/lists/online-influence-recruiting-2012-v5/the-entire-list>
- **Named Top Boss in HR and Recruiting:**
No link, but you can email any past or present direct report of Kris. Just make sure you CC: him when you do that.



We could go on – but c'mon.

WHAT WILL IT COST?

Somewhere between a nice night out on the town and the cost of a used car for your kid. That's a lot of space, right? Call us and let's get the ball rolling – give a shout to Jennifer Hoffer at 770.390.8385 or email her at jhoffer@kinetixhr.com and we'll get started. Let's see if we like each other and go from there.