**2016 February ATD Dallas Chapter Meeting – Conifer**



[Conifer Health](http://coniferhealth.com/)’s CHRO, Cole Brown, shared insights into Conifer’s organizational development strategy, and how we can create value. She opened with a great question: “How many of you have been asked to create training for a specific need, and were told how it would be delivered, what the content would to be, etc.? Would you dream of going to finance and telling them how they’re going to do their securities filings? You’re not an order taker.” I couldn't agree more.

Cole was very inspiring; she is an HR leader and Top 50 Influential Woman who has a seat at the strategy table and we can *all* learn from her. Conifer has grown to 17,000 employees in 7 years. They acquire either companies, or groups of employees that become Conifer employees yet still work at the same job site. Imagine the culture challenges that come with that. Her “WHY” is in the right place – the goal is better health care, but they’ll do it **together.**That was a strong theme of Conifer’s: **Together We’re Better.**

[Read the rest of the story here](https://www.linkedin.com/pulse/6-reasons-attend-atd-dallas-chapter-meeting-next-weekplus-graham?trk=mp-author-card).