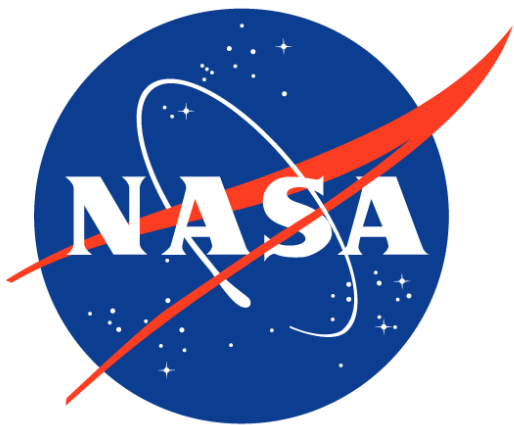


HIDDEN FIGURES IN THE RACE TO SPACE

This session uses the space race – both the actual history and its portrayal on the big screen – as a thought-provoking window into the **Business Acumen** competency of **Human Capital Management**.

After an opening dialogue on these concepts, we then compare two clips from *The Right Stuff* (1983) and *Hidden Figures* (2017) and explore the human capital management implications of their very differing, yet accurate, takes on John Glenn's 1962 mission to orbit the Earth.



We then use a scene from *Hidden Figures* to open a discussion into ways leaders can practice strong human capital management by identifying ways the work of the future will change and how they can prepare themselves and their teams for the new ways of doing the work.

Our final shift is to look explicitly at how NASA has brilliantly used Hollywood to advance its human capital management efforts to attract the best possible candidates. We begin with a brief look at NASA's deployment of a "Modern Figures" campaign over the last few years before examining the story of Nichelle Nichols - who portrayed Lieutenant Uhura in *Star Trek*

- and the ways that she and NASA worked together to recruit non-traditional candidates for the astronaut program in the 1970s and 1980s.

This session is less tagged to a particular model than it is a way to encourage participants to reflect upon and discuss their human capital management and recruiting efforts.

This session can range from 1-3 hours and is ideal at two hours. It can be delivered in an online or in-person format.

