



IRON HR

WHERE STRONGER HR IS FORGED

IRON HR PERFORMANCE GROUPS

CONFIDENTIAL DEALERSHIP HR PEER GROUP

FORGING THE STANDARD FOR DEALERSHIP HR

EVERYONE TURNS TO HR WHEN SOMETHING GOES WRONG.

WHO DOES HR TURN TO?

HR carries the dealership's people, culture, compliance, and risk - often without a proven playbook, trusted peers or a true seat at the table.

IRON HR WAS BUILT FOR YOU

A confidential, ongoing peer group for the people responsible for HR within equipment dealerships. Each group brings together 12-15 professionals who understand the pressure, resistance, and responsibility that come with the job.

WHAT MAKES IRON HR DIFFERENT

- Built specifically for equipment dealership HR personnel
- Personalized Dealership HR Action Plans
- Long-term peer support and accountability
- Honest discussion about real workplace challenges
- Experienced dealership HR leadership
- Active support from OPOC, NAEDA's preferred HR partner

Iron HR is an ongoing professional circle - not a class or a short-term networking group. Members build trusted relationships, strengthen their HR leadership and help establish better HR practices for the equipment industry.

WHO SHOULD JOIN

HR leaders and anyone directly responsible for guiding HR within a dealership.

**YOU ARE NOT THE OUTSIDER HERE.
YOU ARE THE REASON
THE ROOM EXISTS.**



STRONGER HR BUILDS A STRONGER DEALERSHIP.

DEALERINSTITUTE.ORG



BUILT FOR THE REALITIES OF YOUR JOB

NOT GENERIC HR THEORY. REAL DEALERSHIP CHALLENGES,
REAL ACTION AND PEOPLE WHO UNDERSTAND.

GROUP STRUCTURE

12 - 15

HR LEADERS
PER GROUP

2 + 1

TWO IN-PERSON MEETINGS
ONE PRIVATE VIRTUAL
MEETING

ACTION

A PERSONALIZED PLAN DRIVES
PROGRESS ALL YEAR

YOUR DEALERSHIP HR ACTION PLAN

Every member sets priorities based on dealership needs. The plan drives action, measures progress and maintains accountability throughout the year.

LED BY SOMEONE WHO HAS SAT IN YOUR CHAIR

Facilitated by a senior HR executive with more than 20 years in HR, leadership development, and business training - including service as VP of Human Capital for a major agricultural equipment dealership organization.

OPOC.US - NAEDA'S PREFERRED HR PARTNER

OPOC brings active HR expertise to every meeting, helping members turn discussion into practical solutions involving policies, handbooks, payroll, benefits and health insurance.

Additional HR services beyond the group are arranged directly with the dealership.

ARE YOU READY TO STOP GOING IT ALONE?



To get started, scan the QR code to complete the Iron HR enrollment form.

For questions, contact us at: info@naeda.com or
call U.S. (800) 762-5616 / CANADA (800) 661-2452



**DEVELOPING
PEOPLE TO
GROW YOUR BUSINESS**