

CLIENT STORY OF IMPACT

SCALING LEADERSHIP IMPACT. BEACON HILL'S SUCCESS WITH THE SIMMONS LEADERSHIP CONFERENCE

Beacon Hill Staffing (BHS), a national staffing agency specializing in IT, has successfully engaged leaders from its nine U.S. offices by hosting virtual watch parties of the Simmons Leadership Conference. After attending the conference virtually in 2020, BHS has continued to participate both in-person and virtually, with a focus on maximizing impact through these watch parties. These events enable the team to experience the content in real-time together, despite being geographically dispersed.

What began as a small initiative with just one individual attending the conference has now expanded to include leadership from across the organization. Each year, the senior leadership team invites participants to gather at BHS offices nationwide to watch the live broadcast and engage in meaningful discussions about the concepts presented by the speakers. This format allows for real-time, actionable learning that leaders can immediately apply to their roles within the business.



The success and growth of this highly anticipated leadership experience—characterized by watch parties—can largely be attributed to the strong support from senior leadership. Each senior leader is committed to bringing the conference’s insights back to the organization, ensuring their teams benefit from the content in a tangible way. Senior leadership’s belief in the value of the program and their messaging around it has been essential in driving adoption and excitement, making this shared learning experience an integral part of BHS’s leadership development strategy.

After the conference, leaders participate in follow-up calls to discuss key concepts and ideas, allowing them to address critical themes that shape BHS’s culture. These shared experiences have helped establish a common language around key leadership concepts and challenges, fostering alignment as they drive the business forward. As a result, there is now a stronger focus on self-awareness and emotional intelligence, with leaders reflecting on their personal leadership charters and how they can continue to build for the future.

WHY WAS A VIRTUAL PARTY SO POWERFUL?

“ Since our participation in the Leadership Conference began in 2020, our attendees have primarily been women. At Beacon Hill, we take immense pride in our strong representation of women in leadership. However, we previously overlooked the valuable insights and inspiration that our male leaders could also gain from this experience. Witnessing their enthusiasm and engagement —on par with their female colleagues — was both exciting and transformative. It fostered deeper conversations, enriched discussions, and reinforced the conference’s impact across our entire leadership team.”



Hallie Tucci
Beacon Hill Staffing



THE PLACES TO GO IF YOU'RE GOING PLACES. YOU BELONG HERE

QUESTIONS? CONTACT TRACIE CHARLAND

MARCH 20, 2025

HYNES CONVENTION CENTER,
BOSTON, MA

ONLINE FROM ANYWHERE

ON-DEMAND FOR 90 DAYS

**SIMMONS
LEADERSHIP
CONFERENCE
2025**

Director of Simmons Leadership Conference
Corporate Relations

p. 617-521-3830 | c. 617-365-9770

Tracie.Charland@simmons.edu



inclusiveleadership.com

leadershipinstitute@simmons.edu

Simmons University Institute for Inclusive Leadership
300 The Fenway | Boston, MA 02115-5820

Simmons
UNIVERSITY

Simmons University was founded in 1899 for one reason: to support women as they develop financial independence. In addition to our rich history in fostering equity for women, the work of understanding inclusion is also foundational for the Institute for Inclusive Leadership.

Simmons was founded by male ally and upstander John Simmons well before the words “ally” or “upstander” were in common use. The work that Simmons faculty and administrative leadership has fostered over the 125 years has played a significant role in setting the stage for women’s leadership efforts in the world today.

- Simmons is home to 1,750 undergraduate students and 4,500 graduate students
- The undergraduate school is a four-year, private, non-profit, non-sectarian university