

Future of Work & Purpose Task Force



Lee Anderson
General Mills Inc.



Future of Work & Purpose Taskforce

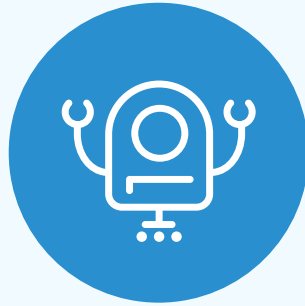


Taskforce Charter



Explore purpose, belonging, sustainability

Focuses on how these factors are reshaping organizational culture and workforce expectations



Examine technology and innovation

Looks at how technology and innovation are transforming the workplace



Provide strategic guidance

Aims to generate insights and strategic guidance for the Council and its members



The taskforce charter outlines a comprehensive approach to exploring the key trends shaping the future of work and the public affairs profession.

Taskforce Members

- **Lee Anderson**

Vice President, Government & Public Policy, General Mills

- **Julian Ha**

Partner, Heidrick & Struggles

- **Pierce Haley**

Partner, Serlin Haley LLP

- **Darlene Bright**

Vice President, Global Head of Gov't Affairs & Public Policy, S&P Global

- **Lara Hamsher**

Director, Stakeholder Relations, Impact & Sustainability, AES Corp.

- **Anthony Shop**

Co-Founder & Chief Strategy Officer, Social Driver

- **Kendra Brown**

Vice President, Community & Belonging, Mastercard

- **John Mason**

Senior Director of Federal Government Affairs, Altria Client Services

- **Cody Tubbs**

Director of Public Affairs, Edison International

- **Genna Gent**

Executive Vice President of Industry Engagement, Consumer Brands Association

- **Makini Nyanteh**

Senior Vice President & Chief Communications Officer, American Institutes for Research



Survey of Key Topics Areas



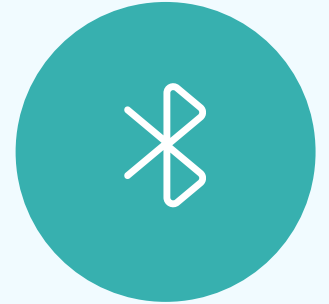
**Adapting to new
work environments**



**Impact of technology
and AI**



Generational change



Civic engagement



A survey of the taskforce identified these key topics as areas that need attention and discussion to help public affairs teams adapt to a shifting landscape.

One Topic Area Stood Out



Impact of technology and AI

Julian Ha appointed to lead AI Sub Team

AI Sub Team Key Points



AI is a strategic opportunity

The AI Sub Team recognized that AI presents a strategic opportunity for public affairs teams to drive change and innovation.



Highlight Council's resources & thought-leadership

The Council has been providing AI guidance and programs for public affairs professionals since early 2023, and the AI Sub Team recommended highlighting these existing resources.



Practical guidance

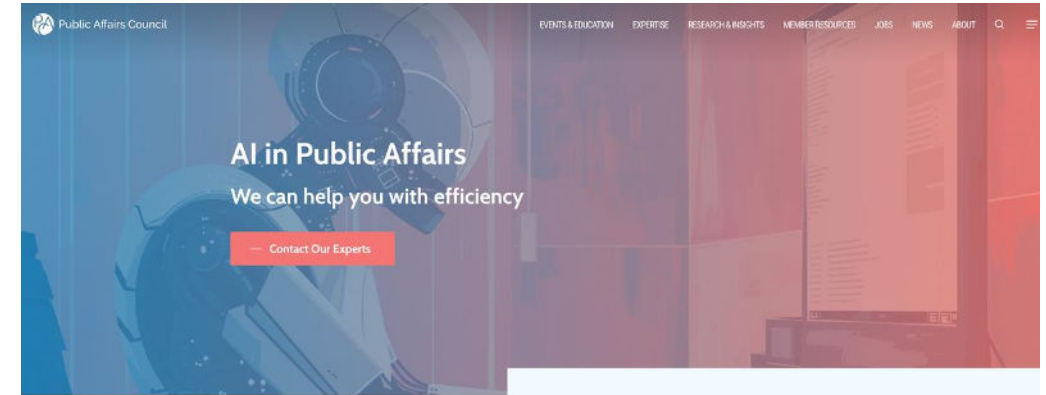
The AI Sub Team recognized the need for practical, actionable guidance to help public affairs teams navigate the daily challenges of AI. Taskforce is a sounding board for Council initiatives

The AI Sub Team has provided valuable recommendations to the Future of Work & Purpose Taskforce, highlighting the strategic importance of AI, the Council's role in offering guidance and resources, and the need for practical, hands-on support for public affairs teams.



AI in Public Affairs Portal

PAC.org/AI



How is artificial intelligence transforming public affairs — and how can you harness it effectively?

We're helping the field find those answers.

AI is already reshaping how organizations analyze data, engage stakeholders, manage issues, and communicate. The Public Affairs Council is at the forefront of understanding what these changes mean — providing clarity, context, and practical applications for today's public affairs professionals.

Turn to us for insights, education, and examples of how AI can strengthen your strategy and operations — all grounded in our commitment to ethical, responsible innovation.

Explore our growing collection of resources below, or connect with us to discuss how AI can support your team's goals.

— Contact Our Experts

Upcoming Events & Past Event Recordings



Articles & Research



Managing DEI in the Current Climate

Maintaining DEI Priorities

**Shift in Language
and Messaging**

**Leveraging the Council's
Non-Partisan Position**

STRIDE Summit Opportunity



STRIDE

A SOCIAL
IMPACT
SUMMIT

November 13, 2025
10:00 a.m. – 2:00 p.m. ET
Virtual Summit



Register at PAC.org/STRIDE

Anticipating Needs

- **Proactive Role for Public Affairs**
- **Providing Strategic Guidance**
- **Navigating Workforce Challenges**
- **Continued Discussions**



Questions?

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