



BRG PRESENTS
The Progress Conference

with

DAVE
ULRICH

LIVE + IN PERSON

Internationally acclaimed architect of HR Transformation
Ranked #1 most influential thought leader in HR by HR Magazine

HR VALUE CREATION 2012

Transforming your HR Practices to deliver value to customers, employees and shareholders.



www.theprogressconference.com

PROGRAMME OUTCOMES

10 trends shaping HR Transformation

- 1 HR understood from the outside – in
- 2 HR responding to the external business context
- 3 HR creating value for customers
- 4 HR creating value for shareholders
- 5 HR delivering individual ability
- 6 HR delivering organisational capability
- 7 HR delivering leadership
- 8 HR department – strategy and structure
- 9 HR practices – aligned, integrated and innovative
- 10 HR competencies – essential skills for the future



30 May - Vodacom World, Midrand, Johannesburg

31 May - The Cape Sun, Strand Street, Cape Town

Academic Partner



Programme Overview - Agenda

- 07h30 Registration and Early Morning Refreshments
- 08h30 Welcome
- 08h45 **SESSION 1 : The Future of HR**
- 09h15 **SESSION 2 : Mega trend for HR – Outside – In**
How HR turns customer and investor expectations into organisation and employee action
Focus on the business first: Essential contributions to business success
Trends and evolution of the HR Profession
- SESSION 3 : HR as a source of value**
HR effectiveness and key stakeholder value
Defining the nature of value and the ways to create it
- 10h00 Mid Morning Refreshments
- 10h30 **SESSION 4 : The Source of HR value**
External business realities
Social, technological, economic, political, environmental and demographic trends that shape HR now and in the future
How HR delivers value to multiple stakeholders:
- Employees – assuring greater competence, commitment and contribution
 - Organisations – helping other organisations to deliver on their strategies
 - Customers – Ensuring customers receive valued services from HR work
 - Investors – Delivering tangible value from HR work
 - Communities – Value - driven HR imperatives
- SESSION 5 : The outcomes of GOOD HR work**
3 Essential Areas to achieve strategic goals
EMPLOYEES – what talent do you need to make business strategy happen?
- 12h45 Lunch
- 13h35 **SESSION 5 : Continued**
ORGANISATION – what organisational capabilities do you need to make your strategy evolve from fantasy to reality?
LEADERSHIP ESSENTIALS – what does today's leader need to be good at to make strategy happen?
- 15h00 Afternoon refreshments
- 15h30 **Q & A with Nicola Tyler**, CEO, Business Results Group and Professor Dave Ulrich
- 15h50 **SESSION 6 : Critical change required for HR to deliver value**
How to organise the HR function
Align, integrate and innovate HR practices
HR measurement – focussing the analytics on the right issues
Mission and Vision for the HR function
Differentiating HR generalists and specialists aligned to centres of expertise
The latest finding on competencies for successful HR professionals
- 16h45 Closing Remarks
- 17h00 End of Proceedings – Cocktail Reception

“HR IS THE CORPORATE FUNCTION WITH THE GREATEST POTENTIAL – THE KEY DRIVER, IN THEORY, OF BUSINESS PERFORMANCE.”- *Keith Hammond – FAST COMPANY*

Who Should Attend

Executives and Managers responsible for Human Capital, Human Resources, Talent Management, Learning & Development and Organisational Design and People.

Early Bird Offer

Book and Pay by the 29th February 2012 and receive your own **FREE** signed copy of **THE why OF work** - Valued at R 324.00

TESTIMONIALS FROM Dave Ulrich's PREVIOUS VISIT TO SOUTH AFRICA

“**Exceeded** my expectations, learnt a lot in this conference

*Very good, the **knowledge** transferred is excellent and the practical examples are incredibly useful*

*As always Dave as a Guru, gives you what you would like to hear about HR growth **globally***

*I have learned **insight** that I can apply on both private and business levels*

*Thanks, very **informative***

*An **awesome** and in-depth insight into strategic HR & providing value-adding service to the company and keeping HR relevant*

*Dave **is the best** HR speaker I have ever heard!*

*Very good workshop that is informative in terms of explaining **HR paradoxes** and the manner in which to deal with them*

Very informative regarding HR issues

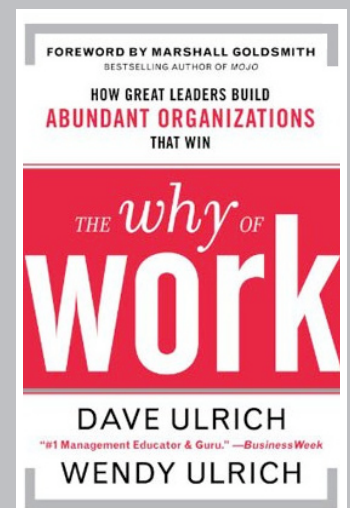
*Very **refreshing** presentation*

*This is very interesting, beneficial and covers high level **HR trends**. Important one for me was the focus on delivering*

Excellent / high level pitch

We are in a state of transition - this has helped process and clearly given me much to think about and do

*It has helped me **make the shift** from internal HR processes to external customer value ”*



About Dave Ulrich – Ranked # 1 most influential international thought leader in HR by HR Magazine

Professor Dave Ulrich is a Professor at the Ross School of Business, University of Michigan. He is a partner at the RBL Group – a consulting firm focused on helping organizations and leaders deliver value. He studies how organizations build capabilities of leadership, speed, learning, accountability and talent through leveraging human resources. Dave Ulrich has consulted with and researched over half of the Fortune 200 companies.

His honours include:

Nobel's Colloquia Prize for Leadership on Business and Economic Thinking		2010
#1 most influential person in HR	<i>HR Magazine</i>	2008, 2007, 2005
#1 management educator and guru	<i>Business Week</i>	2000
One of the world's top 5 business coaches	<i>Forbes</i>	1998

Lifetime achievement awards

American Society of Training and Development	2006
World Federation of Personnel Management	1998
International Association of Corporate & Professional Recruitment	1997
International Personnel Management Association	1995

INTERNATIONALLY ACCLAIMED BEST SELLING AUTHOR:

- HUMAN RESOURCE CHAMPIONS
- HR THE VALUE PROPOSITION

“Like HR Champions in the 1990's, the HR Value Proposition will fuel a decade of HR professional development in the years ahead. It provides the theories, examples and criteria that create and deliver HR value.”

..... - *John Hofmeister, President, SHELL OIL COMPANY*

“This readable and practical book illustrates a new way of creating seamless interdependency with all stakeholders. Both managers and HR will benefit enormously from this strategic framework.”

..... - *Stephen Covey, author, The 7 Habits of Highly Effective People*

“Groundbreaking and comprehensive, the HR Value Proposition will enormously enhance the practice of HR. It is a must-read for both HR and line managers.”

..... - *Ram Charan – co author, Execution and Confronting Reality*

“Ulrich and Brockbank clearly reinforce our vision that HR leaders must be highly visible, credible, value-added business partners to be effective in the world of business.”

..... - *Bill Conaty, Senior Vice President, Corporate HR, General Electric*

INTERNATIONALLY ACCLAIMED BEST SELLING AUTHOR:

- THE *why* OF work

1 Wall Street Journal Business Best Seller | #1 USA Today Money Best Seller | #1 Inc Magazine Best Seller

“Principled, timely, engaging, THE *why* OF work teaches that building a culture of abundance and common purpose is essential to organizational success. Without it, scarcity mentalities can easily destroy the unity you seek.”

- *Stephen Covey, bestselling author, The 7 Habits of Highly Effective People*

“This is a must read for anyone who works, leads others at work, or works to build a supportive environment.”

- *Beverley Kaye, Founder/CEO Career Systems Intl – co author: Love Em or Lose Em: Getting good people to Stay.*

“THE *why* OF work shows better, different ways to build and lead organizations. It is an insightful guide to how leaders can infuse meaning into their organizations, their lives and the lives of their employees. This is important work and leaders should get on with it.”

- *Jeffrey Pfeffer, Professor, Stanford Graduate School of Business and author of Power: Why Some People Have it and Others Don't.*

