



STRATEGIC HR MANAGEMENT

PROGRAM DATES

Aug. 10-14, 2015
April 11-15, 2016
Sept. 19-25, 2016

LOCATION

Ann Arbor, Michigan

FEE // \$9,700

Includes:

- Tuition
- Living accommodations
- Instructional materials
- Post-program executive coaching session
- All breakfasts, lunches, and coffee/snack breaks
- Selected dinners

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FOR QUESTIONS

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rossexeced@umich.edu

STRATEGIC HUMAN RESOURCE PLANNING

Transform your HR function from operationally reactive to strategically proactive.

This cutting-edge program will help you build and implement a business-focused HR strategy and develop your HR unit as a truly strategic business partner.

We'll begin by exploring your business strategy and then examine the cultural, capability, and talent requirements necessary to make your strategy a reality. We'll then investigate the ways your workforce can have a major impact on your firm's performance and learn how to identify who creates value in the firm, and where and how they play this role. You'll emerge with a roadmap to create customer and business value through HR.

“This program is inspiring and powerful. Most important: the concepts are practical and easy to implement.”

Gudrun Tschass // Head of Human Resources, Central South East Europe;
Royal Philips Electronics

STRATEGIC HUMAN RESOURCE PLANNING

STRATEGIC HR MANAGEMENT

TAKEAWAYS AND TOOLS

- Learn to integrate your firm's strategic challenges with human resource strategies and practices
- Actionable understanding of the ways HR can create customer and business value
- Methods to align HR practices with the value creation goals of your organization
- Provided tools for managing strategic change through the human resource function to position HR in the leadership role
- Metrics to assess and demonstrate the value of your HR operation
- Tools to monitor who creates customer and economic value for your firm
- Frameworks to assess your strategic workforce planning, develop talent targets, and achieve them

PROGRAM HIGHLIGHTS

- During the program you will map your HR operations to the organization's overall strategic goals and explore how you can impact the bottom line as a leader in your HR role. Implementing strategic plans in global environments is especially emphasized.

WHO SHOULD ATTEND?

- HR managers responsible for the design and implementation of HR strategies
- Vice presidents and directors of specialty functions within HR
- HR generalists
- Line managers who recognize that the right talent in strategic roles is the only way their organization will succeed

Visit our website for more information:
www.execed.umich.edu



Richard (Dick) Beatty // Director
Dr. Beatty is an Adjunct Professor of Business Administration, Executive Education and Professor of Human Resource Strategy at Rutgers University.

Dr. Beatty is the author of several books and has consulted with more than half of the Fortune 100. His research interests include strategic HR strategy and the measurement of workforce performance.

William Joyce
Professor of Strategy and Organization Science, Amos Tuck School of Business, Dartmouth College

STRATEGIC HUMAN RESOURCE PLANNING

STRATEGIC HR MANAGEMENT

PROGRAM IN FOCUS

This popular program attracts participants from a wide variety of industries, organizations, and countries, fostering a dynamic learning environment. In it, you'll engage in active dialogue around the strategic workforce issues facing your firm and organizations around the world. You'll explore in detail:

HR as Fundamental to Business Success

- Creating high-value-added HR agendas
- Linking HR practices to the competitive marketplace
- Adding short-term and long-term competitive value through HR

Logic and Process for Linking HR to the Business Strategy

- Assessing trends and practices in corporate strategy formulation
- Interpreting the business environment from an HR perspective
- Utilizing best practices in building a business-driven HR strategy
- Transitioning HR from operationally reactive to strategically proactive

Creating the Competitive Human Organization

- Maximizing the role of HR in driving speed, productivity, service, innovation, and cost reduction
- Creating the customer-focused culture
- Retaining and utilizing your best talent

Strategic Organizational Change

- Identifying and selecting alternative models of change
- Diagnosing and enhancing your company's change capacity
- Increasing the likelihood of success in major change initiatives
- Building a partnership between management and HR in facilitating effective change

MICHIGAN ROSS EXECUTIVE EDUCATION

Michigan Ross Open Enrollment programs deliver the latest research and teaching in practical terms. Executives across the globe work with Ross to develop new skills, new ways of thinking, and practical solutions for today's dynamic economy. The University of Michigan has 100 graduate programs ranked in the top 10 in the U.S.

MICHIGAN ROSS:

**Top Ten
Global Provider**

– FINANCIAL TIMES

**#2 in Leadership
Development**

– LEADERSHIP EXCELLENCE

#3 in Management

– US NEWS AND WORLD REPORT



**Learn more about
The Michigan Ross Experience**

www.execed.bus.umich.edu/DuringYourStay/Default.aspx

STRATEGIC HUMAN RESOURCE PLANNING

Program Outline

Dynamic, interactive learning both in and out of the classroom

Sessions include lectures with Ross' top-ranked faculty coupled with:

- Group activities
- Development of personalized action plans
- Social events
- Cross-industry and cross-functional networking and collaboration

	DAY ONE	DAY TWO	DAY THREE	DAY FOUR	DAY FIVE
A.M.	Introduction-Assumptions of Strategic HR Frameworks for Strategy Formulation	What Really Works: 4 + 2	Strategic Workforce Planning: Workforce Strategy	Strategic Workforce Planning: HR Strategy	HR Leadership: Delivering the HR Agenda Program Close
Lunch					
P.M.	Frameworks for Strategy Formulation (cont'd) Late Afternoon Session	Strategic Workforce Planning: Business Strategy and Overview	Strategic Workforce Planning: Workforce Strategy (cont'd)	Strategic Workforce Planning: Workforce Metrics	
Evening	Group Welcome Cocktails and Dinner	Free Evening in Ann Arbor	Free Evening in Ann Arbor	Closing Dinner	