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 true strategic partner.

We begin by exploring your business strategy and then examine the cultural, capability, and talent requirements necessary to make your strategy a reality. Then investigate the ways your workforce can have a major impact on your firm’s performance and learn how to identify who creates value for your firm. 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
TAKEAWAYS AND TOOLS
• Learn to integrate your firm’s strategic challenges with human resource strategies and practices
• Develop actionable ways HR can create customer and business value
• Design methods to align HR practices with the value creation goals of your organization
• Provide tools for managing strategic change, positioning HR in a leadership role
• Develop metrics to assess and demonstrate the value of your HR function
• Design tools to monitor your firm’s culture and who creates customer and economic value for your firm
• Build frameworks to assess your strategic workforce planning, develop talent targets, and achieve them

PROGRAM HIGHLIGHTS
• During the program you will map your HR function to the organization’s overall strategic goals and explore how you can impact the bottom line as a leader through 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 improve their competitiveness in the future

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

Learn more about The Michigan Ross Experience
www.execed.bus.umich.edu/DuringYourStay/Default.aspx
### STRATEGIC HUMAN RESOURCE PLANNING

#### Program Outline

**DAY ONE**

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<th>DAY TWO</th>
<th>DAY THREE</th>
<th>DAY FOUR</th>
<th>DAY FIVE</th>
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</thead>
<tbody>
<tr>
<td>Introduction-Assumptions about Strategic HR</td>
<td>What Really Works: 4 + 2</td>
<td>Strategic Workforce Planning: Workforce Strategy</td>
<td>Strategic Workforce Planning: HR Strategy</td>
<td>HR Leadership: Delivering the HR Agenda</td>
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<td>Frameworks for Strategy Formulation</td>
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<td>Program Close</td>
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**P.M.**

| Frameworks for Strategy Formulation (cont’d) | Strategic Workforce Planning: Business Strategy and Overview | Strategic Workforce Planning: Workforce Strategy (cont’d) | Strategic Workforce Planning: Workforce Metrics |
| Late Afternoon Session | | | |

**Evening**

| Group Welcome Cocktails and Dinner | Free Evening in Ann Arbor | Free Evening in Ann Arbor | Closing Dinner |

*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
- Personal Coaching

**NOTE:** This is a sample schedule. For questions // +1 734-763-1000 // rossexeced@umich.edu