



**HARVARD CLUB  
OF MALAYSIA**

# **THE TALENT FORMULA: HOW TO FIND, MANAGE AND RETAIN YOUR BEST TALENT**

**Professor Dave Ulrich**

**University of Michigan**

**April 7, 2011**

**One World Hotel, Bandar Utama, Petaling Jaya**

**HRDF: SBL Claimable, subject to PSMB terms and conditions**

## THE TALENT FORMULA: HOW TO FIND, MANAGE AND RETAIN YOUR BEST TALENT

Talent matters. We know *it*.

- Some go to war for *it*.
- Professional sports teams draft for *it*.
- Actors audition to show they have *it*.
- Others consider *it* the ultimate solution and try to manage *it*.
- Agents contract for *it*.
- Some are innately endowed with *it* while others strive diligently to earn *it*.
- All try to grow *it*.

Talent is both a science and art for HR professionals and a passion for effective line managers.

A multitude of programs and investments have been made to attract, retain, and upgrade talent. Yet, sometimes after stipulating that talent matters, it is easy to get lost in the myriad of promises, programs, and processes and lose sight of the basics.

In this workshop, Professor Dave Ulrich suggests a deceptively simple formula for talent that can help HR professionals and general managers turn their talent aspirations into actions.

Professor Ulrich is an influential thought leader and best selling author on building talent and leadership. He and his colleagues have helped shape thinking on how to transform HR, leadership, and Talent practices so that these are aligned to customer needs and expectations and integrated around organization capabilities to build better employee, customer, and investor value.

### WORKSHOP CURRICULUM

- **Module 1 – The Talent Formula**
  - **Competence**
  - **Commitment**
  - **Contribution**
- **Module 2 – Creating Competence**
- **Module 3 – Generating Commitment**
- **Module 4 – Finding Abundance in Contribution**

- **Module 5 – Putting the Talent Formula into Action: What Needs to be Done?**

### PROGRAM TIMETABLE

8.30am	- Registration
9.00am	- Program commences
10.45-11.00am	- Coffee Break
1.00-2.00pm	- Lunch
3.30-3.45pm	- Coffee Break
5.00pm	- End of Program

### INSTRUCTOR



#### PROFESSOR DAVE

**ULRICH** is Professor of Business at the University of Michigan and a partner at the RBL Group, a consulting firm focused on helping organizations and leaders deliver value. He

studies how organizations build capabilities of speed, learning, collaboration, accountability, talent, and leadership through leveraging human resources. He has helped generate award winning data bases that assess alignment between strategies, human resource practices and HR competencies. He is recognized as the most influential thought leader.

Professor Ulrich has consulted and done research with over half of the Fortune 200.

Professor Ulrich has published or co-authored over 200 articles and 23 book chapters and books. Among them are:

- *The Why of Work (2010) with wife Wendy Ulrich*
- *Asian Leadership: What Works (2010)*
- *Leadership in Asia (2009)*
- *HR Transformation (2009)*
- *The Leadership Code (2008)*
- *Companion for Strategic Human Resources (2008)*
- *HR Competencies (2008)*
- *Leadership Brand (2007)*
- *Human Resource Value Proposition (2005)*
- *The Future of Human Resource Management (2005)*
- *Human Resources Business Process Outsourcing*

- *100 Things You Need to Know*
- *Competences for the New HR*
- *Why the Bottom Line Isn't*
- *GE Workout*
- *HR Scorecard: (Brian Results Based Leadership)*
- *Learning Capability: Generating \* Generalizing Ideas with Impact*
- *Tomorrow's (HR) Management*
- *Human Resource Champions: The Next Agenda for Adding Value and Delivering Results*
- *The Boundaryless Organization*
- *The Boundaryless Organization Field Guide*
- *Organizational Capability: Competing from the Inside/Out*

Professor Ulrich edited Human Resource Management 1990-1999, served on editorial board of 4 Journals, on the Board of Directors for Herman Miller, and Board of Trustees at Southern Virginia University, and is a Fellow in the National Academy of Human Resources. Some of his recent Honors include:

- 2010 : \*Ranked #1 most influential international thought leader in HR by HR Magazine  
\*Nobels Colloquia Prize for Leadership on Business and Economic Thinking  
\*#1 Wall Street Journal Business and USA Today Best –seller author (The Why of Work)  
\*Kirk Englehardt Exemplary Business Ethics Award from UtahValley University
- 2009 : \*Ranked #1 most influential person in HR by HR Magazine
- 2008 : \*Ranked #1 most influential person in HR by HR Magazine
- 2007 : \*Lifetime Achievement Award from American Society of Training and Development (ASTD)  
\*Honorary Doctorate from University of Abertey, at Dundee Scotland
- 2006 : \*Ranked #1 most influential person in HR by HR Magazine in vote by influential HR thinkers  
\*Dyer Distinguished Alumni Award from Brigham Young University, Marriott School of Management
- 2005 : \*Ranked #2 management guru by Executive Excellence  
\*Named by Fast Company as one of the 10 most innovative and creative thinkers of 2005

## PROGRAM FEE

**RM 2,950** per participant

**RM 2,900** for participants or participating organizations of past CRC programs

- For Government agencies:  
Direct Purchase is available through **eperolehan** (Registration no. 357-02116662)

## EARLY REGISTRATION REQUESTED

Early registration is requested to enable us to prepare the materials in advance. Applicants are admitted on space available basis.

## ADMISSION

You can register for the program

- **By internet:** [www.charlesrivercentre.com](http://www.charlesrivercentre.com) or
- **By fax:** 603-6211 2919; or
- **By post:**  
Charles River Centre Sdn Bhd,  
Suite B-09-06, Plaza Mont'Kiara,  
2 Jalan Kiara, Mont'Kiara,  
50480 Kuala Lumpur, Malaysia.
- **For further information:**  
Call: 603-6201 7248, 603-6201 9248 (Stephanie/  
Choi Lin / Chow Hui)

## FILMING, RECORDING AND PHOTOGRAPHY

Filming, video recording and photograph-taking while the program is in session is strictly prohibited.

## PUBLIC PROGRAMS 2011

MONTH	DATE	PROGRAMS	INSTRUCTORS
March	24-25	Risk Management for Directors, CEOs and Senior Executives	<b>Prof D. Quinn Mills</b> Harvard Business School
	28-29	Improving Board Effectiveness: Best Practices and Challenges	
March 31 to April 1		Leading Organizational Transformation & Renewal	
April	7	The Talent Formula: How to Find, Manage and Retain Your Best Talent	<b>Prof Dave Ulrich</b> University of Michigan
May	3-4	Corporate Finance for Directors, CEOs and Senior Executives	<b>Prof Robert M. Conroy</b> Darden Graduate School of Business, University of Virginia
	5-6	Understanding Derivatives: Analytics, Valuation & Management for Directors, CEOs and Senior Executives	
		Authentic Leadership	Instructor from Harvard Business School
July 11 – 22 (2 weeks residential program)		<b>Premier Business Management Program (PBMP)</b>	
July	11-12	Linking Strategy to Sales	<b>Prof Frank Cespedes</b> Harvard Business School
	21-22	The Entrepreneurial Manager and Organization	<b>Prof Alan MacCormack</b> MIT Sloan
September	27	Leadership Brand and Leadership Code	<b>Prof Dave Ulrich</b> University of Michigan
	28	The Why of Work: How Great Leaders Build Abundant Organizations That Win	
October		Entrepreneurial Finance	<b>Prof Robert Higgins</b> University of Washington
	17-19	Strategic Management of Insurance Business	<b>Prof Mark Browne</b> University of Wisconsin, Madison
November		The General Manager As Strategist	<b>Prof David Garvin</b> Harvard Business School
		The General Manager As Implementer: Effective Execution	
	14-25	Project Appraisal and Risk Management	<b>Prof Glenn P. Jenkins</b> Queens University, Canada and Cambridge Resources International