

Measuring and Reporting Human Capital

Delivering Bottom Line Results Through People Measurement



Thursday 2nd November 2006 – CBI Conference Centre, London, WC1

Keynote Address:

- **Philip Whiteley**, Author - *specialising in personnel, management and human capital*

Speakers Include:

- **Andrew Mayo**, Professor of Human Capital Management, *Middlesex University Business School*
- **Joan Munro**, National Advisor on Workforce Strategy, *Improvement and Development Agency (IDeA)*
- **Nicholas J Higgins**, Dean, *International School of Human Capital Management*
- **Sarah Veale**, Head of Equality and Employment Rights, *TUC*
- **Ewout Durlex**, Manager - People Survey Project, *Shell*
- **Duncan Brown**, Assistant Director General, *CIPD*
- **Nick Starritt**, Managing Director, *Sirota Europe*
- **Susan Steele**, HR Director, *Deloitte*


Symposium **events**



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Introduction

“People are our greatest asset”, yet Denise Kingsmill’s “Accounting for People” Task Force found that many directors still need to do much more to transform this airy cliché into a guiding principle of business strategy. Although the inclusion of Human Capital Management is (for the time-being) no longer to be mandatory within Operating and Financial Review (OFR) requirements, many employers see an intrinsic value in measuring and reporting human capital and have invested in processes and procedures to include human capital in their strategy and reporting.

Why You Should Attend

This important conference offers senior HR and other business decision makers a timely and strategic overview of the human capital landscape, and assesses where human capital measurement and reporting is heading in the future. Topics covered at the conference include EU legislation, demonstrating the bottom line value of HR, measuring and applying human capital data and practical examples looking at what others have experienced and the lessons they have learnt.

Who Should Attend

- HR directors and managers
- Company secretaries
- Finance directors
- Corporate communications
- Investor relations managers
- Financial public relations & CSR advisors
- Trade union negotiators
- Employee relations professionals
- Fund managers

Benefits of Attending

- Receive an analysis of Government and European policy on OFRs and business reviews
- Hear a summary of measuring human capital options for employers
- Learn how to best implement measuring human capital schemes
- Acquire an update of current trends and practices in narrative reporting
- Learn first hand from the experiences of progressive organisations

Can't Attend?

If you cannot attend the conference in person you can still ensure that you have access to the latest analysis and information presented at the event. Conference documentation, complete with copies of presentations (where available), can be purchased for £145.00. Simply tick the box on the booking form and the documentation will be sent to you after the conclusion of the conference.

Speakers Include

- **Duncan Brown** is the Assistant Director General at the Chartered Institute of Personnel and Development. He is responsible for managing the Institute’s research and policy activities, as well as the extensive library and information services. CIPD has attracted international recognition for its research into the links between people management and performance, while in public policy activities, Duncan has been involved in Government taskforces on pensions and on human capital reporting. 
- **Philip Whiteley** is an author and journalist specialising in management, particularly in the areas of leadership, motivation and strategic human resources. He has written numerous articles for *The Times*, *Personnel Today* and *Employee Benefits*, among other publication, and has appeared on BBC Newsnight and a TV documentary on the portrayal of the workplace in television. 
- **Andrew Mayo** is Professor of Human Capital Management at Middlesex University Business School. His specialist area is in people-related measurement. His published works include *The Human Value of the Enterprise* and *HR Return on Investment*. In addition to his role at Middlesex, he runs executive education programmes at the London Business School. He is President of the HR Society. 
- **Susan Steele** is HR Director at Deloitte. A former investment banker and management consultant, Susan brings a pragmatic approach to integrating financial and human capital to drive organisational profitability. 

- **Nick Starritt** was past Group VP Global HR at BP with international line management experience. He is now Managing Director of Sirota Europe, a company with more than 30 years experience in measuring employee and customer attitudes. He is also a non-executive director of Northgate Information Solutions and chair of the HR Forum Parc. 
- **Sarah Veale** is Head of the Equality and Employment Rights Department at the TUC, where she has worked since 1985. The Department covers women’s equality, equal pay, race equality, disabled workers’ equality, lesbian, gay, bisexual and transgender equality, and equality on the basis of religion and age. The Department also leads on employment rights, both individual and collective. 
- **Joan Munro** has many years’ experience in local government. She has worked in five different services areas: education; housing; social services; community development and corporate services. Her career includes working in organisational development, skills development, communications, public participation, health education, community media co-ordination, housing, community work, youth work and social work. 
- **Nicholas J Higgins** is Dean of the International School of Human Capital Management and CEO of VaLUENTiS. He is an expert in organisational performance/measurement and the world’s leading pioneer of value-based HR, the first fully integrated HR system methodology linking with Human Capital Reporting - the Standards for which were released in January 2006 to great acclaim. He is also the architect behind the groundbreaking VB-HR™ Rating and is due to publish *The Human Capital Management Manifesto* later in 2006. 

Programme

Thursday 2nd November 2006
CBI Conference Centre, London, WC1

Book by 30th September
10% Early Bird Discount
20% Multiple Booking Discount

9.00 - 9.30
Registration

SESSION ONE

9.30 - 9.40
Introduction by Conference Chair

9.40 - 10.10
Keynote Address

Philip Whiteley, Author - specialising in personnel, management and human capital

- Measuring human capital - the big picture
- A critique of current reporting and 'the accounting convention that people don't exist'

10.10 - 10.40
The ROI of Human Capital

Duncan Brown, Assistant Director General, *CIPD*

- The business case
- The changing view of the Government
- EU legislation
- Aligning human capital strategy to company goals
- Optimising investment in human capital

10.40 - 11.00
What is Human Capital?

Sarah Veale, Head of Equality and Employment Rights, *TUC*

- How to value an intangible asset
- What exactly are we measuring?
- How do we measure it?
- What action can be taken

11.00 - 11.15
Q & A Panel Session

11.15 - 11.45
Coffee, Networking and Exhibition

SESSION TWO

11.45 - 12.15
Methods for Measuring Human Capital

Nick Starritt, Managing Director, *Sirota Europe*

- Connecting employee attitudes to bottom line performance
- How major corporates measure human capital
- Practical steps in measuring human capital

12.15 - 12.45
Case Study
Approach the Matter of Measuring Their Human Capital

Ewout Durlex, Manager - People Survey Project, *Shell*

- Practical approaches
- The balanced scorecard
- Combined methodologies

12.45 - 1.00
Q & A Panel Session

1.00 - 2.00
Lunch

SESSION THREE

2.00 - 2.30
Human Capital Reporting in OFRs and Business Reviews

Nicholas J Higgins, Dean, *International School of Human Capital Management*

- Current trends and practices in HC reporting
- HC reporting principles
- HC metrics analysis

2.30 - 3.15 - Workshops

Workshop A – Private Sector
Best Practice for Measuring & Reporting Human Capital in the Private Sector

- Financial measurement of human capital
- Ensuring a return on investment

Workshop B – Public Sector
Measuring People Management in Local Government

Joan Munro, National Advisor on Workforce Strategy, *Improvement and Development Agency (IDeA)*

- Measuring effectiveness in a public sector context
- The Audit Commission's workforce strategy assessment
- The Local Government People Management Peer Review
- A best practice local authority case study example

Workshop C – Charities
Effectively Measuring & Reporting Human Capital for Charities

- Current trends and practices for charities when measuring human capital
- Making the most of your human capital

3.15 - 3.30
Coffee, Networking and Exhibition

SESSION FOUR

3.30 - 4.00
Afternoon Keynote Address
Using Human Capital Measures for Better Performances

Andrew Mayo, Professor of Human Capital Management, *Middlesex University Business School*

- Reporting for its own sake doesn't make us better
- Distinguishing different measurement agendas
- People and the Value Chain
- Linking people measures with performance
- Practical examples of formats to use

4.00 - 4.30
Case Study
Strengthening HR in the Boardroom

Susan Steele, HR Director, *Deloitte*

- Measuring human capital to raise the profile of HR departments

4.30 - 4.45
Q & A Session

4.45
Conclusion by Conference Chair

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Conference Booking Form

Book by 30th September
10% Early Bird Discount
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Mr/Mrs/ Miss/Ms Delegate 1 _____
Organisation _____
Job Title _____
Address _____

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Please indicate your choice of workshop

- A. Private Sector B. Public Sector C. Charities

Mr/Mrs/ Miss/Ms Delegate 2 _____
Job Title _____

Please indicate your choice of workshop

- A. Private Sector B. Public Sector C. Charities

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Documentation (Delegates receive one copy free)

Additional copies for attendees	<input type="checkbox"/> @ £75 + VAT = £88.13	<input type="text"/>
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Venue:

CBI Conference Centre,
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Date:

Thursday 2nd November 2006

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When you book before 30th September 2006.

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When two or more people book to attend one (or a combination) of our HR events:

- **Stress at Work 2006** - 12th September
- **Childcare & Employers 2006** - 13th September
- **Learning & Training Technologies** - 12th October
- **Dispute Resolution Summit** - 18th October
- **Employee Well-being Summit** - 19th October
- **Measuring Human Capital** - 2nd November
- **Ageing & Senior Management** - 7th November
- **Bullying & Harassment at Work** - 8th November

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