

# Measuring & Reporting Human Capital

Strategies, Trends and Development in Human Capital Thinking

Discount on bookings  
received by 31<sup>st</sup> May 2007  
or 20% Multiple Booking Discount  
**10%**



## A Business Strategy Summit for Senior HR Leaders

Thursday 5<sup>th</sup> July 2007 - CBI Conference Centre, London WC1

### Conference Chair:

- **Philip Whitely** - Author and Specialist in Strategic HR

### Keynote Speakers:

- **Haig R. Nalbantian** - Author, *Play to Your Strengths*
- **Professor William Scott-Jackson** - Director, Centre for Applied HR Research, Oxford Brookes University Business School

### Speakers from:

- **Chartered Management Institute** - Jo Causon, Director of Marketing and Corporate Affairs
- **Ceridian** - Penny de Valk, Strategy Director
- **London Borough of Croydon** - Mark Grimley, Head of HR & OD Business & Performance
- **International School of Human Capital Management** - Nicholas J Higgins, Dean

  
Symposiumevents



# Measuring & Reporting Human Capital

## Strategies, Trends and Development in Human Capital Thinking

### Introduction

Over the past two decades the human capital agenda has grown in response to changes in organisational behaviour. With the war on talent in full swing, employers have to work even harder to ensure that their human capital strategies are effectively making a difference. A focus on the value of human capital rather than its cost is imperative for all organisations wishing to gain a competitive advantage.

### Why You Should Attend

Symposium Events' second annual conference on Measuring and Reporting Human Capital offers senior HR and business decision makers a strategic view of the human capital landscape. The conference will focus on how to effectively measure what is perceived to be intangible and look at case studies that demonstrate how leading organisations have moved forward in this field. Critically, the programme provides an update on the controversial area of reporting human capital and profiles new research into the topic.

### Who Should Attend

- HR directors and managers
- Company secretaries
- HCM consultants
- 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 policy on business reviews and Operating and Financial Reviews
- Learn first hand from the experience of progressive organisations
- Hear advice about measuring human capital options
- Acquire an update of current trends and practices in narrative reporting
- Discover new techniques for successfully implementing Human Capital measurement schemes

### Speakers

**Philip Whitely** is an author and journalist, specialising in management, particularly the areas of leadership, motivation and strategic human resources. He has written numerous articles for The Times, Personnel Today and Employee Benefits, and other titles, and has appeared on BBC Newsnight and a TV documentary on the portrayal of the workplace in television.



**Haig R. Nalbantian** is the co-author of the prize-winning book on human capital measurement and management, Play to Your Strengths (McGraw Hill, 2004). He is an internationally recognised expert in incentives, human capital measurement and management and their links to organisational performance and has published widely on these topics in leading academic and professional journals. A labour/organisational economist, he has been instrumental in developing capabilities to measure the economic impact of human capital practices. Those capabilities have been applied in numerous projects he has directed for leading companies across a broad range of industries, including high technology, manufacturing, financial services, media and information services, energy, telecommunications, and professional services.



**Professor William Scott - Jackson** is Director of the Centre for Applied HR Research at Oxford Brookes University Business School, which carries out practitioner-oriented research into the impact of HR in business. He advises major global organisations on talent and strategic HR. William is also a Fellow at Oxford University (Skope) and acts as Head of Corporate Affairs for St Cross College, Oxford University. He is the Academic Director of the Dubai-based Muthabara Foundation which advises organisations, government and educational establishments on maximising the potential of UAE women.



**Penny de Valk** was appointed to the position of strategy director in August 2005. She is responsible for strategy development and supporting the on-going build of Human Capital capability in the Ceridian business through partnerships, alliances and acquisitions. Penny also leads on the external representation of Ceridian's human capital proposition with particular reference to making the links between people strategies and enhanced business value.



**Mark Grimley's** role is to lead a HR & OD Business & Performance Unit providing operational and strategic support to the running of HR & OD. Mark is also responsible for all Croydon Council's HR Performance Data and Monitoring and at present his team is heavily involved in the implementation of a new integrated HR/Payroll information system which will transform how the Council manages its human resources. Mark joined Croydon Council in 2005 after working in central government, in the private sector and at Hackney Council.



**Nicholas J Higgins** Nicholas J Higgins is Dean of The International School of Human Capital Management and CEO of VaLUENTiS. He is a recognised expert in organisational performance and human capital management, having worked with many top organisations in both public and private sectors. He is one of the architects behind the Human Capital Reporting Standards and the groundbreaking VB-HR™ Rating evaluation system.



**Jo Causon** is the director of marketing and corporate affairs at the Chartered Management Institute, Jo is responsible for the strategic development of the Institute's brand and for building partnerships and networks that influence policy development and address the issues that matter to employers and individual managers. Jo has also held the position Head of Group Marketing at City & Guilds where she delivered a strategy to reposition the corporate brand and their diverse portfolio of products and services.



### Knowledge Share Networking

Our delegates tell us that a vital part of the conference experience is the opportunity to network, share experiences and compare solutions and strategies with fellow professionals who face similar challenges. In response to this we have introduced the Knowledge Share Networking session, where delegates form small discussion groups on set topics. Key points raised in each group are recorded and reported back to the audience, creating an opportunity for general discussion.

# Programme

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CBI Conference Centre, London WC1

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9.00 - 9.50 Registration

## SESSION ONE

9.50 - 10.00 **Introduction by Conference Chair**  
**Philip Whitely**, Author and Specialist in Strategic HR

10.00 - 10.30 **Keynote Address**  
**Haig Nalbantian**, Author - 'Play to Your Strengths'

10.30 - 11.00 **Putting Human Capital Management on the Corporate Agenda**  
**Penny de Valk**, Strategy Director, *Ceridian*

- The initiatives that make a difference in the board room
- The importance of human capital measurement to UK business
- How HR can demonstrate an impact on the bottom line

11.00 - 11.15 **Questions & Discussion with Speakers**

11.15 - 11.45 **Coffee, Exhibition & Networking**

## SESSION TWO

11.45 - 12.15 **Knowledge Share Networking Session**  
Delegates will split into groups of around 8 and discuss:

- What are the key issues regarding human capital management facing their organisation?
- What experience and knowledge of measuring HCM do they have to share with colleagues?
- What ideas, solutions and strategies are they hoping to hear more about at the conference?

A volunteer from each group then presents a short summary of the key points raised in their group. The session ends with an open-mic debate involving all delegates.

12.15 - 12.40 **Research Report**  
**Jo Causon**, Director of Marketing and Corporate Affairs, *Chartered Management Institute*

- The value of human capital management
- What should be measured
- HCM for the future

12.40 - 12.45 **Questions & Discussion with Speaker**

12.45 - 1.45 **Lunch, Networking & Exhibition**

## SESSION THREE

1.45 - 2.15 **How I Learnt to Stop Worrying and Love Human Capital Reporting**  
**Nicholas J Higgins**, Dean, *International School of Human Capital Management*

- Measurement is as measurement does
- Measurement comes but with a price on its head
- Do we really need more research? Strategic Human Capital Management is here....
- Employee and organisational engagement
- Time for HR to take the lead

2.15 - 2.45 **Case study: Human Capital Management in Practice**  
**Mark Grimley**, Head of HR & OD Business Performance, *London Borough of Croydon*

- Measuring and reporting human capital to raise the profile of HR departments
- Practical approaches to implementing a measurement programme

2.45 - 3.15 **Closing Keynote Address**  
**Measuring Human Capital for Performance Benefits**  
**Professor William Scott-Jackson**, Director, *Centre for Applied HR Research - Oxford Brookes University Business School*

- Why human capital is the most important asset and a concern for global CEOs
- Research into Human Capital Measurement by the Centre for Applied HR Research and the Chartered Management Institute
- Linking people capabilities to organisational strategy and how to develop and measure this

3.15 - 3.30 **Questions & Discussion with Speakers**

3.30 - 4.00 **Knowledge Share Session Panel Debate**



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## Conference Booking Form

**10%** Discount on bookings received by 31<sup>st</sup> May 2007  
**or 20%** Multiple Booking Discount

### Website copy

**Venue**  
 CBI Conference Centre, 103 New Oxford Street, London WC1A 1DU

**Date**  
 Thursday 5<sup>th</sup> July 2007

**Cancellations**  
 Cancellations received in writing up to one month before the event (i.e. 5<sup>th</sup> June 2007) will be refunded in full, less an administration charge of £100 + VAT

**Sponsorship & Marketing Opportunities**  
 Exhibition, sponsorship and marketing opportunities are available at this and other Symposium conferences. For details contact Ms Rachel Borer, 020 7403 3990 or email rborer@symposium-events.co.uk

**Documentation**  
 All delegates will receive full conference documentation, complete with copies of all presentations and a delegate list. Additional copies for attendees can be purchased at the event for £75.00

**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 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.

**Delegate 1** Mr/Mrs/Miss/Ms \_\_\_\_\_  
 Organisation \_\_\_\_\_  
 Job Title \_\_\_\_\_  
 Address \_\_\_\_\_  
 \_\_\_\_\_  
 Postcode \_\_\_\_\_  
 Telephone \_\_\_\_\_  
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 E-mail \_\_\_\_\_

**Delegate 2** Mr/Mrs/Miss/Ms \_\_\_\_\_  
 Job Title \_\_\_\_\_

**Delegate 3** Mr/Mrs/Miss/Ms \_\_\_\_\_  
 Job Title \_\_\_\_\_

### Invoice details, if different from above

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### PRICES

#### Delegate Rates

Standard Rate	<input type="checkbox"/>	delegates @ £699 + VAT = £821.33	<input type="text"/>
Charities Sector Rate*	<input type="checkbox"/>	delegates @ £399 + VAT = £468.83	<input type="text"/>

#### Total

#### Documentation (Delegates receive one copy free)

Additional copies for attendees	<input type="checkbox"/>	@ £75 + VAT = £88.13	<input type="text"/>
Copies for non-attendees	<input type="checkbox"/>	@ £145 + VAT = £170.38	<input type="text"/>

**Discounts\*\*** Minus 10% early booking discount **Or** minus 20% multi-booking discount.  
 Plus 2% credit card surcharge

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#### TOTAL

\*Charities Sector Rate: Applies to registered charities only (quote reg. no.)  
 \*\*Booking and payment must be received within 30 days of invoice date.

### DISCOUNTS

**10% Early Bird Discount**  
 When you book before 31<sup>st</sup> May 2007

**20% Multiple Booking Discount: Discount**  
 When two or more people book for one or a combination of our events:

- Work Based Learning - 16<sup>th</sup> May 2007
- Absence Management - 23<sup>rd</sup> May 2007
- Communicating Employee Benefits - 13<sup>th</sup> June 2007
- Business Continuity and HR - 19<sup>th</sup> June 2007
- China: The Challenges of Relocation - 21<sup>st</sup> June 2007
- HR & CSR - 28<sup>th</sup> June 2007
- Measuring & Reporting Human Capital - 5<sup>th</sup> July 2007
- Health Policy in the Workplace - 11<sup>th</sup> July 2007

### HOW TO PAY

**Invoice**  
 Attach purchase order if required

**Cheque enclosed**  
 GBP (£) made payable to Symposium Events.

**Bank Transfer**  
 Payments should be remitted to: NatWest Bank, PO Box 4115, Hornchurch, Essex, RM12 4DF.  
 A/C Name: Symposium Events Ltd. A/C number: 17809134, Sort Code: 60-24-77.

**Credit Card**

Visa/MasterCard/Access     Debit Card     Other  
 Please note 2% credit card surcharge. Apologies, but we cannot accept American Express.

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 Valid from \_\_\_\_\_    Expiry date \_\_\_\_\_    Issue No \_\_\_\_\_  
 Signature \_\_\_\_\_

### CONDITIONS

This booking form constitutes a legally binding agreement. Please note that full payment is required in advance of the event and Symposium Events reserves the right to refuse admission if payment is not received. If you are sending a purchase order please attach a copy to the booking form. All discounts lapse if invoices are not paid within 30 days of issue date, at which point the full registration fee will be payable.

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