

VALUE-BASED HR MASTERCLASS 2004

A BLUEPRINT for the NEW GENERATION of HUMAN CAPITAL
MANAGEMENT

3 February 2004 - London
8 June 2004 - London

Hear from the pioneer:



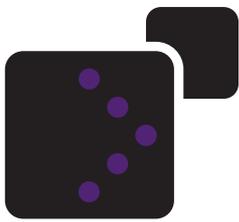
Nicholas J Higgins
CEO
VaLUENTiS

Despite great strides over the past decade, there is still much evidence that HR remains anchored in its operational box. The debate as to whether or not this is by choice or by design is largely irrelevant. The real issue is the measurement of HR's value contribution, or rather the lack of, which continues to undermine the HR function. Value-based HR (VB-HR) fuses value-based management principles with HR best practice to provide a framework for advancement, particularly with regard to human capital reporting.

This one-day masterclass will provide both an understanding of value-based HR and the practical steps to implementation. In particular, Nick will encourage you to examine and question:

- Human capital reporting
- The development of HR scorecards
- How to establish measurement as a core HR discipline and instil a business unit mindset within HR
- How to measure the value contribution of HR to the business
- How VB-HR will affect traditional HR methods such as job and competency evaluation, reward design management, performance management, and training and development

10% EARLY BIRD DISCOUNTS AVAILABLE!



VALUE-BASED HR MASTERCLASS 2004

A BLUEPRINT for the NEW GENERATION of HUMAN CAPITAL MANAGEMENT

"To meet the increased expectations of their organisations, HR Professionals must begin to act professionally. They must focus on their work and less on just getting the work done. They must articulate their role in terms of the value they create. They must create mechanisms so that business results quickly follow. They must measure their effectiveness in terms of business competitiveness rather than employee comfort and lead cultural transformations rather than consolidate, re-engineer, or downsize in order to turn a company around. Senior executives who recognise the economic value and the benefit to their customers of intellectual capital and organisational capability need to demand more of the HR function. They need to invest in HR as if it were a business....."

'A new mandate for human resources' – Dave Ulrich, Harvard Business Review

During this masterclass you will engage and interact with one of the leading pioneers of value-based HR. Nicholas J Higgins invites you to jump on board the 'new generation' journey.

The story so far

HR is once more poised at an evolutionary phase in its contribution to the business world. The last evolution saw the emergence of 'human resources', from its more limited 'personnel' origin. However, in many instances the change has merely been in name only and the domain of many HR functions still remains at the administrative rather than business partner level.

Recent research has highlighted that HR remains as far away from measuring its value contribution to the business as ever, despite recent introductions such as HR scorecards. The recent Kingsmill 'accounting for people' taskforce focused on human capital measurement but stopped short of any mandatory reporting framework.

However, recent experience suggests that the top companies are driving the agenda, believing that human capital reporting, whether internal or external, provides commercial advantages.

VB-HR can be seen as a catalyst, fusing value-based management with 'best-practice' human resource management to provide methodologies and frameworks to measure HR: HR function value, HR architecture and human capital value.

For the first time, it will be possible to present HR (as we know it) in a complete business context rather than as a set of functional processes with ill-defined expectations. However, this requires a step-change in current thinking.

This **VB-HR** masterclass provides HR executives with tools and techniques to evaluate the impact of HR practices and human capital together with an evolutionary blueprint for human capital management reporting.

About your masterclass leader:

Nicholas J Higgins is recognised as Europe's leading pioneer of value-based HR. Nick has consulted to a number of top global companies, including AstraZeneca, Barclays, BASF, BOC, Euroclear, ExxonMobil, Lloyds TSB, Oracle, Shell and Sony as well as a number of UK public sector organisations. He has implemented over 80 client projects that have ranged from HR Strategy, HC Measurement, HR Shared Services, Organisational Design, Rewards and Human Capital Management through to Value-Based Management and Customer Management.

Nick has also presented at a number of conferences and authored a number of articles and white papers. He is currently authoring several publications including: 'Value-Based HR', 'Human Capital Reporting' and 'Organisational Architecture', whilst undertaking further research in the field of human capital and measurement of intangibles.

Nick has an MSc in Finance from the London Business School and an MBA and Diploma in Management from the Open Business School. He is a Chartered Manager by profession (MCM) and a former Investor in People Practitioner. His earlier career saw successful line and HR management roles in financial services. He is the CEO of VaLUENTiS, a professional services firm that provides clients with human capital management products and services (www.valuentis.com).

Why should you attend the Value-Based HR Masterclass 2004?

- To be one of the select groups of executives to experience VB-HR
- To gain an understanding of the tools and techniques of VB-HR and how to apply them
- To experience first-hand thought-leadership in the field of HR/HC

Who should attend the Value-Based HR Masterclass 2004?

- HR Directors
- VP's, Executives and Professionals
- CFO's and COO's looking to enhance HR capability and value to their organisation

Nicholas J Higgins will deliver a full, fun packed schedule designed for full interaction, with a range of exercises and activities to maximise learning.

The content of the day is broken down into two halves, **Understanding** and **Actioning**, each containing 'bite-size' sessions, the content of which are outlined below:

Understanding

Session one

- A review of the current economic environment
- A look at recent events and their implications for the HR domain
- An appreciation of HR: where does it stand and what does it do?

Session two – part I

- An introduction to the concept of value-based HR. What's different?
- The real benefits of value-based HR
- Deriving HR's value proposition to the business

Session two – part II

- An introduction to the product-service concept and its application to HR
- Developing a model of HR delivery and mapping capability
- Developing a new product mentality to the HR team

Session three – part I

- Human Capital Reporting
- The VB-HR Scorecard
- Introducing first generation HC value models

Actioning

Session three – part II

- Drafting a HR Scorecard for internal reporting purposes
- Obtaining the data and data integrity
- Implementing the new solution

Session four

- Designing a VB-HR transformation programme
- Mapping the journey from current-state to desired end-state
- Prioritising, implementing and planning the defined actions

Session five

- Designing a view of future hybrid states of HR
- Assessing the impact of future HR designs on the present

Closing plenary

- An interactive session to review the content of the day, arising questions, issues and actions
- Agreed follow-up activity

Value-Based HR Masterclass 2004 Schedule

08:30		Registration and coffee
09:00		Introductory session Overview of day's proceedings and delegate expectations
09:15	UNDERSTANDING	Session one Review of the current state of play
10:15		Morning break
10:30		Session two – part I Value-based HR
11:30		Session two – part II HR delivery
12:45		Networking lunch
13:45		Session three – part I Human capital reporting
14:30		Session three – part II Drafting a HR scorecard
15:15		Afternoon break
15:30		Session four Designing a VB-HR transformation programme
16:15		ACTIONING
16:45	Closing comments Interactive questions and answers	
17:00	End of masterclass	

CAN'T MAKE THE EVENT?

Masterclass documentation is available!

If you can't attend you can still take advantage of this masterclass, course documentation is available and provides a useful record of all presentations given during the event. The set of speaker's slides are available after the event at £250 (+UK VAT).

Contact Hannah Cole:

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4 ways to book



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Value-Based HR Masterclass 2004

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Delegate 3

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Organisation

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Postcode

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I have read and accepted the booking conditions

Please note: payment must be received in full prior to the event to guarantee your place

One-day masterclass – 3 February 2004, London

- £795 / €1,130 + VAT
 10% Early bird discount (for payment received prior to 19 December 2003)

One-day masterclass – 8 June 2004, London

- £795 / €1,130 + VAT
 10% Early bird discount (for payment received prior to 26 March 2004)
 For team discounts please call +44 (0) 20 8785 2700
 Special offer: Subscription to Intranet Strategist magazine - £150 / €215 (Normally £195 / €275)
 Interested?: A ground breaking journal in the field of human capital management and measurement to be published 2004. Free to all attendees

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Booking conditions

- Bookings can be submitted at any stage prior to the event, subject to availability. A limited allocation is being held and booking early is therefore recommended.
- In the event of the booking not being accepted by Ark Group the total amount will be refunded.
- Payment must be received in full prior to the course.
- All speakers are correct at the time of printing, but are subject to variation without notice.
- If the delegate cancels after the booking has been accepted, the delegate will be liable to the following cancellation charges:
 - Cancellations notified over 45 days prior to the event will not incur a cancellation fee.
 - In the event of a cancellation being between 45 and 30 days prior to the event, a 20% cancellation fee will be charged.
 - For cancellations received less than 30 days prior to the event, the full delegate rate must be paid and no refunds will be available.
- All bookings submitted by e-mail, fax, or over the telephone are subject to these booking conditions.
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- Ark Group will not be held liable for circumstances beyond their control which lead to the cancellation or variation of the programme.
- All bookings, whether UK or overseas will be charged UK VAT at the prevailing rate at the time of booking.

We occasionally allow reputable companies to mail details of products we feel may be of interest. If you do not wish to receive this service, please tick this box

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Venue and accommodation

Value-Based HR Masterclass' 2004 are taking place in centrally located venues within London. Preferential rates have been arranged for delegates at the relevant hotel for masterclass attendees and are available up to four weeks prior to each event.

Please contact Hannah Cole at Ark Group for further information on venue locations and guest room rates.

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IntranetStrategist

Intranet Strategist is a new title aimed exclusively at the intranet, extranet and enterprise portal professional.

While still in their infancy, corporate intranets have come a long way. In the early days the aim of an intranet was to distribute company information internally. The modern day intranet is a multipurpose infrastructure that is not only a powerful communications medium but also an essential knowledge base. Indeed, it is widely accepted that two-thirds of the value of an average corporation stems from its knowledge capital.

Organisations are largely defined by how they manage information and how this information is communicated, both internally and externally. If implemented correctly, modern intranets and corporate portals can become the cornerstones of your organisation. Intranet Strategist will provide you with a single point of access to the latest case studies and innovation in the field of intranet implementation, tracking the evolution of the intranet to enterprise portal and looking out for the next big thing.

For further information or to subscribe, please visit
www.intranetstrategist.com

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arkgroup cannot be responsible for assisting potential delegates in obtaining visas to the country in which this event is being held. Delegates are responsible for their own travel, accommodation and visa requirements.