



THE CERTIFIED TALENT ECONOMIST PROGRAM

Bringing workforce analytics, business strategy and talent management together



KEY TAKE-AWAYS:

- **Strategic Insight** - Discern all levers of talent management across the employment lifecycle
- **A Stronger Business Case** - Lead talent management conversations in the language of business
- **Enhanced Boardroom Impact** - Facilitate executive discussions on talent investment and strategy
 - **A Blueprint for Leadership Alliances** - Coach the business on their role in talent management
 - **Process Mastery** - Apply leading-edge frameworks in diagnosing talent needs, people investments, and talent strategy
- **Greater Cost Control** - Build and publish a compelling investment case rooted in data and research

"VERY VERY GOOD PROGRAM, IT HAS HELPED ME LOOK AT TALENT MANAGEMENT FROM A DIFFERENT LENS – LINKED TO BUSINESS STRATEGY.

– HEAD OF HUMAN CAPITAL, INTERNATIONAL BANK

IN MANILA

October 27 - 29, 2015 in Makati City

For more information and inquiries regarding in-house CTE delivery, call +632 2 224 2020 or e-mail info@learnperformance.com



THE CERTIFIED TALENT ECONOMIST PROGRAM

The Certified Talent Economist Program is a transformative workshop for Human Resources practitioners and professionals in the fields of business, strategy, and management. The program aims to coach each participant through one cycle of talent diagnosis, strategy formulation, and leadership engagement by providing specific tools and techniques for talent strategy formulation and execution. Combining virtual and face-to-face methods, the CTE program integrates four days of classroom work, prescribed readings, and application support. Upon completing the workshop, participants will receive a Certified Talent Economist credential and a feature on the official Talent Economist website.



The four-module Certified Talent Economist program is based on ground-breaking research, frameworks, and concepts from the bestselling book Talent Economics - The Fine Line Between Winning and Losing the Global War for Talent (Kogan Page, 2013) by Mr. Gyan Nagpal, who is also the lead facilitator of the program. This program is being offered in the Philippines in partnership with Learning and Performance Partners, Inc., a company specializing in Learning and Development training and consultancy services.

WHY SHOULD YOU ATTEND?

The increasing pressure on HR leaders to craft a talent agenda in line with the business agenda has, in the past, led to new programs and processes to help organizations attract, retain, and develop talent; yet the situation continues to deteriorate. In reality, there is little that reactive programs or practices can do in the absence of well researched strategy.

In particular, there are four trends which talent strategists must increasingly acknowledge, and provide for –

GLOBAL BUSINESS IS GETTING RISKIER AND MORE COMPLEX.

Organizational outcomes are influenced by external factors beyond our control. One-size solutions do not work across the disparate talent circumstances that a global business is forced to contend with.

TALENT IS GETTING COMMODOITIZED.

The employee today makes a daily choice. The fading stigma associated with job hopping, the increasing risk of retrenchment and rise in strategic outsourcing has fundamentally altered 21st century employment drivers.

THE WAR FOR TALENT WILL CONTINUE TO ESCALATE,

over the coming decade in several key markets worldwide. Talent today doesn't chase retirement benefits; it chases employment value. Organisations which are better at providing this value win.

ORGANIZATIONS ARE MOVING PAST PROCESS-BASED TALENT MANAGEMENT,

by developing a broad based talent culture. Long-term talent strategy must be built within the business. The HR department must play an impactful facilitator's role in talent strategy formulation and execution.

GYAN NAGPAL

Lead Facilitator, Author of Talent Economics, and CEO of PLGA Consulting

Gyan Nagpal is an award-winning talent strategist and commentator, who is deeply involved in researching changes to the global talent pool. He has helped some of the world's largest organizations build significant business franchises across the Asia Pacific Region by training and coaching business leaders on talent management.

ARMI TREÑAS

Co-Facilitator, Founder of Learning & Performance Partners, Inc.

Armi Treñas is a Learning & Development practitioner, as well as the chief consultant and founder of Learning & Performance Partners, Inc. An acknowledged learning strategist both locally and internationally, Armi has designed and delivered training programs that have contributed to the attainment of organizational objectives.

PARTICIPANT PROFILE

Who is this program ideal for?

Middle to senior managers with human resources, business, strategy, or management roles

Independent consultants, or those advising companies on talent management, leadership development, or strategy

Policymakers in government bodies who work on national talent agenda

**Participants must be able to commit to all FOUR modules*

**Participants must have access to one organization for live diagnosis and strategy formulation during the course of the program*

PARTICIPANT VALUE PROPOSITION

What benefits will I receive from this program?

A balanced mix of concept, live analysis and skills practice, the program coaches each participant through one complete strategy formulation and communication cycle. Upon completion of the program, participants will receive:

CERTIFIED TALENT ECONOMIST CREDENTIAL, which allows perpetual and license-free use of all tools and frameworks included in the Talent Economics book

A dedicated **PROFILE PAGE** on the www.TalentEconomics.com website

A COMPLIMENTARY COPY of Talent Economics upon signing up for the program

ACCESS TO THE PEOPLELENS DATABASE, including view-only access to industry and country benchmarks for over 40 core talent diagnosis questions

PROGRAM HIGHLIGHTS

- A transformational program for Human Resources and Business leaders, delivered through an effective mix of concept, discussion, analysis and practice of skill
- Designed as a simple and practical application of economic frameworks to talent management
- Builds a bridge between the changing needs of global business and an increasingly fluid labour force
- Based on groundbreaking new research in areas of talent management and talent strategy

"Excellent discussion, facilitation, and tools. We can immediately apply to drive strategy conversations."

– VP HR, GLOBAL SOFTWARE COMPANY

WORKSHOP MODULES

- Virtual Modules: 1 and 3
- Face-to-Face Modules: 2 and 4

PRE-PROGRAM

Upon registration and payment, participants receive a complimentary copy of Talent Economics: the fine line between winning and losing the global war for talent. All participants are encouraged to read the material before the program begins. In addition, participants receive 4 research papers as pre-work reading.

TALENT ECONOMICS & STRATEGY

DAY ONE Business Strategy and Macro Talent Economics

- Exploration of self, role, orientation and purpose
- The Eight Stages of Strategy and application to business
- The evolution of global business strategy (1990 – 2020)
- Introduction to Talent Economics
- Macro Talent Economics – The study of aggregate demand and supply

DAY TWO Macro Talent Economics and Talent Strategy

- Recap Talent Economics – concept and use
- Research frameworks and group work: the 21st Century workforce
- The Talent Strategy toolkit – concept and practice
- EVP and strategy case study #1

DAY THREE Facilitating the Strategic Talent Agenda

- Recap the building blocks of talent strategy
- Talent strategy case study #2 and case study group presentations
- Building individual diagnosis and interview plans
- Recap of key concepts and program feedback

APPLICATION WITH COACHING

- Participants study macro talent trends within their industry, interview business leaders on strategy and focus areas and use the tools taught in the program to build a talent investment model for their business.
- Participants (in groups) research once core macro talent trend relevant to their business.

CAPSTONE WORKSHOP

Participants present their research and strategy papers, receive peer feedback and discuss the process that best suits their business leaders and organizations.

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OCTOBER 27 - 29, 2015
MAKATI CITY

PRICE: PHP95,000.00 + VAT

Inclusive of a complimentary copy of *Talent Economics - The Fine Line Between Winning and Losing the War for Talent*

For more information, please call +632 2 224 2020, or e-mail info@learnperformance.com

First Name: _____ Surname: _____ Middle Initial: _____ Designation: _____ Contact Number: _____ E-mail Address: _____	First Name: _____ Surname: _____ Middle Initial: _____ Designation: _____ Contact Number: _____ E-mail Address: _____
First Name: _____ Surname: _____ Middle Initial: _____ Designation: _____ Contact Number: _____ E-mail Address: _____	First Name: _____ Surname: _____ Middle Initial: _____ Designation: _____ Contact Number: _____ E-mail Address: _____
<h2>COMPANY DETAILS</h2>	
Organization: _____	
Address Line 1: _____	
Address Line 2: _____	
Contact Person: _____	
Contact Number: _____ E-mail Address: _____	
Signature: _____ Date: _____	

TERMS AND CONDITIONS

1. Upon registration, a 50% deposit or a Purchase Order from the company is required in the name of Learning and Performance Partners, Inc. In cases where a deposit is made, full payment is due at least one (1) week before the learning program.
2. Cancellations made more than one (1) month before the program are permitted without any penalty. Cancellations made two (2) weeks to one (1) month before the program will be charged 30% of the program fee. Any cancellation made within one to two (1-2) weeks before the program will be charged 50% of the program fee.
3. No refunds will be made for no-shows, but substitutions may be made before the learning program is conducted.