INTRODUCTION FROM
WILLIAM J. ROTHWELL, PHD

In challenging economic times, organizations have a pressing need to attract, retain and develop first-rate, highly-productive talent to gain and keep competitiveness. Many organizations are struggling to prepare for the so-called "Talent Wars." That has drawn much attention to the issue of talent management and talent development.

But what do these terms mean? What proven strategies work to attract, manage, retain, position and motivate talented people as economic conditions globally become more challenging? This program addresses these questions.

Real world research has proved the fact that a talented employee can be as much as 20 times more productive that the average worker. Just imagine how much more we are capable of achieving with more talent in our organization.

Over the course of the 5-day, 1.5-hour per session workshop we will focus on key success factors plus the latest practices and developments in the area of talent management, competency modeling and succession management. I will also be sharing with you many contemporary tools and technologies that you will be able to put to practical use right away.

I will bring you to the cutting edge of the profession and enable you use effective talent, competency and succession management strategies and tactics to create competitive advantage for your organization which is sustainable through good and challenging economic times.

I look forward to working with you at this upcoming program. There is so much to learn and to do to achieve much greater results and I would like to take you on this exciting journey with me.

Sincerely yours,

William J. Rothwell,
Ph.D., SPHR, SHRM-SCP, CPLP Fellow

WHO SHOULD ATTEND

Senior Management, General Managers, HR Leaders, Vice Presidents, HR Managers, Talent Management Heads, Senior Executives and Managers

Learning Methodology
- eLearning
- eWorkshop (Live webinar)

Duration
1.5hrs per session (eWorkshop) + 6 hours of e-Learning (self-pace) per day X 5 days.

OBJECTIVES OF THE PROGRAM

Upon completing the 5-day, 1.5-hour per session workshop, participants will be able to:
- Understand the terms *talent management* and talent development and show how they relate to *succession planning* and *succession management*
- Describe how to make the business case for talent management and succession planning in tough economic times
- Make the case for a *systematic* approach to talent development in their organizations – even in difficult economic times and against the backdrop of a tough labor environment
- Describe a strategic model to drive talent management and talent development
- Discuss the theory and best practice of competency identification, assessment and modeling as a foundation for talent management, development and succession planning
- Review proven approaches to performance management as a tool for talent development.
- Define potential assessment and explain how it differs from performance management
- Review proven approaches to assessing the potential of individuals for higher-level responsibility
- Discuss how to identify competency-building strategies and link them to a company-specific competency model by level on the organization chart
- Summarize proven, creative techniques to recruit and select talent
- Identify and use alternative sources of talent – other than internal development or external recruiting/selection
- Review key ways to implement individual development planning successfully
- Understand technical succession planning, focused on technical workers such as engineers or other knowledge-focused workers, and examine ways to transfer knowledge
- Define social relationship succession planning, focused on workers whose social relationships are key to successful performance (such as sales, marketing, and government/public relations) and examine ways to transfer social relationships
- Examine best practices in talent retention
- Prepare an action plan for participants to use upon their return to their organizations

PROGRAM

VIII. **Developing Individuals through Individual Development Planning**
- What is individual development, and how can it be planned based on competencies?
- What approaches exist to individual development?
- How are plans formulated, implemented and evaluated?
- Activity on discovering developmental strategies
- Debrief of the activity
- Unusual thinking about talent management and development: Cutting-edge approaches

IX. **Talent Is More than Staffing: Technical Succession Planning to Address Transfer of Knowledge and Institutional Memory**
- What is technical succession planning?
- What model guides technical succession planning?
- What practical techniques can be used to transfer knowledge?
- Activity on technical succession planning
- Debrief of the Activity

X. **Talent Is More than Staffing: Social Relationship Succession Planning to Address the Passing On of Business Contacts and Relationships**
- What is social relationship succession planning?
- What model guides social relationship succession planning?
- What practical techniques can be used to transfer professional contacts?
- Activity on social relationship succession planning
- Debrief of the Activity

XI. **Retaining Talent**
- How does retention fit into a comprehensive talent program?
- Why are there needs for more attention to retention?
- What research says about the most effective retention strategies?
- Activity to compare your organization to best practice in retention
- Activity on retention

XII. **Conclusion**
- Summary of the program purpose, objectives, and organization
- Review of participants' objectives
- Final questions and answers

HIGHLIGHTS

- Author of best-selling and award winning books with over 150 internationally published titles
- President, Rothwell & Associates; World-renowned Consultant; Professor, Pennsylvania State University
- Heads the #1-ranked graduate program in HRD in the USA
- Professor of Human Resource Development, Pennsylvania State University
- National Thought Leader for a Linkage-DDI sponsored study of 18 multinational corporations that examined corporate best practices in succession planning and management
- Authored, co-authored, edited and co-edited over 150 books
- Best-selling book Effective Succession Planning: Ensuring Leadership Continuity and Building Talent from with, 2nd ed. (New York: Amacom, 2001) is regarded by some as the "corporate bible" on succession management practices.
- Consulted on Succession Planning and Management with a wide array of organizations in business, government, and non-profit settings both in the U.S.A. and internationally.
- Chief investigator of 5 of ASTD's world-class competency models

AREAS OF EXPERTISE

- Organizational Development & Change Management
- Performance Management & Improvement
- Talent, Competency, HR Management & Succession Planning
- Training, Coaching, Mentoring & Action Learning

BIOGRAPHY

William J. Rothwell, PhD., SPHR, is President of Rothwell and Associates, Inc.. He is also Professor of Human Resource Development at the University Park campus of the Pennsylvania State University. He heads the #1-ranked graduate program in HRD in the US. As a Consultant, he has worked with over 40 multinational corporations.

Dr. Rothwell has worked in the Performance, OD and HR field since 1979 and has authored, co-authored, edited and co-edited over 150 books and many best sellers. Among his most recent publications are:

- The encyclopedia of human resource management (3 volumes)
- Lean But Agile: Rethink Workforce Planning and Gain a True Competitive Advantage
- Invaluable Knowledge: Securing your company's technical expertise - Recruiting and retaining top talent, transferring technical knowledge, engaging high performers
- The manager's guide to maximizing employee potential: Quick and easy strategies to develop talent every day
- Human Resource Transformation
- Strategic Human Resource Leader, 2nd edition
- Practicing Organization Development, 3rd edition
- Planning and Managing Human Resources, 2nd edition
- Human Performance Improvement – Building Practitioner Competence, 2nd edition
- ASTD Models for Human Performance Improvement: Roles, Competencies and Outputs
- Career Planning and Succession Management
- Effective Succession Planning, 4th edition
- The Strategic Development of Talent
- Competency-based Human Resource Management
- What CEOs Expect From Corporate Training
- Beyond Training and Development, 2nd edition
- Improving On-The-Job Training, 2nd edition
- Becoming and Effective Mentoring Leader
- Maximizing Talent Potential
- The Workplace Learner: How to Align Training Initiatives with Individual Learning Competencies