

crf

CORPORATE RESEARCH FORUM



SPRING SYMPOSIUM: FOR TOMORROW'S HR LEADERS

Thursday 16 May 2013

Trinity House, Trinity Square, London, EC3N 4DH

Following our highly-successful inaugural symposium last year, once again, we will be providing an immersive, participative and challenging day for ambitious HR practitioners.

Our attendees will be those who are building a successful career, looking to gain exposure to leading-edge management thinking and keen to develop their networks with other like-minded professionals.



OBJECTIVES

Specifically, our forum will:

- Help you build a network of fellow aspiring professionals
- Address the need for commercial understanding and business acumen in HR professionals and leaders
- Give you access to leading-edge practitioners in business performance, change management, leadership development, employment law and other emerging aspects of high-performing organisations
- Provide opportunities through case studies for team-based analysis of personal, management and organisational development drawing examples from your own organisation
- Enable you to meet key personnel experienced in education, training and development within the US Military.

Providing leadership and guidance to create a synchronised, harmonious and effective organisation

Format

Based around action learning, we have designed a three-part symposium which will provide a challenging day of learning opportunities for you.

Part 1 will incorporate presentations and discussion around the question of commercial understanding and business acumen amongst HR professionals, and its importance in adding incisiveness in conversations centering on the performance of the organisation and the value of its people. Attendees will receive a copy of the recent CRF research report '**Developing Commercial Acumen**' addressing this issue with evidence collected from a number of major UK organisations.

Part 2 takes the form of a case study highlighting the issues high-performing organisations need to understand and address. Working in groups, attendees will discuss the issues arising from the case study, draw parallels with their own organisations, and similar matters currently on their business agendas.

Part 3 closes the symposium with our keynote address given by Louis Csoka and Dr. Carl Ohlson, based largely on their experiences in the US Military. They will describe their approach to decision making and leadership in the quickly changing environments in which we operate. Additionally, they will provide suggestions in developing the mental skills required to grow as a successful leader.

OUR AGENDA

09.00	Registration.
09.30	Welcome, briefing and introductions: Geoff Lloyd and Des Pullen.
10.00	Part 1 Commercial Understanding and Business Acumen for HR Professionals: John Kind and Peter Casebow.
11.00	Coffee.
11.25	What to do now?
12.15	Part 2 Case Study - The Failing Organisation.
13.15	Lunch.
14.15	Feedback and Panel Questions and Answers: Geoff Lloyd, Des Pullen and our symposium partners.
15.45	Tea.
16.10	Part 3 Keynote Address - Decision Making and Leadership: Louis Csoka and Carl Ohlson.
17.00	Drinks.
18.00	Symposium Ends.

Your Agenda

We are planning a full, varied and interactive day during which we hope you participate fully, ensuring you meet as many fellow attendees as possible. Your symposium joining instructions and workbook will guide you through the event ensuring you get the most out of the day.

There will be learning points for everyone and the opportunity for detailed discussions with our presenters - not simply on the content of our symposium but on related issues of relevance to you.

We welcome personal insights and experiences and encourage you to use your day as a means of triggering examples of issues within your businesses. This will help you leave better equipped to contribute to the high performance of your own organisation and, personally, more aware and rounded in your own professional development.

SYMPOSIUM LEADERS

We are delighted to welcome two experienced HR Directors who will act as our symposium chairmen and facilitators. Geoff Lloyd, Serco's Group HR Director, and Des Pullen, Group HR Director at Associated British Foods, will ensure our day retains its structure and openness. They will work with attendees in addressing the issues which arise throughout the day and will help in framing questions for our speakers and panel.



Des Pullen

Des Pullen is Group HR Director of Associated British Foods (ABF). Prior to joining ABF, Des worked at Safeway and Wickes before joining Allied Bakeries at the start of 2001 as HR Director. He became Chief Executive of Associated British Foods' UK Milling and Baking business in March 2003.



Geoff Lloyd

Geoff Lloyd is Group HR Director at Serco. Previously, he was EVP of HR for Airbus Industries based in Toulouse, France. Whilst at Airbus, Geoff was one of the designers and executive sponsors of the Power8 programme that sought to achieve multi-billion euro savings for the company. Prior to working for Airbus, Geoff spent 14 years working at Nortel Networks.

Leave better equipped to contribute to the high performance of your own organisation

DEVELOPING COMMERCIAL ACUMEN

Commercial acumen and a real understanding of the key business and financial drivers is becoming critical to HR professionals who wish to progress their careers and make a valued contribution to their organisation's strategy and performance.

Led by Peter Casebow and John Kind, we will address these issues to suggest ways attendees can develop and improve this competence.



Peter Casebow MBA MCIBS

Peter is Chief Executive of GoodPractice. His successful track record includes 20 years in banking, training and HR. He was formerly Head of Strategic Communication at Royal Bank of Scotland. Peter is responsible for developing the business and delivering board-level consulting and partnership projects. He is an avid collector of gadgets and gizmos, and is the master of technological wizardry at GoodPractice.



John Kind

John Kind is a Learning and Development Consultant specialising in commercial and financial skills. He has an MBA from the Manchester Business School and an Honours Degree in Economics. He is a Visiting Professor in the Department of Executive Education at the University of Strathclyde Business School. John is the author of 'Financial Games for Training' published by Gower.

SYMPOSIUM CASE STUDY

Our 'Provincial Mutual' case study is being developed to highlight a number of learning points which will be identified, discussed and put to our expert panel for further debate. Attendees will have the opportunity to draw on their own experiences and will be encouraged to share similar problem areas with the symposium.

Facilitated by symposium chairman, Des Pullen and Geoff Lloyd, our case study will be reviewed and discussed with our expert panel comprising of representatives from: Bird & Bird; Center for Creative Leadership; Deloitte; IESE Business School; PA Consulting Group and RHR International.

KEYNOTE SPEAKERS

Our keynote speakers, Louis Csoka and Dr. Carl Ohlson, will introduce attendees to the concept of 'leading with the mind', which draws on their experiences in the US Military. Viewing the world as VUCA - Volatile, Uncertain, Complex and Ambiguous - they will suggest ways in which attendees can assess their own leadership capabilities and ensure that these are developed on an ongoing basis.



Louis S. Csoka, Ph.D.

Louis S. Csoka, Ph.D. is President and Founder, APEX Performance and has designed, developed, and implemented Leader Development programs with primary focus on sustained peak performance. He is a leading expert in the application of sport and performance psychology to the development of mental skills for exceptional performance.



Dr. Carl Ohlson

Dr. Carl Ohlson is a Lieutenant Colonel in the United States Army, as well as an Associate Professor and the Director of the Center for Enhanced Performance (CEP) at the United States Military Academy. A frequent guest speaker on applying sport psychology and student development strategies to a variety of contexts, Dr. Ohlson serves as an advisor to several think tanks and committees pursuing strategies for leveraging mental strength to enhance performance.

PARTNERS

Bird & Bird

www.twobirds.com

Contact: Ian Hunter, Partner

Email: ian.hunter@twobirds.com

Tel: +44 (0) 20 7415 6000

Mobile: +44 (0) 7711 014 378



Center for
Creative
Leadership
www.ccl.org

www.ccl.org

Contact: Rachael Hanley-Browne,
Regional Director, UK and Ireland

Email: hanleyr@ccl.org

Tel: +32 (0) 2/679 09 10

Mobile: +44 (0) 7930 492 551

Deloitte.

www.deloitte.co.uk

Contact: Kate Mathias, Director,
People & Programmes,

Email: kmathias@deloitte.co.uk

Tel: +44 (0) 20 7007 8557

Mobile: +44 (0) 7793 170 757



www.iese.edu

Contact: Yolanda Serra, Executive Director
Business Development - International
Executive Education

Email: yserra@iese.edu

Tel: +34 93 253 43 49

Mobile: +34 659 024 977



www.paconsulting.com

Contact: Jonathon Hogg, Global Head of
People & Operations Excellence,

Email: jonathon.i.hogg@paconsulting.com

Tel: +44 (0) 20 7730 9000

Mobile: +44 (0) 7887 540 243



www.rhrinternational.com

Contact: Simon Callow, Partner

Email: scallow@rhrinternational.com

Tel: +44 (0) 20 7799 5243

Mobile: +44 (0) 7990 534 138



Trinity House

Strategy in a Changing World

5th Annual International Conference, 2nd & 3rd October 2013, Madrid

Our Madrid conference will seek to provide context to our everyday business lives and will review how the world may look in five or ten years' time through three principal lenses: the global political landscape; the economic context and the impact of technology. Chaired by Rt. Hon. Michael Portillo, our expert faculty will include:

- John Kay, Economist
- Tom Standage, Digital Editor, The Economist
- Gideon Rachman, Chief Foreign Affairs Columnist, Financial Times
- George Yip, Professor of Management and Co-Director at CEIBS

CRF members qualify for two places as part of their annual membership. Attendance for non-members costs £1,500 + VAT (excluding flights and accommodation).

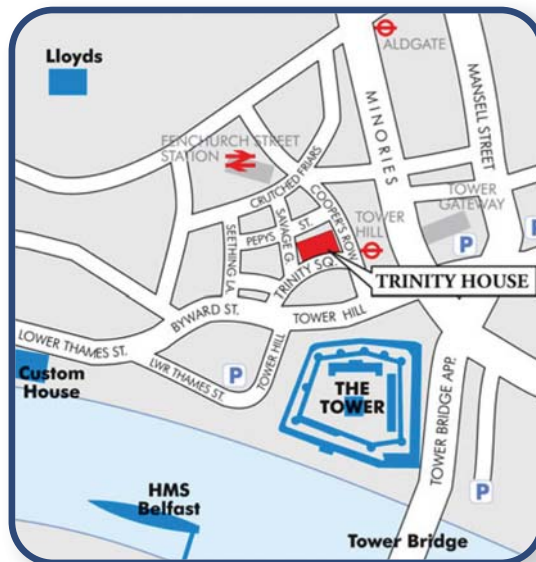
For further information please visit www.crforum.co.uk or contact Lynn Little at lynn@crforum.co.uk or **020 7470 7104** to reserve your place.

LOCATION

Trinity House
Trinity Square
Tower Hill
London, EC3N 4DH

Cost: As part of their annual membership, CRF members qualify for two places. Attendance for non-members costs £450 + VAT.

Member registration can be made via the CRF website at www.crforum.co.uk
For further information about symposium and for registration for non members please contact Lynn Little at lynn@crforum.co.uk or **020 7470 7104**.





One Heddon Street Mayfair London W1B 4BD United Kingdom
T + 44 (0) 20 7470 7104 F + 44 (0) 20 7470 7112
enquiries@crforum.co.uk www.crforum.co.uk @C_R_Forum