HR is becoming a key player in solving organisations' complex business challenges. Faced with globalisation, increasing operational complexities and talent scarcity, Chief Human Resource Officers (CHROs) are under pressure to deliver business outcomes while managing operating costs.

TMA’s **HR Business Partner Strategy** conference explores how you can create and implement meaningful people and organisational solutions to improve the effectiveness of the HR function while having a greater impact on your organisation.

*Leading HR experts and practitioners share their experience of how you can:*

- **Build trust, credibility and capability through HR Business Partnering**
- **Build partnerships with leaders and help them to develop and coach employees**
- **Develop and support a high performance culture**
- **Influence leaders on diversity, recognition, retention, engagement and workforce planning**
- **Effectively manage the talent life-cycle to align business strategy and goals with people strategy**
- **Win buy-in for change through effective communication with leaders**
- **Foster employee engagement to increase retention and productivity**
- **Link corporate strategy with customer service and talent priorities**

*Sessions Highlights Include:*

- **The board room’s perspective of HRBP critical competencies now and in the future:** Kenneth A. Finneran, *Chief People Officer – Americas, Hellmann Worldwide Logistics* discusses the critical competencies and capabilities of tomorrow’s HR Business Partner
- **Establish your credibility as an HR Business Partner and drive business outcomes:** Hear real-life examples during a lively panel discussion with experts from Hewlett Packard, Santander and Hellmann Worldwide Logistics
- **Prepare your organisation for change and win buy-in:** Jen Wright SVP Communication Operations and Learning and Development, Citi, shares tips on how to support people managers through change
- **Identify and develop high potential employees for future roles:** Explore best practice approaches to using your current employee pool as a talent pipeline rich with leaders-in-waiting with case study examples from Hewlett Packard
Meet The Speakers

- Kenneth A. Finneran, **Chief People Officer – Americas**, Hellmann Worldwide Logistics, Inc.
- Marcus Lee, **Director**, Business Partners People & Talent, Santander UK plc
- Jen Wright, **SVP Communication Operations and Learning and Development**, Citi
- Brian Jenkins, **HR Business Partner**, PPS Managed Services, Hewlett-Packard
- Milan Makwana, **HR Director EMEA & UK Country Manager**, Moody’s Corporation
- Sam Moore, **High Performing Organisation Development Lead - Engagement & Communications**, Highways Agency
- Katharina Auer, **Head of Employee & Executive Communications**, Zurich Insurance Company Ltd
- Graham Salisbury, **Head of HR**, ActionAid UK
- Deborah Feakins, **Partner**, Practicus and UK Lead, Change Management Institute
- Annette Holmes, **Change & Engagement Manager**, Lloyd’s Register Energy
- Max Blumberg, **Founder**, Blumberg Partnership & Research Fellow, University of London
- Amy Butterworth, **HR & OD consultant & Director**, A Butterworth Consulting Ltd
- Susie Bruck, **VP Human Resources, UK & EMEA**, Scripps Networks

The TMA Difference

TMA strictly enforces an attendance policy to guarantee the best possible experience for our speakers and attendees. TMA maintains a 70/30 split between practitioners from end user companies and vendors that provide talent management and recruitment solutions. www.the-tma.org
This interactive workshop will provide participants with a holistic view of strategic talent management, as part of an overall human capital strategy, the integration of HR and business strategy, the valuable metrics and analytics HR must use, and the development of consulting skills. Broken into four parts, this workshop acts as a one-day course to illustrate the concepts and practices organisations can use to transform the talent they have into the business results they desire by leveraging multiple strategies and initiatives.

In 1996, Dave Ulrich published ‘Human Resource Champions’, the book that first proposed the four roles that HR needed to assume to create value in their organizations. The book spawned a revolution in HR and began a generation of activity to reorganize, reshape and transform the way we deliver HR. In 2014, the 'Ulrich model' turns 18. HR has a more strategic role and Business Partners are now responsible for driving business results through people. As we look at the role, what it has become today and how much it has changed, we wonder: What will it look like in five years, or ten? This session will look at the competencies and skills that today's HR Business Partners should continue and start to develop to be a HR Business Partner of the future as well as the benchmarks for success.

Kenneth A. Finneran, Chief People Officer – Americas, Hellmann Worldwide Logistics, Inc.

10.00 Defining and Building Organisational Capability

- Organisational capability: Culture, process or identity?
- Creating a meaningful work environment
- Facilitating capability audits to highlight which capabilities are most important given the company's history and strategy

-Session reserved for a Sponsor-

10.45 Coffee and Networking Break
11.15 Developing Culture, Mind-sets and Values in Line with a Major Transformation at the Highways Agency

With plans now underway for a major transformation of the UK Highways Agency from a government agency to a government owned company, the organisation is repositioning itself to meet the challenges of the future. This session will explore:

• Growth Strategies: Determining and creating a culture and environment that will attract people with the right skills
• Re-branding: Developing a credible brand that’s upheld throughout the organisation and recognised externally
• Challenging mind-sets: becoming more commercially focused and developing a high performing organisation

Sam Moore, High Performing Organisation Development Lead - Engagement & Communications, Highways Agency

12.00 Interactive Panel Discussion  Gaining and Establishing your Credibility as an HR Business Partner and Driving Business Outcomes

When you sit at the table of any leadership or team meeting, it’s a natural opportunity for you to position yourself as an ‘interested party’ in the wider business strategy. In order to offer informed and credible talent solutions, you must get under the skin of the business and the marketplace you are working in. So how can you qualify your seat at that table? And how can you develop yourself to become a trusted and valuable business partner? This panel discussion will see 3 experienced professionals share how to:

• Find innovative ways to stay abreast of what your competitors are doing
• Gain customer insight via customer forums and speaking with your operational teams at the frontline of the business
• Understand what’s keeping your business Directors up at night and find suitable people solutions for them

Panellists:
• Marcus Lee, Director, Business Partners People & Talent, Santander UK plc
• Kenneth A. Finneran, Chief People Officer – Americas, Hellmann Worldwide Logistics, Inc
• Brian Jenkins, HR Business Partner, PPS Managed Services, Hewlett-Packard
• Susie Bruck, VP Human Resources, UK & EMEA, Scripps Networks

12.45 Lunch and Networking Break
13.45 Using HR Metrics and Analytics to Demonstrate the Value of HR

- Starting with a business question...not the data!
- How to incorporate analytics into HR operating models
- Which metrics (small and large) add value to HR's position?
- How to present and analyse meaningful metrics that highlight the value of HR initiatives and the organisation
- Perfecting the art of 'storytelling' to provide meaningful insight to senior leaders

Max Blumberg, Founder, Blumberg Partnership & Research Fellow, University of London

14.30 Balancing Operational Versus Strategic Workloads and Demands

- How to become an effective HR business partner whilst balancing strategic goals and demands
- How to use transactional work to your advantage
- How can HRBP's develop skills further by taking on other roles in the business?

Milan Makwana, HR Director EMEA & UK Country Manager, Moody's Corporation

15.15 Coffee and Networking Break

15.45 Make Change Happen

- 3 golden rules of change
- The key components of change - including engagement, impact analysis and communications
- Prioritising employee engagement before, during and after change

Jen Wright, SVP Communication Operations and Learning and Development, Citi

16.30 Panel Discussion: Preparing Your Organisation for Change

This informal and interactive session will welcome speakers to the stage who will share their experience with effectively preparing for and managing change as an HR Business Partner. Change can come in many guises, small or large, planned or unplanned and each situation requires effective management across the business. HR is the vital link to ensure this happens smoothly and to work with leaders to ensure that the business is ready for change, and then manage the process of change. Key topics for discussion include:

- Helping leaders to determine whether change is appropriate and preparing the business accordingly
- Communicating change to the business
- Influencing and winning buy-in for change

Panellists:
- Jen Wright, SVP Communication Operations and Learning and Development, Citi
- Annette Holmes, Change & Engagement Manager, Lloyd's Register Energy
- Deborah Feakins, Partner, Practicus and UK Lead, Change Management Institute

17.15 Chairperson's Close and End of Day One
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<tr>
<td>08.15</td>
<td><strong>Morning Coffee and Registration</strong></td>
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<td>08.45</td>
<td><strong>Chairman's Welcome</strong></td>
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<td>09.00</td>
<td><strong>Keynote Presentation: Identify and Develop High Potential Employees for Future Roles</strong></td>
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<td>Recruiting strategies are primarily designed and focused on an external outreach. However, when looking for someone to fill a future role that isn't currently available, internal candidates can be a better fit than outside hires since they are familiar with the company, invested in its success, and have time to be developed. The challenge can be to identify the right people within the organisation who are capable, willing, and possess the competencies needed to fill such roles. This session will discuss how to:</td>
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<tr>
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<td>• Use the current employee pool as a talent pipeline rich with leaders-in-waiting</td>
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<td>• Create strategies that can help identify candidates</td>
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<td>• Develop training and development programs to ready them</td>
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<td>• Keep internal candidates engaged and ready to lead</td>
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<td><strong>Brian Jenkins, HR Business Partner, PPS Managed Services, Hewlett-Packard</strong></td>
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<td><strong>Building and Developing Relationships to Become a Trusted HR Business Partner</strong></td>
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<td>• Building strategic partnerships at all levels of the business</td>
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<td>• Having the personal impact and credibility to influence key decision makers</td>
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<td>• Being the moderator and the negotiator</td>
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<td>• Becoming a trusted advisor on people issues</td>
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<td>10.45</td>
<td><strong>Coffee and Networking Break</strong></td>
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- Join us on Facebook: Join an event, share an experience http://on.fb.me/yx8Bvp
11.15 Fostering Engagement: Fulfilling the Emotional, Cultural and Economic Needs of your Workforce

- How engagement and engagement strategy is evolving
- Developing leaders to demonstrate behaviors or traits that positively impact engagement, including authenticity, communication and honesty
- Successfully engaging a multi-generational workforce
- Driving engagement to increase productivity

_Session reserved for a Sponsor_

12.00 Aligning for Success

Marcus will share insight into how Santander’s HR Business Partner function are organised and aligned to deliver business outcomes at Santander, why they operate that way, and what they've developed as a solution.

Key themes include:

- Recognising organisational and business differences
- Exploring ways of working and making the Business Partner model right for Santander
- Engaging for success
- Effectively managing change at Santander

Marcus Lee, Director, Business Partners People & Talent, Santander UK plc

12.45 Lunch and Networking Break

13.45 Shaping Up as An HR Business Partner

- Current thinking and research into HR Business Partnering
- We need to talk about David ...
- The current level of capability in the UK HR Profession
- What are your strengths and development areas as an HR Business Partner
- Practical advice and guidance on improving your impact as an HR Business Partner

Graham Salisbury, Head of HR, ActionAid UK
14.30 Interactive Roundtable Discussion: Taking a Proactive Approach to Developing your HR Business Partner Competencies

This informal and collaborative session provides an opportunity to join your peers and explore key HR Business Partner capabilities. You will benchmark best practice approaches, self-assess your own skills and understand what actions you can take to develop and improve your core competences.

Key themes to be explored include:
• What makes a good HR Business Partner and what capabilities are essential?
• How can you use the Ulrich model to develop core competencies and behaviours?
• Examine results from the pre-conference self-assessment survey

Session facilitated by Graham Salisbury, Head of HR, ActionAid UK

15.45 Building Line Manager Capability and Communicating for Performance

• Line managers are key to employee engagement (as an outcome)
• The need to connect the dots: Create relevance and context from the over-arching organisation/organisational strategy to every individual in their team
• Why understanding what employees want and communicating effectively are essential skills
• Hear case study experience focusing on Zurich’s communication skills training for managers, how outcomes are tracked, and how Employee & Executive Communications are partnering with HR Learning & Development

Katharina Auer, Head of Employee & Executive Communications, Zurich Insurance Company Ltd

16.30 Blue-Sky Thinking: How Do We Create Appetite in the Business for Strategic HRBP Roles?

An informal collaborative session where you will join with your peers to:
• Share experiences of the challenges you’ve faced to gaining buy-in from the business
• Debate and discuss different approaches for generating understanding of and enthusiasm for the strategic HRBP role
• Identify action points that will help you contract with business directors and partner more strategically

Facilitated by Amy Butterworth, HR & OD consultant & Director, A Butterworth Consulting Ltd

17.15 Chairperson’s Close and End of Conference
## Conference Details

### Pricing Information

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<th>Options</th>
<th>Register by 01/30/2015</th>
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<td>2 Day Conference</td>
<td>£975</td>
<td>£1199</td>
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<tr>
<td>Conference + Workshop</td>
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### Registration Information

Fax form to 281-552-8914, Call 1.281.377.5841 or Email info@the-tma.org

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### Payment Information

Account No. | Expiration Date | Security Code | Type | Billing Address | City | State/Province | Zip/Postal |
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 | | | Visa | Mastercard | AMEX | Discover |

Make Checks Payable in US Dollars to:

**Talent Management Alliance**
re: HR Business Partner Strategy 1504 Bay Road Suite #1418
Miami Beach, FL 33139

**Reference:**
Please fill out & include registration form with payment.

**Payment Policy:**
Payment is due in full at the time of registration and includes lunches and refreshments. Your registration will not be confirmed until payment is received and may be subject to cancellation. Please go online to: http://bit.ly/pADvji to view our cancellation policy.

### Venue Information

**The DoubleTree By Hilton London Victoria, London**

2 Bridge Place, Victoria., London, SW1V 1QA, United Kingdom TEL: +44-207-8348123

Conveniently located opposite Victoria Station, the DoubleTree by Hilton Hotel London – Victoria provides an immediate link to London’s public transport network, Gatwick and Heathrow airports, and some of the city’s most popular points of interest.