

Is your human resources agenda aligned with your overall corporate strategy? Are your HR structures ready for the challenges of today... and tomorrow? If the answer to these questions is NO or you don't know them, it's time to 'health check' your HR function.

To help you perform the HR health-check and by popular demand from members, CEDEP has created an innovative two-day programme using the principles of Blue Ocean Strategy and Value Innovation. This programme will challenge your mindset and provide tools to enable you to think about HR in a new way.

'Blue Ocean Strategy' with its techniques for 'Value Innovation' is one of the most influential and effective business concepts of all time. Based on rigorous research, it shows how companies can leave the 'red oceans' of competition behind by creating entirely new market spaces or 'blue oceans' of their own.

Using expert faculty and practitioners, the programme also enables participants to network and learn from their peers.

KEY TOPICS

- The basics of Value Innovation – and how to make it work for you
- The tools of Value Innovation – tried and tested techniques for you to apply
- Identifying the main challenges and where to start
- One detailed case study and many informative examples of real-life situations
- Reviewing your HR function's capabilities and limitations
- Preparation for implementing what you have learned on your return to work.

WHO SHOULD ATTEND

The programme is designed for managers with a particular interest in human resources, for example:

- HR Directors/Managers
- Talent & Development Directors
- HR Business Partners

To maximise impact, we recommend that at least two people attend from each organisation.

YOUR TAKE-AWAYS

- ▶ A new framework for thinking about your job
- ▶ Objective evaluation of your current strategy and performance
- ▶ Tools and techniques to improve your performance
- ▶ Greater understanding of how to communicate your agenda more clearly.

COMPANY BENEFITS

- ▶ An objective evaluation of how your current HR function meets your needs
- ▶ A regenerated HR agenda which is genuinely aligned with the overall business strategy
- ▶ New tools and techniques to improve performance in HR and beyond
- ▶ A clear articulation of the HR strategy for the entire company
- ▶ A stronger and more motivated HR team.

TUITION FEE

€1,850

Prices are subject to change. Full-board accommodation on the Fontainebleau campus costs €165 per day.



CEDEP is a collaborative learning community created in 1971 by a group of major European companies.

Its international team of highly experienced Faculty, superb setting in the peaceful forest of Fontainebleau and dedicated staff contribute to make **CEDEP** an exceptional educational environment.

CEDEP operates in association with **INSEAD**.

PROGRAMME CONTENT

■ DAY 1

- ▶ Blue Ocean Strategy (BOS) Principles & Organisational Realities and Futures
 - What makes the difference in an overcrowded marketplace?
 - How does my company's strategic profile fit into this picture?
 - How does the current HR agenda support the same?
 - What does this mean for the talent profile of my company?
- ▶ The Blue Ocean Development Toolbox
 - What's in the BOS Tool Box and what needs to be done?
 - What are the visual exploration milestones?
 - How to build talent profiles?

■ DAY 2

- ▶ Exploring the Organisation's Talent Realities
 - How to build the "Buyer (Employee) Experience Cycle"
 - How to assess barriers and levers in attracting and retaining talent?
 - How to build a divergent talent model?
- ▶ Developing the Dissonance Charts for your Own HR Organisation
 - What are the steps from Idea to Reality?
 - Which aspects need to be considered, which resources have to be put in place?
 - What does this mean for my HR organisation's talent agenda?

ABOUT THE FACULTY



Peter Hessey is an experienced HR & Communications Executive who has had leading roles in some of the biggest mergers and acquisitions in UK financial services over the past 10 years, including Lloyds/TSB, General Accident/Commercial Union and CGU/Norwich Union. As an HR Director in several blue chip companies he has led many major change, integration and rationalisation programmes.



Jens Meyer graduated with an MBA in Innovation, Strategy and Information Technology in 1992 from the French Business School Theseus at Sophia Antipolis. He then went to INSEAD, Fontainebleau, where he co-founded the Centre for Advanced Learning Technologies. Jens Meyer's teaching and development focuses on innovation and change. His approach is to explore industrial or managerial beliefs, reveal dysfunctional aspects and proposes means and measures to overcome them.

YOU MIGHT ALSO BE INTERESTED IN

- Finance for the Non-Finance Manager
- Mastering International Negotiation
- Safety and Leadership
- Vigilant Leadership

FOR MORE INFORMATION

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