

HUMAN RESOURCES EXECUTIVE EDUCATION



2023
CATALOG



CREATE TALENT- BUILDING LEADERS

Our Flagship Talent Management Institute, global custom workshops and custom HR development programs transform leaders and HR teams.

TABLE OF

CONTENTS

About Us 03

Your Instructors 04

Setting Great Goals 05

Mastering Tough Conversations 06

Creating Talent-building Leaders 07

Talent-building HR Leaders: 4+2 08

Talent Reviews & Accelerating Development 09

Business-savvy HR Leaders 10

Talent Management Institute - Private 11

Talent Management Institute - Public 12

Testimonials and Contact Us 13

About Us

The Talent Strategy Group advises the world's largest and most complex organizations on how to grow better talent faster. We help our clients to create more effective organizations through engagements on HR strategy, organization design, operating models and HR leader quality assessment.

We support our clients' talent building efforts by teaching them how to be brilliant at growing and managing talent. We've taught tens of thousands of leaders globally. Our programs are known for their science-based, highly interactive and practical sessions taught by the field's deepest experts.



Consulting

We advise the world's largest and most complex organizations.

Our consulting, education and research are guided by our belief in Science + Simplicity. This simple motto expresses our core belief that the practice of human resources should be guided by the strongest science available, applied in the simplest possible way.

Education

We educate and bring insights to the practice of human resources through engaging coursework.

We provide practical, science-based education that builds the most valuable skills in today's HR practitioners. Participants graduate with more capability to deliver the outcomes their organization say matter the most.

Research

We conduct practical, original research to inform the field.

Our annual CHRO Report and Global HR Census continually update the state of the profession and provide insightful analysis of developing trends. Our State of Talent Management studies have tracked the development of the talent management profession since 2008.

Your Instructors



MARC EFFRON
TALENT STRATEGY GROUP

Marc is the founder and President of the Talent Strategy Group and leads the firm's global consulting, education and research efforts. Marc co-authored the Harvard Business Review Publishing best-selling books *8 Steps to High Performance* and *One Page Talent Management*, often called the "Talent Management bible."

Marc is a co-founder of the Talent Management Institute at the University of North Carolina. He previously served as VP, Talent Management for Avon Products and started and led the Global Leadership Consulting Practice for Aon Hewitt. He was also SVP, Leadership Development for Bank of America.



ZAC UPCHURCH
TALENT STRATEGY GROUP

Zac is the Chief Operating Officer of the Talent Strategy Group. He directs the daily operations of the firm, including strategy, planning and finance, across all of TSG businesses. Zac also leads the firm's relationships with premier clients globally and consults with select clients worldwide.

Zac created and writes the annual CHRO Report, which evaluates the movement of CHROs in the Fortune 200. Prior to this role, Zac managed strategy and growth for a global corporation and worked in the public sector as a speechwriter and political consultant for Congressional and State campaigns.



JIM SHANLEY
THE SHANLEY GROUP

Jim is a Partner in The Shanley Group where he advises executive teams and CHRO's at the world's leading organizations. He helps executives to elevate their talent-building capabilities and executive teams to tackle tough strategy execution issues and resolve team dynamic issues.

Jim is a co-founder of the Talent Management Institute at the University of North Carolina. Jim previously led Leadership Development at Bank of America. Under his leadership, they earned a reputation as a benchmark company for their HR, Leadership Development and Talent Management programs and processes.

Setting Great Goals

Great goals are the single most powerful driver of high performance! But, many managers set too many, too small and unaligned goals that eliminate their ability to enhance performance.

Our highly experiential class gives your leaders hands-on practice in setting focused, challenging and aligned goals. We teach them how to focus on goals that matter using case studies and real-life practice. They'll be fully equipped to set performance-driving goals after this short course.

You'll Learn:

- **Why** goals drive performance –what science says
- **How to prioritize** the vital few goals that drive the most value
- **How to identify** the “maximum reasonable stretch”
- **How to structure** a goal for clarity and measurement
- **How to balance** between team and individual goals
- **How to balance goals** in a matrix, and much more

Key facts

Time:
2 hours

Audience:
Private courses for HR and line leaders; custom private courses for managers

Delivery:
Virtual or in-person

Course Directors

Marc Efron
Zac Upchurch

Contact us

info@talentstrategygroup.com

Mastering Tough Conversations

Transparent conversations about performance, potential and behaviors elevate performance and ensure that every team member knows what's required to succeed. Many managers have room to improve the transparency and clarity of these conversations.

Our Mastering the Tough Conversations course provides hands-on, role play practice that takes the fear out of having clear, supportive conversations. We guide your leaders through case-studies where they'll practice having tough conversations and get real-time feedback for improvement.

Your Leaders Will Learn:

- **Why** it's natural to avoid tough conversations
- A **simple framework** for having the coaching conversation
- **How to coach** a high potential who needs to elevate their behaviors
- **How to help** an average or slightly below average performer to increase performance
- **How to motivate** under-performers, and much more

Key facts

Time:
2 hours

Audience:
Private courses for HR and line leaders

Delivery:
Virtual or in-person

Course Directors

Marc Efron
Zac Upchurch

Contact us

info@talentstrategygroup.com

Creating Talent-building Leaders

Your leaders are the engine that drives talent quality, depth and engagement in your organization. This concise, high energy course provides clear insights and practical guidance to help your leaders deliver those results even more effectively.

Participants will learn our Talent6 framework – taught at our Talent Management Institute – that defines the six factors that differentiate leaders who excel at attracting and keeping high performing talent. They will finish the course feeling more confident and competent in their ability to build talent quality and depth.

Your Leaders Will Learn:

- **How to apply** a portfolio mindset to managing your team
- **How** a talent scout finds the best talent
- The **best shortcut** for clarifying and accelerating development
- **Why** setting a few big goals grows talent faster
- The **secrets** to being a transparent coach

Key facts

Time:
2 or 3 hours

Audience:
Private courses for HR and line leaders; custom private courses for managers

Delivery:
Virtual or in-person

*This session can also be delivered as a 60 or 90 minute speech.

Course Directors

Marc Efron
Zac Upchurch

Contact us

info@talentstrategygroup.com

Talent-building HR Leaders: The 4+2 Model

HR leaders who can create and flawlessly execute a talent agenda differentiate themselves in six ways. These six factors form the 4+2 model that is a core framework at our world famous Talent Management Institute.

We'll teach your HR team how to excel at driving the talent management agenda, building simple and powerful talent practices, influencing challenging executives, linking business strategy to talent strategy and more.

This class will raise the standard for what defines great HR and provide the tools and habits to help reach them.

Your Leaders Will Learn:

- **How to create** your point-of-view about managing talent
- **How to speak** about the business with your executives
- The **high standard** for how deeply you should know the talent you support
- **How to build** a talent production line that accelerates development
- **How to identify** potential using three powerful questions

Key facts

Time:
2 hours

Audience:
Private courses for HR leaders

Delivery:
Virtual or in-person

Course Directors

Marc Efron
Zac Upchurch

Contact us

info@talentstrategygroup.com

Talent Reviews and Accelerating Development

The key to increasing talent quality and depth in your organization is your leaders' ability to accurately assess and accelerate the development of their talent. In this dynamic, case study-driven course, participants build practical capability in accurately predicting potential and creating practical, experience-focused accelerated development plans.

Those in the HR course will learn how to best facilitate talent reviews to achieve accurate talent predictions.

Your Leaders Will Learn:

- A **simple, science driven** shortcut to predicting potential
- **How to differentiate** high performance from upward potential
- The **common biases** to avoid in assessment discussions
- The **power** of defining a development journey
- **How to create** an experience-focused development plan for every team member

Key facts

Time:
3.5 hours

Audience:
Private courses for HR and managers

Delivery:
Virtual or in-person

Course Directors

Marc Efron
Zac Upchurch

Contact us

info@talentstrategygroup.com

Business Savvy HR Leaders

The best HR leaders know what drives the business forward just as well as they understand why people perform. Our “Business Savvy HR leaders” course teaches you the fundamentals of finance and their implications for people practices.

You'll Learn:

- **Better understand** how their company makes money and the key drivers of their business
- **Understand** how the financials of the company impacts their company's business strategy and HR/talent strategy, including a deep dive on the income statement, balance sheet, and cash flow statement
- **Be able to influence** executives on HR and talent issues using key financial metrics

Key facts

Time:
3 hours

Audience:
Private courses for HR leaders

Delivery:
Virtual or in-person

Course Directors

Marc Effron
Zac Upchurch

Contact us

info@talentstrategygroup.com

TMI Private

Custom Talent Management Institute programs delivered worldwide to your HR leaders and business leaders.

TMI Private takes the best of our TMI public programs and delivers it to your leaders on-site – in-person or virtually. We will work with you to customize the program for your unique needs and the practices that you want to reinforce:

TMI for Leaders

Participants will learn how financially successful companies manage talent and will assess your organization against that standard. They will understand the foundation provided by a Talent Philosophy and their role in creating it. Your leaders will learn how to identify their high potential talent and create development plans that leverage experiences to accelerate talent development. They will practice differentiating talent and crafting the messages to increase transparency.

Who Should Attend: The course is appropriate for business leaders from Director to EVP. We recommend a sequential approach in large organizations, starting with the senior team and moving down to three levels below the CEO.

Class Size and Delivery: Up to 50 leaders may participate in each in-person session and up to 40 in each virtual session. TMI Private for Leaders is a one-day in-person course or a virtual course delivered in two four-hour modules.

TMI for HR

Your HR team will have increased confidence and competence in their ability to create and execute your company's talent agenda. They will increase their practical skills to operationalize key talent processes and improve their ability to both set and influence the larger HR strategy. They will be seen as more trusted advisors to their clients.

We help participants improve their ability to build a Talent Production Line and optimize their own capabilities as talent leaders. We explore what financially successful companies do to differentiate their talent building approach. We help them increase their capabilities to predict potential, build skills in facilitating talent reviews and learn a new way to accelerate development.

Who Attends: Your HR team from Managers to SVPs including HR business partners and Center of Excellence specialists.

Class Size and Delivery: Up to 50 leaders may participate in each in-person session and up to 40 in each virtual session. TMI Private for HR is a two-day in-person course or a virtual course delivered in three four-hour modules.

TMI Public

Join more than 5,000 successful TMI graduates in one of our public programs offered globally.

The Talent Management Institute provides you with simple, science-based, talent-building strategies and practices that drive the business performance that executives demand.

Here's what you learn how to do during our three to four day Public TMI programs:

- Directly link your Talent Management agenda to the organizational and leadership capabilities that your organization needs to execute its strategy
- Learn how to build a state of the art Talent Production Line for your organization
- Become an expert in assessing talent and accelerating the growth of high potential talent
- Assess your organization's Talent Management practices against world-class Talent Management standards
- Transform your Performance Management process using real science-based simplicity
- Become the talent expert and trusted advisor to senior executives on talent issues
- Create an organizational and individual Talent Management action plan
- Network with global HR and Talent leaders from top companies
- Get access to benchmark Talent Management practices, processes, templates and tool kits

TMI - UNC

Our flagship UNC Talent Management Institute takes place at the University of North Carolina, Kenan-Flagler Business School in Chapel Hill, NC. We offer two sessions every year, one in the spring and one in the fall. Led by Marc Efron and Jim Shanley, two of the most respected voices and deeply experienced leaders in Human Resources today, this course will develop the skills you need to differentiate yourself as a talent-building leader.

Learn more and download the program brochure here: <https://talentstrategygroup.com/tmi-public>

TMI - Europe

Our Europe Talent Management Institute takes place at the JW Marriott Grosvenor House in London, England. Led by Marc Efron and Zac UPchurch, this course will develop the skills you need to differentiate yourself as a talent-building leader.

Learn more and download the program brochure here: <https://talentstrategygroup.com/tmi-public-europe>

TMI - Middle East

At TMI Middle East, you will experience a fast paced, highly practical, science-based program that will elevate your mindset and capabilities in this business-critical area. What we teach is applicable worldwide, but we will also discuss the nuances of applying talent management practices effectively in your country.

Learn more and download the program brochure here: <https://talentstrategygroup.com/tmi-mena>

Experience & Testimonials

amazon

abbvie

Google

Johnson & Johnson



Infosys®



BILL &
MELINDA
GATES
foundation



Coca-Cola

CVS Health®



Lenovo™



"I came out with insights on how to be a better HR Manager and new tools to drive our Talent Management work."

SPRING 2020 GRADUATE 

"What an incredible program! I'm thrilled that I got the opportunity to learn, challenge, and meet some great practitioners."

FALL 2021 GRADUATE 

"This was a great workshop! Can't wait to put what I've learned into practice."

FALL 2022 GRADUATE 

"It was an incredible event! I look forward to applying the learning in the weeks and years to come."

FALL 2022 GRADUATE 

Contact us with any questions and to learn more!

Go to: <https://talentstrategygroup.com/contact/>

or email us at: info@talentstrategygroup.com