



**UNC**  
KENAN-FLAGLER  
BUSINESS SCHOOL  
Executive Development



# UNC FLAGSHIP TALENT MANAGEMENT INSTITUTE

*The world's #1 executive education program on talent*

# University of North Carolina, Kenan-Flagler Business School

May 13-16, 2025  
November 4-7, 2025

*"The best executive education  
course I have ever taken."*

 TMI GRADUATE

# OVERVIEW

Senior executives and board members continually rank their company's ability to attract and retain high quality talent as their #1 concern. They look to their HR organizations to build the mindset, practices and culture that will find, keep and engage high performing talent. Is your HR team up to the challenge?

The Talent Management Institute has taught more than 7,000 leaders worldwide how to build better talent faster. **TMI is the world's #1 executive education program on talent and it's loved by its graduates for its highly practical, science-based and immediately applicable content.**

- Directly link your talent management strategy to your organization's 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 leaders
- Assess your organization's talent practices against world-class standards
- Transform your performance management process using science-based simplicity
- Reduce bias in performance management, leader selection and more
- Become a talent expert and trusted advisor to executives on talent issues
- Create a prioritized talent management action plan for you and your organization
- Network with global HR and talent leaders
- Get access to benchmark talent management practices, processes, templates and tool kits



Build better quality talent, faster and with greater efficiency



Increase your influence and impact with senior leaders



Use science and simplicity to create great talent practices

## YOUR INSTRUCTORS

You'll gain practical insight from Marc Effron, co-founder of TMI, and the leading voice of talent management worldwide. Co-teaching is Zac Upchurch who advises the world's premier organizations on how to build better talent faster. Every course features a guest speaker who is a top CHRO or talent executive at a high performing company.



**MARC EFFRON**  
TALENT STRATEGY GROUP

Founder and President of the Talent Strategy Group, Author of *8 Steps to High Performance* and co-author of *One Page Talent Management*. Advisor to the world's top organizations.

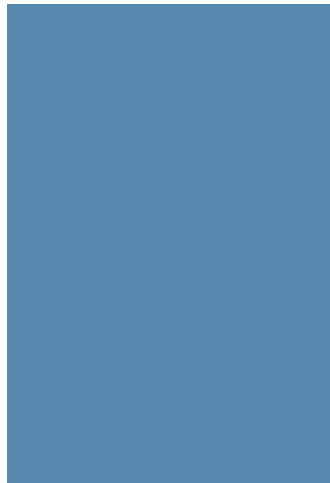


**ZAC UPCHURCH**  
TALENT STRATEGY GROUP

Chief Operating Officer and Partner at Talent Strategy Group. Guides CEOs, top teams and talent executives of the highest performing organizations.

# COURSE SCHEDULE

## DAY 1



**12:00PM**  
Lunch at The DuBose House

**1:00PM**  
**Mapping from Business Strategy to Talent Strategy:** The Executive Fit Matrix and the "From-To" for your organization. Which capabilities differentiate success.

**2:00PM**  
**Driving a Talent Mindset in Your Company** and the impact on organizational performance. Insights from the best research.

**3:00PM**  
**Developing a Talent Philosophy** Create alignment with your executive team on the best way to build talent to execute strategy.

**4:00PM**  
**Building a Talent Production Line** The disciplined approach to produce more better talent faster

**6:00PM**  
Group Dinner and Networking

## DAY 2

**8:00AM**  
Reflections and Overview of the Day

**8:30AM**  
**Becoming a Talent Management Expert** The 4+2 Model and how to increase your personal talent-building capabilities Part 1.

**9:15AM**  
**Building the Talent Production Line: Specifications** Why Success Models are superior and how to build one.

**10:00AM**  
**Becoming a Talent Management Expert** Influencing and advocacy to advance your talent agenda.

**12:30PM**  
Lunch

**1:30PM**  
**The Power of Predicting Potential** The science-proven factors that predict potential and simple ways to assess it.

**2:30PM**  
**Facilitating Brilliant Talent Reviews** What differentiates great talent reviews - tools and process. Plus an interactive case study, role play and debrief on reducing bias in the process.

**5:00PM**  
**Free for the evening**  
Dinner on campus or with your classmates off-campus

## DAY 3

**8:00AM**  
Reflections and Overview of the Day

**8:30AM**  
**Facilitating Brilliant Talent Reviews: Part 2** Follow-up, the "magical" questions to ask and the right amount of transparency.

**8:30AM**  
**How to Accelerate Development** Where to focus your efforts and the power of experience maps. Identifying the From-To of development. Strengths vs. weaknesses How to create a powerful development plan.

**12:30PM**  
Lunch

**1:30PM**  
**Use the "20" and "10" to your advantage** Guidance on creating large learning programs and applying coaching in your organization.

**2:30PM**  
**Driving Agreement and Alignment on the Talent Agenda** How and where can HR work better with HR? With the business?

**3:30PM**  
**Performance Management** Apply science and simplicity to get more power from goal-setting, coaching and reviews.

**4:30PM**  
**Peer Coaching** Table coaching on your top talent management issue.

Dinner on campus or with your classmates off-campus

## DAY 4

**8:00AM**  
Reflections and Overview of the Day

**8:30AM**  
**Building Your Talent Strategy:** Identify your 4 key deliverables.

**9:15AM**  
OPTM360 delivery and review

**9:30AM**  
Point of View: Stand & Deliver

**9:30AM**  
Marc and Zac – Q & A

**10:00AM**  
Develop your Individual and Organizational Action Plan

**10:45AM**  
Graduation

**11:00AM**  
Dismissal and Boxed Lunch



# DETAILS

## UNIVERSITY OF NORTH CAROLINA, RIZZO CONFERENCE CENTER



**MAY 13-16, 2025**  
**NOVEMBER 4-7, 2025**

**REGISTER HERE**

UNIVERSITY OF NORTH CAROLINA  
KENAN-FLAGLER BUSINESS SCHOOL  
RIZZO CONFERENCE CENTER  
150 DuBose Home Lane  
Chapel Hill, NC 27517

**TUITION: \$6,950USD**

Tuition includes all materials, an after-course resource pack, breakfast, lunch and snacks at the venue. Please note the cancellation timing and refund rules when registering.

## SOME PARTICIPATING COMPANIES & TESTIMONIALS



*" TMI is not just the best executive education course I've taken, it's one of the best learning experiences I've ever had "*

TMI GRADUATE 

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

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