The Talent Strategy Group
SCIENCE + SIMPLICITY

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

April 27-30, 2027

"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.



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.



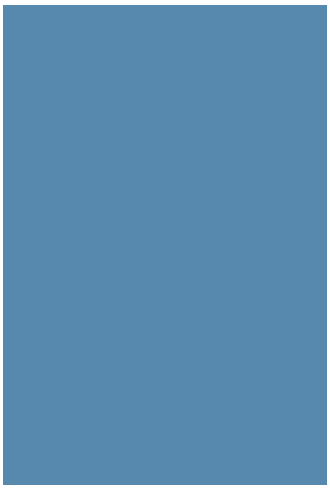
ZAC UPCHURCH

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 di erentiate 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: Specifi ations· Why Success Models are superior and how to build one.

10:00AM
Becoming a Talent Management Expert In uencing 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 di erentiates 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 e orts 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

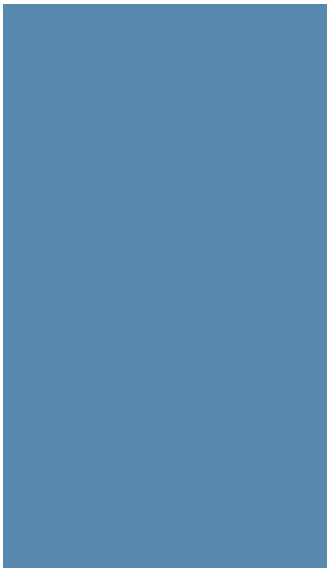
9:30AM
Point of View: Stand & Deliver

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



APRIL 27-30, 2027

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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