

# THE CERTIFIED TALENT ECONOMIST™ PROGRAM

*Very very good program, It  
has helped me look at Talent  
Management from a different lens -  
linked to business strategy.*

*- Head of Human Capital, International Bank*



*Implement  
innovative strategies  
by bringing workforce  
analytics, business  
strategy and talent  
management together*

*Very informative, insightful, thought  
provoking, with practical application*

*- CHRO, Property Conglomerate*

# THE CERTIFIED TALENT ECONOMIST™ PROGRAM



The Certified Talent Economist™ Program helps senior HR and Business practitioners enhance their strategic orientation and impact. It also provides them with specific tools and techniques needed for talent strategy formulation and execution. Based on the bestselling book, Talent Economics (Kogan Page, 2013), which has been described as a game changing perspective on talent management; this program focuses on mastery of the analysis frameworks and talent management tools designed specifically for a 21st century workforce.

The program involves 3 days of classroom work, includes prescribed reading before the program, and application support after the program. The aim of the program is to coach each participant through one cycle of talent diagnosis, strategy formulation and leadership engagement. Participants will complete all parts of the program (including talent diagnosis and strategy formulation when back at work) will receive a “Certified Talent Economist™” credential, and can choose to have their profile featured on the book’s website.

## WHY YOU SHOULD ATTEND?



The War for Talent is escalating, and the ramifications can be felt across industry segments, in both developed and emerging economies. Leaders increasingly worry about the strength of their talent pipeline and often this ball lands in the Human Resources department’s court.

There is increasing pressure on HR leaders to craft a talent agenda in line with the business agenda. This has, in the past, lead to a flurry of new programs, practices and processes to help organisations attract, retain and develop talent. Yet for all the sophistication of talent management practices, the situation continues to deteriorate.

In reality, there is little that reactive programs or practices can do in the absence of well researched strategy. There is an increasing acceptance that organisations need a stronger talent strategy conversation in the boardroom. At a minimum, an orientation which addresses the unquestionable shifts in every organization’s talent reality.

# TALENT STRATEGY FOR A NEW AGE

*Our global community of Talent Economists are evidence-led facilitators of an organization's strategic talent agenda. In practice, the toolkit they use stands on three distinct principles:*

- 1. Deep diagnosis provides some of the best & clearest starting points for talent strategy.** Talent Economists always start with diagnosis from the outside-in. This is because talent circumstances differ by country, by industry and sometimes even by business units within a company. It is for exactly this reason that we often see one-sized solutions miss their mark.
- 2. Talent strategy conversations must be simple, commercial, evidence based and in the language of the business.** They must also bring forth a clear investment hypothesis for the short and long terms.
- 3. Future capability strategy must remain anchored in the boardroom and led by business leaders.** While HR and other functions like Finance are key partners in execution, it is important that the strategy reflects all possible sources of future capability; from employees and contractors, all the way to acquisitions, joint ventures, digital and machine learning.



**In specific, there are four trends which every talent strategist must increasingly acknowledge, and provide for –**



## **PARTICIPANT PROFILE**

1. Senior HR roles such as Business Partners, Heads of Talent Management, L&D, Resourcing, Rewards, HR services. Participants must have direct client contact and must be senior enough to influence strategy
2. Senior managers in business, strategy, functional or general management roles - who have an interest in HR and talent management
3. Independent consultants in the area of HR / Strategy / leadership development
4. Academics in the strategy or HR disciplines
5. Policymakers in Government bodies (like the IDC/DOL/DHET etc), who work on the nations talent agenda

# 1

## **GLOBAL BUSINESS IS CONVERGING, GETTING RISKIER AND MORE COMPLEX.**

Organizational outcomes are increasingly influenced by external factors beyond our control. One size solutions don't work across the disparate talent circumstances that a global business is forced to contend with. Talent Economists recognize that our future talent agendas must span all ten sources of future capability: from employees, all the way to automated intelligence.

# 2

## **TALENT IS GETTING COMMODITIZED. THE BEST TALENT TODAY MAKES A DAILY CHOICE.**

The institution's erstwhile advantages as a career benefactor, a custodian of equity, and provider of financial security have irreversibly eroded. In addition, the fading stigma associated with job hopping, the increasing risk of retrenchment and rise in strategic outsourcing has fundamentally altered 21st century employment drivers.

Talent today doesn't chase retirement benefits. It chases employment value. Organisations which are better at providing this value win. As a direct consequence, 20th century management practices are proving increasingly ineffective with 21st century workforces.

# 3

## **DIGITAL DISRUPTION IS REDRAWING ORGANISATIONAL SKILL MAPS. AS A CONSEQUENCE, THE WAR FOR HOT SKILLS WILL DISTINCTLY ESCALATE OVER THE COMING DECADE IN SEVERAL KEY MARKETS ACROSS THE WORLD.**

Talent Economists help Business Leaders build flexible and future ready talent models. Using break-through research and strong data analytics, they can help identify cause from consequences in global talent supply.

# 4

## **WINNING ORGANISATIONS ARE MOVING BEYOND PROCESS BASED TALENT MANAGEMENT BY DEVELOPING A BROAD-BASED TALENT CULTURE.**

There exists a strong need for long term talent strategy, which is built and executed within the business, rather than the periphery. While we need to inspire leaders on their role in building a talent culture. Talent Economists play an impactful facilitators role in talent strategy formulation and execution.

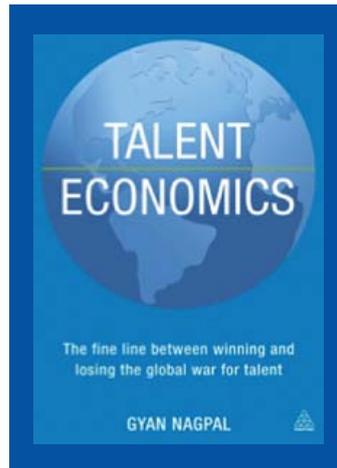
# BOOK SUMMARY

## ***TALENT ECONOMICS: THE FINE LINE BETWEEN WINNING AND LOSING THE GLOBAL WAR FOR TALENT (KOGAN PAGE, 2013)***

The microscope on talent is in sharp focus, and HR has more programs and processes to manage talent than ever before. Yet CEOs seem less and less confident, they still can manage the complexities of finding and developing a next generation workforce. The truth is that, market realities in Seattle, Seville, or Shanghai are so fundamentally different; one size solutions are the short road to failure.

In this path breaking book, author Gyan Nagpal presents an undeniable case for change. He presents compelling evidence that the predominantly reactive talent programs in common use today only end up making an already risky situation worse. According to his research, true progress towards winning the war for

talent begins with clarity on what the workforce of the future will look like, and ends with talent strategy which is deeply anchored within the business agenda.



The book helps readers travel this journey. It starts by mapping out the major talent trends across the world, and then details what the global workforce will look like in 2020. It progresses by showing how the fundamental employment relationship (between 21st century employees and their employers) is changing, and ends with a refreshingly easy toolkit to help leaders identify their most pressing talent investments. As Nagpal says in the final chapter – “It’s about time you reclaimed your strategic talent agenda.”



## SOURCE

*This program is based and titled on the highly-regarded book, Talent Economics. Selected as one of the best business books of the year by executive Summary Major Soundview ([www.summary.com](http://www.summary.com)) Talent Economics peaked at number 1 on Amazon’s “Hot New Bestsellers in HR” list. It has been universally acclaimed as a “game changing” book on talent management.*

***“This was the best training course I have attended in many years”***

***- Business Head- Talent Management, Global Financial Services Firm***

## THE CERTIFIED TALENT ECONOMIST™ PROGRAM



### PROGRAM HIGHLIGHTS:

- *A transformational program for HR and Business leaders looking to reinvigorate talent strategies and tools*
- *Designed as a simple and practical application of economic frameworks to talent management.*
- *Builds a bridge between the changing needs of global business and an increasingly fluid labour force.*
- *A highly practical, hands-on and applicable learning with real strategy tools*
- *Delivered via an effective mix of concept, discussion, analysis and skills practice.*

## GYAN NAGPAL

### **AUTHOR, TALENT ECONOMICS & CO-FOUNDER, PLGA CONSULTING.**

Gyan is an award-winning talent strategist and commentator, who has deep expertise in researching ongoing changes to the global talent pool. He is a regular speaker and trainer on topics ranging from 21st century leadership practices, the future of talent management and talent strategy. Over the last fifteen years, he has helped some of the largest and most ambitious international organisations build significant business franchises across the Asia Pacific and EMEA regions.

Gyan is a Co-founder and CEO at PeopleLENS Global Associates (PLGA Consulting), a Singapore headquartered strategy consulting firm, which currently serves clients in 16 countries across four continents.

Companies where Gyan and his team have built deep Talent Economist and Talent Leadership capability include: Santander, Saudi Aramco, Nedbank SA, BAE Systems, Six Senses Resorts, Woolworths, SingHealth, The Central Bank of the Philippines, Aviva, Lilly, Old Mutual, Smith and Nephew, BNP Paribas and The Securities Commission of Malaysia. Gyan is also a professional member of the NTL Institute (Washington DC) and has presented Talent Economics research at NYU, INSEAD, SIM, SPJain and at over 150 conferences from Sydney to San-Francisco.

You can follow his work at [www.talenteconomics.com](http://www.talenteconomics.com) and [www.PLGAonline.com](http://www.PLGAonline.com) and find his bestselling book *Talent Economics - The Fine Line Between Winning and Losing the Global War for Talent* (Kogan Page, 2013) at [Amazon.com](http://Amazon.com)



# PARTICIPANT VALUE PROPOSITION

A balanced mix of concept, live analysis and skills practice, the program coaches each participant through one complete strategy formulation and communication cycle.

On successful completion of the course and skills practice, participants receive a "Certified Talent Economist™" credential.

This certification gives participants –

- » a) A dedicated profile page on the [www.TalentEconomics.com](http://www.TalentEconomics.com) website.
- » b) The author's consent to use copyrighted TE tools and frameworks from the book *Talent Economics*, with support and coaching if required.
- » c) Password controlled access to the proprietary Talent Economics database with hundreds of research papers and datasets, including view only access to industry and country benchmarks for over 40 core talent diagnosis questions. This can be used to compare client organizations to peer or competitors, when consulting.

## PRE PROGRAM

### Module 1 - Pre-program

On registration and payment all participants receive a complimentary copy of *Talent Economics: the fine line between winning and losing the global war for talent* (Kogan Page, 2013)

## WORKSHOP PHASE

### Module 2 - Talent Economics & Strategy Workshop (3 days)

#### Day 1 - Business Strategy & Macro Talent Economics

- Exploration of self, role, orientation and purpose.
- The Eight Stages of Strategy & application to business
- Introduction to Talent Economics.
- Macro Talent Economics – The study of aggregate demand and supply

#### Day 2 - Micro Talent Economics & Talent Strategy

- Recap Talent Economics – concept and use
- Research frameworks and group work : the 21st Century workforce
- The two pillars of contracting capability: Flexibility and Honesty
- The Talent Strategy toolkit – concept and practice

#### Day 3 - Facilitating the Strategic Talent Agenda

- Recap the building blocks of talent strategy
- In depth talent strategy case study
- Case group presentations and discussion
- Building individual diagnosis and interview plans.
- Recap of key concepts & program feedback

## APPLICATION

### Module 3 – Application phase with on-demand coaching (4 weeks - back at work)

- Participants study macro talent trends within their industry, interview business leaders on strategy and focus areas and use the tools taught in the program to build a talent investment model for their business.
- Participants (in groups) research once core macro talent trend relevant to their business.

## CAPSTONE & CERTIFICATION

### Module 4 – Capstone Reviews (Teleconference)

Participants present their research and strategy papers, receive feedback and discuss the process that best suits their business leaders and organisations.

# TESTIMONIALS

**"Talent Economics has fundamentally challenged our whole approach to talent".**  
*HR Director, Leadership Talent & Culture, Microsoft UK*  
**Microsoft**

**"Talent economics has completely opened our eyes to how we work together with the business in planning & executing talent strategy"**  
*European Talent Director*  
**AB Inbev**

**"Very relevant to me. Resonates with numerous things we are doing internally. An excellent framework and toolbox"**  
*Deputy CEO, CapitalLand Asia.*  
**CapitaLand**

**"That was great! So many light bulb moments Extremely useful".**  
*Head of Consumer Banking, Skye Bank, Africa*  
**Skye Bank**

**"It provides a totally new talent paradigm. For example: talent mobility and job mobility being part of the same equation"**  
*APAC Head of Talent*  
**Chartis, Singapore.**  
**CHARTIS**

**"This program will revolutionize Talent Management as a profession".**  
*Head of HR, Banc ABC, Africa*  
**BancABC** **atlasmara**

**"The program teaches you how to make your value proposition very credible, because it's supported by data"**  
*Director, Central Bank of the Philippines*  
**Central Bank of the Philippines**

**"Fantastic concept. Practical know-how and a ground-breaking toolkit to become value adding Talent Economists. "**  
*Head Talent and Performance, South African Airways*  
**SOUTH AFRICAN AIRWAYS**

**"Will make you rethink your organization's talent strategy and challenge your approach to talent management"**  
*Head of Employee Experiences*  
**HCL Technologies, India**  
**HCL**

**"10 on 10. Not to be missed. It challenges traditional practices and processes, thereby taking talent management to the next level"**  
*Director, Regional TM, Celestica, Malaysia.*  
**Celestica**

**"Very Informative, insightful, thought-provoking with practical application"**  
*CHRO, Growthpoint Properties SA.*  
**GROWTH-POINT PROPERTIES**

**"Highly Relevant and Impactful"**  
*Deputy Director, Central Bank of Malaysia*  
**BANK NEGARA MALAYSIA**

## OVER 572 SENIOR BUSINESS LEADERS, HR HEADS, ACADEMICS, MANAGEMENT CONSULTANTS AND GOVERNMENT POLICYMAKERS FROM 39 COUNTRIES HAVE UNDERGONE THE TALENT ECONOMIST CERTIFICATION PROCESS.

*You must attend the Certified Talent Economist Program if you want to be a true Business HR Partner*  
*HR Head, Large Oil and Gas Company*

*Superb Program. Helps Transition from being an HR Leader to a Business Leader. The Tools and Frameworks provided were excellent and very relevant*

*Head HR, Corporate Functions, Large Multinational Conglomerate*

*The program was brilliant. Top of the range. I feel empowered.*

*OD & Change Manager, Finance and Banking*

*It was an exciting learning journey. Talent Economics has empowered me to engage business leaders on an equal footing – conversing on talent imperatives whilst talking business language.*

*Manager-Talent Management, National Broadcasting Company*

*Practical know-how & groundbreaking toolkit to become a value-adding Talent Economist.*

*Head of Talent & Performance, International Airline*

*Eye opening and a game changer. I will never be the same again.*

*HR Business Partner, Global Investment Group with \$1.9T AUM*

*Reframed perfectly how talent management can be a powerful lever of business strategy.*

*Group Manager: Talent and Performance, National Airports Authority*

2nd - 4th October 2017  
Kuala Lumpur, Malaysia

**CONTACT US**

RYAN MILAN

Tel: +65 6297 8545  
Fax: +65 6297 8645

Email: ryan.milan@salvoglobal.com  
Website: www.salvoglobal.com



Company : \_\_\_\_\_  
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 TEL : \_\_\_\_\_  
 FAX : \_\_\_\_\_

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**AUTHORISATION** (Registration not valid without authorisation)

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 EMAIL : \_\_\_\_\_  
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 DATE : \_\_\_\_\_

**SALVO GLOBAL PTE LTD**

151 Chin Swee Road  
Manhattan House  
#03-25  
Singapore 169 876

**BANK TRANSFER**

Salvo Global Pte. Ltd.  
HSBC Singapore / Singapore  
Account number:  
147-255210-001 SGD  
Swift Code: HSBCSGSG

**INVESTMENT FEE**

\*INVESTMENT FEES ARE EXCLUSIVE OF TAX  
BANK CHARGES AND LOCAL  
WITHHOLDING TAX ARE TO BE BORNE BY  
REGISTRANT

Regular Rate  
**SGD 4,295**  
PER DELEGATE

For Group of 3 or more,  
**SGD 3,895**  
PER DELEGATE

**CREDIT CARD**

Please debit my:  Visa  MasterCard  
 Diners  Amex

Card Holder's Name: \_\_\_\_\_

Card Number: \_\_\_\_\_

Security Code : \_\_\_\_\_

SIGN : \_\_\_\_\_

Expiry Date : \_\_\_\_\_ (MM/YY)

**Terms and Conditions**

Payment Terms: Full payment (in the currency that is reflected in invoice) is required within five (5) working days on receipt of invoice or before the event date, whichever is earlier. Salvo reserves the right to refuse admission if payment is not received as stated. Should client request payment to be made in another currency (other than the one reflected on the invoice), an additional 10% exchange rate administrative fee will be added to the invoiced amount.

Transfer: Transfer to future event or to another person is allowed upon written notification from an authorized personnel of client company. For transfer to future event(s), client shall receive a credit voucher of 90% for the amount that the client has been invoiced for (including GST, if any), which is valid for one year to be used for any future Salvo event. Transfer to future event confirmed less than two (2) weeks prior to the event will be subjected to an additional 5% administrative fee (credit voucher will bear only 85% for the amount client has been invoiced for including GST, if any). Should the value of the future event exceed the amount reflected on the credit voucher, client is responsible for the additional amount. No refunds will be made for any unutilized credit voucher amount(s). Each Credit Voucher can only be used once.

Cancellation: Registration carries a 50% cancellation liability immediately after a signed sales registration contract has been received by Salvo. Salvo has to be notified of the cancellation in writing and respond with a written acknowledgement for the cancellation to be valid. Cancellation confirmed less than six (6) weeks prior to the event is non-refundable and the full fee is payable. By signing this contract, the client agrees that in case of dispute or cancellation of this contract that Salvo will not be able to mitigate its losses for any less than 50% of the total contract value. If, for any reason, Salvo decides to cancel or postpone this event, Salvo is not responsible for covering airfare, hotel, or other travel costs incurred by clients. The fee will not be refunded, but can be credited to a future event.

No Show: No show does not constitute transfer or cancellation and the full fee is payable.

Changes: Salvo reserves the right to change event dates, location or omit event features, or merge the event with another event, as it deems necessary without penalty and in such situations no refunds, part refunds or alternative offers shall be made. In the event that Salvo cancels the event permanently for any reason whatsoever, (including, but not limited to any force majeure occurrence) the client shall receive a credit that the client has paid to such permanently cancelled event, valid for up to one year to be used at another Salvo event. No refunds, part refunds or alternative offers shall be made.

Tax: Registration fees exclude tax. For client outside Singapore, the sum payable is as the listed fees, exclusive of tax. To this sum shall be added either Singapore's Goods and Services Tax (GST) for Singapore-based client or any other local tax or withholding tax from client's country of origin, if any.

Governing law: This Agreement shall be governed and construed in accordance with the law of Singapore and the parties submit to the exclusive jurisdiction of the Singaporean Courts in Singapore. However Salvo only is entitled to waive this right and submit to the jurisdiction of the courts in which the client is located.

Indemnity: Should for any reason outside the control of Salvo, the venue or speaker(s) change, or the event be cancelled due to an act of terrorism, extreme weather conditions or industrial action, Salvo shall endeavour to reschedule but the client hereby indemnifies and holds Salvo harmless from and against any and all costs, damages and expenses, including attorneys fees, which are incurred by the client.