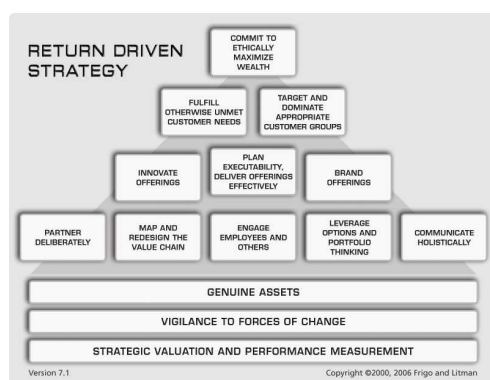




FRIDAY, APRIL 27, 2007 - EXECUTIVE FORUM SERIES

THE CENTER FOR STRATEGY, EXECUTION AND VALUATION

HUMAN RESOURCE EXECUTIVES FORUM: *Return Driven Perspectives of Employee Management*



HR Executives Forum

Return Driven
Perspective of
Employee
Management

8:30 am - 12:00 noon

DePaul University
Room 8005
1 East Jackson
Boulevard
Chicago, Illinois, 60604

[The Center for Strategy,
Execution, and Valuation](#)

[Kellstadt Graduate School of
Business](#)

[DePaul University
1 East Jackson Blvd, Suite 7130
Chicago, IL 60604](#)

Registration Fee: \$250

For more information:

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Phone 312-362-6781 Fax 312-362-5198

8:30 -9:00 Continental Breakfast and Reception

9:00 - 10:00 Strategy, Execution and Employee Engagement:

- Making the connection between your HR strategy, the business strategy of the organization and market valuation ("Making Intangibles Tangible")
- Employee Engagement and its place in business planning and performance measurement systems
- When and why the *opposite* of the "Level 5 Leader" is the better leader
- Aligning HR strategy with customer needs and markets and the strategy of the firm

10:15 – 11:00 An Introduction of Career Driven Strategy:

- Applying the Tenets of business strategy of high performance companies to the individual career
- The Return Driven Strategy Framework as a framework for individual strategy, personal coaching and career strategy

11:00 – 12:00 HR Director Presentation & Panel Discussion:

- Theme 1: Aligning HR Strategy for greater Shareholder Value Creation – a Resource Allocation Perspective.
- Theme 2: Making and Measuring the Connection between Employee Engagement and Customer Loyalty – The State of the Art

Executive Forum Discussion Leaders:

Dr. Mark L. Frigo, Director of The Center for Strategy, Execution, and Valuation in the Kellstadt Graduate School of Business at DePaul University. He is a recognized thought leader in strategy execution and performance measurement systems and is co-creator of the Return Driven Strategy framework with Joel Litman. He and Joel Litman have pioneered the application of the strategy and execution of high performance companies to the HR strategy of an organization and the application of business strategy tenets to the strategy of the individual career.

Joel Litman, Director at Credit Suisse HOLT, he leads the Global Strategic Projects Team, a group that acts as an internal and external advisor to research analysts and to top investment management firms and hedge funds. For investment analysis and management advisory services, Joel specializes in linking highly advanced frameworks in the fields of business strategy and valuation, including Return Driven Strategy and the HOLT CFROI™ Valuation Model. Joel is Clinical Professor of Business Strategy in The Center for Strategy, Execution, and Valuation at DePaul.