



Objective:

This workshop aims at creating awareness and improving understanding of the concept of shareholder value, how the business strategy is set up to create this value, and what HR, particularly HR Business Partners, can contribute. The workshop will produce a bespoke map of drivers and levers of shareholder value and the HR activities set up to pull these levers. This HCM Shareholder Value Map, a concept developed by iProCon HCM, will illustrate the value HR is adding to your company’s financial performance. The process to create this map does not only create awareness, but is also a source of new approaches and ideas to create value and to communicate with line managers on all levels.

Preparation

It is crucial that participants come with their minds prepared for a discussion about shareholder value and business strategy. Therefore they need to make themselves familiar with the your organisation’s business strategy and have some discussions about its sources of competitive advantage. Ideally, Business Partners have a conversation with the line managers they are working with to understand how they perceive the challenges and opportunities of their particular business units in achieving business goals and adding or preserving shareholder value.

iProCon HCM will support you in the preparation phase by having preliminary discussions on the phone and providing a roadmap to guide workshop participants through the preparation. We particularly help you to avoid the typical pitfall of narrowing delegates’ minds to early on the commonly assumed scope of HR’s contribution.

Delivery

The workshop is set up for a groups between 4 and 100 participants with breakout sessions built in for groups larger than 20. Splitting it on two separate days with time in between for relating first ideas back to the business unit proved particularly effective, but with proper preparation a one day workshop can also be very successful.

Sample agenda (one day):

- 09:00 Introduction of participants and business challenges in their fields of work
- 10:00 The concept of shareholder value
- 10:30 Break
- 10:45 Your business strategy, how business units aim to drive shareholder value, and which challenges they are facing
- 12:15 Lunch Break
- 13:45 How do HR activities link to shareholder value and how can we improve value as well as communication (incl. break and breakout session)
- 17:00 Wrap up and action plan
- 18:00 End of workshop

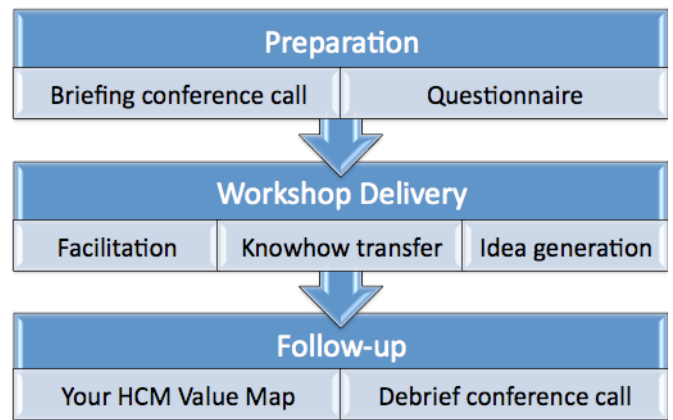
Post Workshop

Based on the workshop results, iProCon HCM will provide the *Your HCM Shareholder Value Map* and the action plan in writing. Both will be discussed with the primary contact person on phone about one week after the workshop. Alternatively we can present the results to the executive team together with you.

A brief feedback call to discuss transfer success will be done about 3 months after the workshop.

What you’ll get from iProCon HCM

A partner level consultant experienced in the subject and in the methodology taking you through the 3 stages:



Including a final executive presentation, if you wish.

Deliverables:

- HR BP’s and HR managers improved understanding for business strategy and shareholder value creation
- Better communication of HR’s contribution
- Review of HR initiatives regarding their business contribution
- New ideas about how HR can improve its contribution
- Your HCM shareholder value map as a tool for communication and future change and improvement