



# potential

## Xancam

## Create a powerful, business-focused Talent Strategy

Create a Talent Strategy which will deliver a tangible return. Join a select group of HR and talent professionals for a 2-day intensive workshop, structured and facilitated by talent strategy experts, Xancam Consulting.

### The Talent Strategy challenge

**Your mission:** Develop a cohesive a talent strategy that is closely aligned with the business goals, looks ahead to where the business is going and delivers an impressive ROI. **Sounds daunting?** In this workshop, we share our systematic approach to effective talent strategy planning with an elite group of talent professionals.

### In this workshop: 9 steps to a decisive Talent Strategy

Whether you are creating a new talent strategy from first principles or consolidating and evolving an existing plan, spend two days with Xancam and discover a systematic way to:

## UPCOMING DATES AND BOOKINGS

The next workshop will take place 24th – 25th February 2010.

**Bookings and enquiries:** please contact Stephanie Carrington, 01844 267910 or [stephanie.carrington@xancam.co.uk](mailto:stephanie.carrington@xancam.co.uk)

1. Decode organisational priorities and drivers and align your talent strategy with the business strategy
2. Define your organisation's capability requirements - to answer the question: "Talent for what?"
3. Identify talent risks and barriers: attraction, diversity, retention, and bench strength
4. Clarify and plan for business critical talent pools
5. Distinguish effectively between 'high performers' and 'high potentials'
6. Bring together your pipeline strategy: talent identification, retention, engagement and development
7. Tailor a Talent Management Road Map and action plan
8. Communicate a credible, talent story to stakeholders
9. Develop metrics to track success and demonstrate ROI

## Facilitator: Dr Maria Yapp BSc MBA DPhil(Oxon) CPsychol AFBPsS

Founder and CEO of Xancam Consulting Limited, Maria Yapp is acknowledged as an expert in talent management. She is a qualified Business Psychologist with a strong commercial focus who applies an in-depth understanding of what makes for talent to organisations' strategic imperatives and priorities. Maria is qualified in both Psychology and Business, having a first class honours degree and DPhil in Psychology and an MBA (with distinction). She is recognised as a pioneer in the talent arena, and publishes and speaks regularly on the topic. She has been voted one of HR's Top Thinkers in 2007, 2008 and 2009.

## Facilitator: Dee Fitzgerald BSc MSc CPsychol AFBPsS

A director at Xancam Consulting Limited, Dee Fitzgerald has a strong business background, with roles as an international resourcing manager at British American Tobacco and previously in Romec. Dee is a Business Psychologist specialising in the identification and development of talent, with particular reference to its links with business effectiveness. She has developed organisational talent strategies both in the UK and internationally. Dee has a supremely logical and practical style with extensive experience of helping HR and Talent professionals to develop strategies and solutions that meet their organisation's needs for talent.

## This 2-day workshop is a must-attend for those who:

- ▶ Need to create or refine a structured talent strategy which directly supports the business plan
- ▶ Are redesigning an existing talent strategy to adapt to new market conditions
- ▶ Are looking to create a talent strategy and need a systematic way to build a robust talent strategy from the ground up.

**Additionally we can provide bespoke, in house consultancy support, working with you and your talent team to develop a strategy**

*"Xancam's expertise in talent is unparalleled. Their unique approach to talent strategy enables a seamless connection between the company's direction and what talent management must deliver to enable commercial success – it makes the business link really clear"*

**Mary Alexander**  
Group Head of Talent  
Anglo American



## Take the next step

To find out more about Xancam's approach to identifying high potentials and to view articles and case studies on this subject, visit our website at [www.xancam.co.uk](http://www.xancam.co.uk)

Alternatively contact Stephanie Carrington on +44 (0)1844 267910 to book a free consultation.