HRClub welcomes you to

# THE HR STRATEGY CONFERENCE

## HR STRATEGIC PARTNERSHIP DURING ECONOMIC DOWNTURNS

11-12 Marc 2009, J.W. Marriott, Bucharest

Special guest:

## DAVE ULRICH

Professor of business
Ross School of Business,
University of Michigan

2006 and 2007: Most influential person in HR (HR Magazine)
2005: Top 10 most innovative and creative leaders (Fast Company)
2001: #1 guru and management educator (BusinessWeek)

# • Speakers of the conference

- **Brent W. Mattson**, Ph.D., Senior Vice President, Learning & Development Executive, Enterprise Learning & Talent Management, Bank of America

- **Dave Ulrich**, Partner and co-founder The RBL Group and Professor of Business - Ross School of Business, University of Michigan

- **Dr. Lisbeth Claus**, Ph.D., SPHR, GPHR, Professor of Global HR, Willamette University, USA

- **Radu Panait**, HR Vice President, Ursus Breweries

# • Guests of the conference

- **Anca Georgescu Aladgem**, Chief Human Resources Officer, Romtelecom
- **Florin Talpes, President, SOFTWIN Group**
- **Markus Wirth, General Manager, Holcim Romania**

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# The HR Strategic Partnership during Economic Downturns

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## MEDIA PARTNERS

Biz

Business Review

Business Woman

Business-edu.ro

CARIERE
Jurnal de leadership

the Marketer
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România liberă

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International House
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## Your participation package

- Access to all sessions of the day, including lunch and coffee breaks
- Dave Ulrich`s book *How Leaders Build Value* - offered by HR Vocational School
- One year subscription to CARIERE magazine
- One year subscription to BIZ magazine

- Free chair massage sessions and vouchers offered by Max Relax (foyer)

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# C.A.R.

# The HR Strategic Partnership during Economic Downturns

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## HR Club - Mission

### Mission

To act as the most representative professional voice by developing and promoting best practice in the HR field in Romania.

### Values

- Professionalism
- Integrity
- Loyalty
- Equal Opportunity
- Public Interest

# *Examples of Values*

## *Communication*

*We have an obligation to communicate. Here, we take the time to talk with one another… and to listen. We believe that information is meant to move and that information moves people.*

## *Respect*

*We treat others as we would like to be treated ourselves. We do not tolerate abusive or disrespectful treatment.*

## *Integrity*

*We work with customers and prospects openly, honestly and sincerely. When we say we will do something, we will do it; when we say we cannot or will not do something, then we won't do it.*

## *Excellence*

*We are satisfied with nothing less than the very best in everything we do. We will continue to raise the bar for everyone. The great fun here will be for all of us to discover just how good we can really be.*

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# *ENRON VALUES*

**Communication** **Respect** **Excellence** **Integrity**

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## MESSAGES FROM 2008 HR CLUB CONFERENCE

**Laszlo Szocs, MOL Group**

- Everybody should step out of their comfort zone

**Geoff Armstrong, (former) CIPD**

- HR needs to create a service oriented culture

**Marc Timmerman, Hudson Europe**

- From ad-hoc to system based talent management

**Anca Georgescu Aladgem, Romtelecom**

- Change … communication

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## Panel

- **Anca Georgescu Aladgem**, Chief Human Resources Officer, Romtelecom
- **Brent W. Mattson**, Ph.D., Senior Vice President, Learning & Development Executive, Enterprise Learning & Talent Management, Bank of America
- **Florin Talpes, President, SOFTWIN Group**
- **Dr. Lisbeth Claus**, Ph.D., SPHR, GPHR, Professor of Global HR, Willamette University, USA
- **Markus Wirth, General Manager, Holcim Romania**

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## Today's objectives

- **Understanding the current situation and what are the implications for the HR**
- **Learning how to increase the HR value for the organization during turbulent times**
- **Questioning ourselves if we are doing the right things in the right way, for the long run**

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## The objectives

TO MOTIVATE YOU

TO INSPIRE YOU

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## AGENDA OF THE CONFERENCE
## ~ 12 MARCH 2009 ~

**9.00 – 9.15** **Official opening**
**Csaba Gergely**, President, HR Club

9.15 – 10.30 **Panel on strategic partnership in economic downturns**

- **Anca Georgescu Aladgem**, Chief Human Resources Officer, Romtelecom
- **Brent W. Mattson**, Ph.D., Senior Vice President Talent Management, Bank of America
- **Florin Talpes**, President, SOFTWIN Group
- **Lisbeth Claus**, Ph.D., SPHR, GPHR, Professor of Global HR, Willamette University, USA
- **Markus Wirth**, General Manager, Holcim Romania
- **Csaba Gergely,** President, HR Club: moderator

10.30 - 11.00 **Break**

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## AGENDA OF THE CONFERENCE
## ~ 12 MARCH 2009 ~ (cont)

| | |
|---|---|
| 11.00 – 12.30 | **Keynote speech**<br>**Dave Ulrich**, Partner and co-founder The RBL Group and Professor of Business - Ross School of Business, University of Michigan |
| 12.30 – 13.30 | **Lunch break** |
| 13.30 – 15.00 | **Keynote speech (cont)**<br>**Dave Ulrich**, Partner and co-founder The RBL Group and Professor of Business - Ross School of Business, University of Michigan |
| 15.00 – 15.30 | **Break and book signing with Dave Ulrich** |

## AGENDA OF THE CONFERENCE
## ~ 12 MARCH 2009 ~ (cont)

15.30 – 17.30 **Best practices session on strategic HRM during economic downturns**

- **Dr. Lisbeth Claus**, Ph.D., SPHR, GPHR, Professor of Global HR, Willamette University, USA
- **Brent W. Mattson**, Ph.D., Senior Vice President, Learning & Development Executive, Enterprise Learning & Talent Management, Bank of America
- **Radu Panait**, HR Vice President, Ursus Breweries

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| Economic Outlook 2008 | HR Challenges 2008 |
|---|---|
| • Romania was one of the leading markets in CEE in 2007<br><br>• Executives rate Romania as 2nd best potential market over the next 3-5 years<br><br>• Nearly all companies reported growth and for 71% this was double digit growth<br><br>• The market is tightening up as more companies have been lured by high sales growth<br><br>• Romania has definitely become one of the hot growth markets<br><br>*The Economist, Feb. 2008* | • Two digits salary increase for almost all employees<br><br>• Diversified benefits packages<br><br>• High turnover and high recruitment costs<br><br>• Learning and Development programs as well as corporate events<br><br>• Advice low performers to improve results<br><br>• Concern for labor turnover and retention of key employees<br><br>*PwC Update Report, December 2008* |

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| Economic Outlook 2009 | HR Challenges 2009 |
|---|---|
| • 36% of firms expected sales performance to improve in 2009, while 27% expect sales to worsen<br><br>• Firms posted a 10% sales growth forecast, among the highest in the region<br><br>• At the end of Q3, 59% of companies said they expect collecting receivables will be more difficult in 2009<br><br>• 32% of firms are planning to slash advertising and promotional budgets, 10% to lay off white-collar staff, and 7% delaying manufacturing investments<br><br>*The Economist, Jan. 2009* | • 20% of the companies have panned reducing headcount based on low performance and determined labour contracts.<br><br>• Salary increase of 5%, after a budgeted 12% for 2009.<br><br>• 50% of the companies have revised the benefits policy, aiming to cut 15-20% of the existing costs.<br><br>• Salary increases are made mainly for key positions<br><br>• High dynamics for budget revising and sharp cost/benefits analyses for HR interventions<br><br>*PwC Quarterly Update Report, March 2009* |

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## Interviews with General Managers

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## Panel

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