



HRC INNOVATION ACADEMY



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***"THE SECRET OF CHANGE
IS TO FOCUS ALL OF YOUR ENERGY
NOT ON FIGHTING THE OLD,
BUT ON BUILDING THE NEW"***

PROGRAMS

HR LEADERS
INNOVATION PROGRAM

SENIOR HR
INNOVATION PROGRAM

INTERNATIONAL
TALENT PROGRAM

HR
INNOVATION PROGRAM

HRC
TALENT ACADEMY

CORPORATE
HR ACADEMY



This program has been specifically developed in Partnership with Ashridge Hult for TOP HR Leaders in International Organizations.

UNLEASH THE POWER OF INNOVATION!

2 DAYS OF DEEP DIVE AND SHARING

on the future of the HR Leadership role immersed in the beautiful landscape of Ashridge Castle near London. Key objectives are to give priority to strategy and develop new ideas and new programs to lead the organization in the new world of work.

AIMS

To positively impact and influence the business agenda and ride the waves of changes required to thrive in an increasingly complex environment. All this immersed in the beautiful settings of Ashridge Castle, allowing participants to break free from the daily business busy schedule, concentrate and focus on developing a stronger network and build innovative strategies for the future.

STRUCTURE

Dynamic, pragmatic and relevant content, allowing participants to share their insights as well as deepen understanding of global standards and expectations and latest thinking from academia and industry. A blend of provocative input, insightful conversations as well as thoughtful reflection.

FACULTY



Sharon Olivier
MA, MAP, NLP, PNI



Frederick Holtehaar
PhD



Developed in Partnership with Hult Ashridge, this program is aimed at HR Directors and Managers who want to get a closer view of the HR challenges of the future, from a different perspective and with a different approach.

DEVELOP A WINNING LEADERSHIP STRATEGY

AIMS

This Program responds to a need to move from a "now" and "execution" approach to an innovative strategic view of HR Management to help organisations navigate through uncharted territory.

THE ADDED VALUE

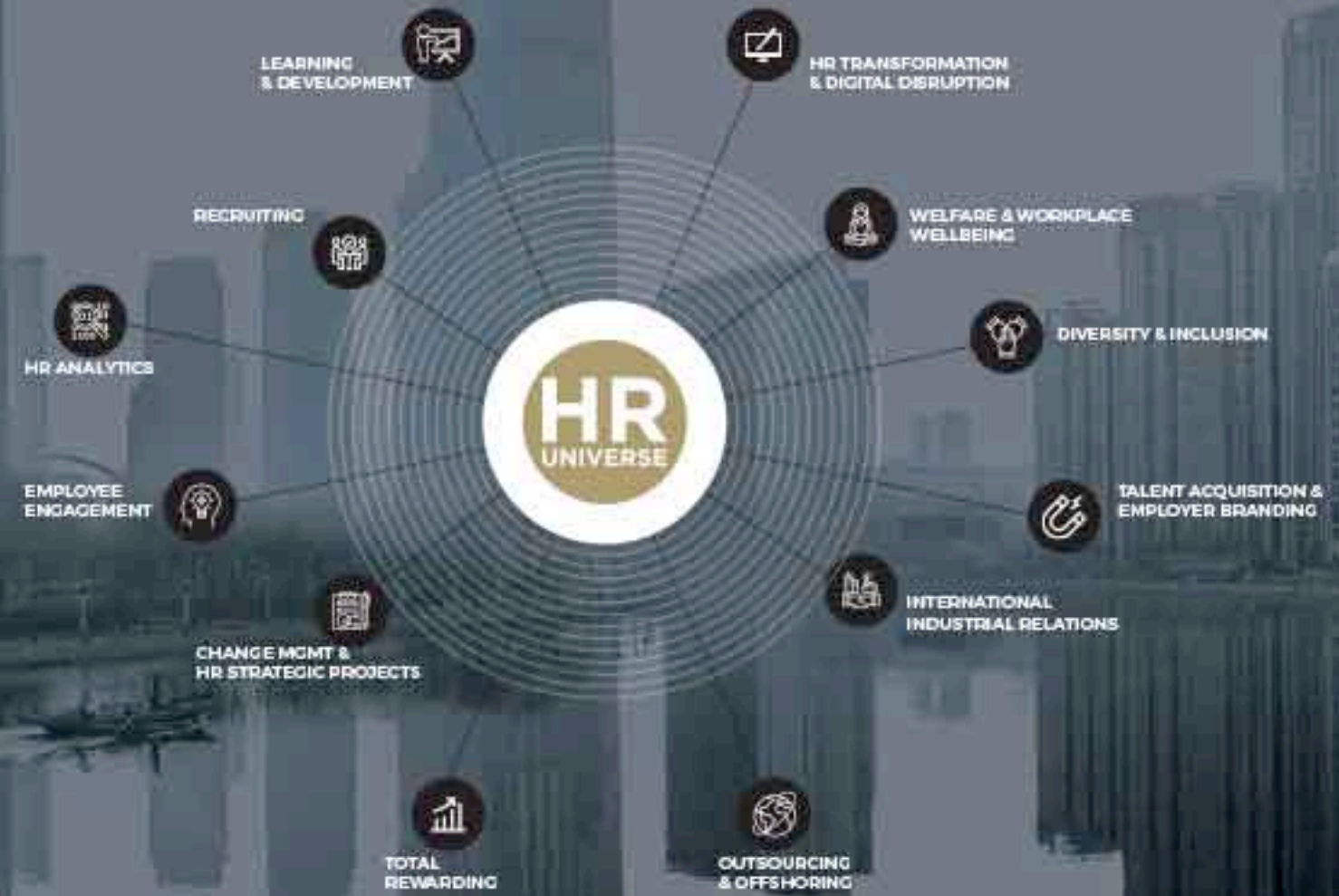
This program provides cutting-edge science with compelling interactive learning to equip you with the techniques and frameworks you need to work with and through others to drive organizational success.





FUTURE HOT TOPICS

The International Talent Program is totally tailored to respond to real needs of the companies that decide to enrol their own HR Team members to the program.



The 2019 edition of the ITP will deep dive into the Future HR Trends giving rise to a broader management perspective and approach.

This program differentiates itself from any other type of course, training session or learning path thanks to its main pillars

- Three training and knowledge sharing days in the beautiful landscape of Ashridge Castle guided by highly prestigious academics in the field of HR and business. A great opportunity to discover and explore the latest trends in HR.

- The Learning & Benchmarking Tour is a cutting edge program made up of outstanding expertise, best practices, leading companies, top brands and successful HR Directors and Managers from the HRC Network.

LEARNING & BENCHMARKING TOUR 2019

The tour takes candidates behind company closed doors to discover more about how organisations and HR really work.



PROGRAM AIMS

1. Explore the **change in the world of work** and the impact on the business
2. Understand how to translate **business strategies** into HR processes and procedures to proactively influence the business agenda
3. Tap into own areas of strengths in building the needed self-confidence and mind-set to **nurture key partnerships** and to influence business decisions

PEOPLE, ORGANIZATION AND TECHNOLOGY



A GLIMPSE OF THE 2018 EDITION

LEARNING & BENCHMARKING TOUR 2018



COMMENTS ON THE PROGRAM

Stefano Lombardelli, HR, FERRERO
 What have you achieved in today's tour in terms of your project work?
"It has been a really interesting way to share and explore aims and objectives"

Martina Agosti, Engagement Project Leader, DANONE
 What have you achieved in today's tour in terms of your project work?
"Most definitely interaction: I have met many HR practitioners who have similar HR backgrounds to me and this has been a great opportunity to share best practices"

Martina Stucchi, HR Development Holding, ENEL
 What have you achieved in today's tour in terms of your project work?
"The opportunity to share and discuss. All organisations can teach us different things and the exchange of ideas is important. Another added value is that one can continue to keep in touch with all the participants"

Christal Mize, NCE Talent Management, DXC TECHNOLOGY
 What is the International Talent Program's added value for HR practitioners?
"I've spoken about what we are doing in our company. I've learned from the participants what they are doing in their companies and departments. That was truly added value"

Mario Morgese, HR Manager Industrial and R&D, DUCATI MOTOR
 What is the International Talent Program's added value for HR practitioners?
"The exchange of opinions has been exceptional and all the different inputs have been of great value"

Leah Spurlock, HR Specialist, PRYSMIAN
 What do you expect from the International Talent Program?
"My key takeaway would be to have the chance to meet other colleagues from HR and also professionals in other companies, multinationals"

Raffaella Maderna, HR Director, LUNDBECK ITALIA
 Would you suggest this learning path to others?
"Absolutely, it's a great learning opportunity to learn from other experts whilst also being an opportunity to share experiences with peers from other companies"

Davide Scotti, HSE Manager, SAIPEM
 Would you suggest this learning path to others?
"I think the International Learning Program is a fantastic opportunity, an ingenious program because it allows companies and talents in companies to gather together to explore different companies, learn from peers and experience benchmarking to its fullest, these aspects lead to innovation"

HR INNOVATION PROGRAM

WHAT

The HR Innovation Program is a brand new format developed by HRC Group, a recognised brand of leader of «HR future vision».

WHY

The program is powered by some of the most important HR Directors from premium companies in the HRC Network alongside an international panel of innovative and inspirational speakers and presenters.

Keeping pace with the fast-changing world of organisations and management is a fundamental factor that all key players need to address. Exploring the future trends of HR and engaging in innovative thinking and practices is crucial to meeting the challenges of tomorrow. The HR Innovation Program and the opportunity to share and discuss with international game-changing leaders in HR empowers participants with inspirational practices that will shape the future of HR. Because innovation is the key to success!

PARTICIPANTS

The HR Innovation Program is aimed at talents who aspire to a deeper understanding of the main HR Trends of the future and innovative HR practices.

LEARNING PATH

Nine one day-long modules.

TIMING

May 2019 – December 2019.

The objective of the journey is to empower participants with the knowledge and skills and transform these into useful, goal-driven activities and approaches that bring about innovation and positive change within organisations.

TOPICS

HR MANAGEMENT INTEGRATION

How to integrate and innovate HR processes.

PEOPLE ENGAGEMENT

Involve employees to drive innovation and growth

CHANGE MANAGEMENT AND HUMAN CAPITAL

Leading in a continuously changing environment

HR ETHICS

The role of HR in driving Ethical behaviors in business

HR DIGITAL COMMUNICATION

From storytelling to social networking

HR DIGITAL TRANSFORMATION

From team management to AI and robotics

MINDFULNESS PER L'HR

Get your mind and spirit in shape to manage your team

HR ANALYTICS

HR Data as the strategic foundation of business analysis

HR BUSINESS INTELLIGENCE AND STRATEGIC WORKFORCE PLANNING

Define the job profiles of the future

MASTERCLASS CALENDAR



13 May 2019 – Rome

HR MANAGEMENT INTEGRATION



Mercedes-Benz

28 May 2019 – Rome

PEOPLE ENGAGEMENT



14 June 2019 – Rome

CHANGE MANAGEMENT AND HUMAN CAPITAL



TOYOTA

25 June 2019 – Rome

HR ETHICS



11 September 2019 – Rome

HR DIGITAL COMMUNICATION



25 September 2019 – Rome

HR DIGITAL TRANSFORMATION



31 October 2019 – Milan

MINDFULNESS IN HR



19 November 2019 – Milan

HR ANALYTICS



3 December 2019 – Milan

HR BUSINESS INTELLIGENCE AND STRATEGIC WORKFORCE PLANNING

HR MANAGEMENT INTEGRATION

How to integrate and innovate HR processes

Integration between HR Management and Business Strategy is a top priority in today's large corporations. Strategic HR Management may be defined as the link between strategic objectives to achieve organizational effectiveness through innovation with a flexible approach.

LOCATION: ENEL
DATE: 13.05.2019



Günter Bernhard
Group HR Director at Neuman Aluminium & PREFA

Günter is based in London and is the strategic HR business partner for the digital product business of IGT and oversees with his team the UK, Austrian and German sites. Before joining IGT, Günter enjoyed roles in HR leadership for the global food company Mars. Besides his 12 years of HR experience in global companies, he also worked 5 years in the management consulting industry specialising on Change Management and Improving Organizational performance through business process management. In addition, Günter has applied his experience and passion for personnel development and education by delivering several guest lectures at Universities throughout Europe.

PEOPLE ENGAGEMENT

Involve employees to drive innovation and growth

Companies who have an effective employee engagement strategy are more likely to attract and retain the best employees. Successful organizations have employee centric strategies and therefore behaviours.

LOCATION: MERCEDES - BENZ ITALY
DATE: 28.05.2019



Erin Willet
Brand & Culture Strategist, founder of The Tap In Team

Erin intends to change the way we do business, by leading with emotional-intelligence, creative courage and collaboration. She believes that strategic companies have soulful approaches. Using her proprietary brand and culture building methodology, she has spent the last 8 years shaping strategies for attraction, engagement and retention.



René Bujard
Global Human Resources Leader, Non-Executive Director

Transformational Global HR Leader, corporate & non-profit experience, serial innovator, expert in diversity & inclusion. HR leader with global experience - partner with Boards and Senior leaders to define and implement strategic direction, cultural transformation, change management, capability building. Executive coach, diversity & inclusion thought leader, strategic talent development.

CHANGE MANAGEMENT AND HUMAN CAPITAL

Leading in a continuously changing environment

Understand the origins of organizational changes, interpret its dynamics at company and individual level, learn how to guide and manage the different change phases using both hard and soft skills and tools.

LOCATION: GENERALI ITALIA

DATE: 14.06.2019



HR ETHICS

The role of HR in driving Ethical behaviors in business

In the past few decades the relevance of HR in driving ethics has grown substantially. Ethic values have become the backbone of many strategies to foster clear and open communication. HR Professionals are becoming the ethical and moral role models. Fairness and equity in the decision making processes are the «true leader» essence that influence every aspect of any organization.

LOCATION: TOYOTA MOTOR ITALY

DATE: 25.06.2019



Simon Dolan
CEO Global Future of Work

More than 35 years of experience as a consultant in HR, in culture reengineering, stress management, leadership and coaching. He has published over 70 books in multiple languages and thus am frequently invited to talk about the future of work, leading and managing in tomorrowland, coaching, and connected themes.



Ali Reza Arabnia
Chairman, President & CEO of Geico Taikisha

His work experience at Geico, company of the Gecofin Group, of which he is today the Chairman, began in the '80s when he became first financial officer at a branch in Nigeria and, soon afterwards, Managing Director. From then until 1994, when he bought the company Gecofin through a management buy-out, he took leadership positions in several companies of the Gecofin Group, where he achieved exceptional results, transforming these companies, then struggling, into leaders in their own sectors.

HR DIGITAL COMMUNICATION

From storytelling to social networking

Storytelling and social networking are essential strategic levers of corporations that look for the development and engagement of their people showing them a sense of belonging and making them true change agents.

LOCATION: RADIO DIMENSIONE SUOMO

DATE: 11.09.2019



Jubin Honaffar
Co-Founder & CEO di Whatchado

Jubin Honarfar is Viennese with Iranian roots and currently heads an internet company with over 30 people from all over the world. While Jubin studied medicine and business administration, he had many jobs on the side, including organizing daycare programs for the UN and refugee programs through the U.S. State Department. He has also lead event management and marketing campaigns of various companies. Awards: EU fastest growing champions (2018), HR Excellence Award Winner (2017), World Summit Award Winner (2013), German Award for Best Digital Communication (2013).

HR DIGITAL TRANSFORMATION

From team management to AI and robotics

HR is facing the dual challenge of identifying and developing new skills and competencies while redefining key processes aligning them to the new digital landscape.

LOCATION: TIM

DATE: 25.09.2019



Kimberly Afonso
Global Digital Marketing Consultant, Social Media for Start-Ups Agency
Founder, Speaker

Experienced Professor Of Business with a demonstrated history of working in the higher education industry. Strong community and social services professional skilled in Nonprofit Organizations, Analytical Skills, Coaching, Research Design, and Lecturing.



Andrew Spence
Strategic Workforce Advisor

An experienced management consultant specialising in the design and implementation of new HR operating models to deliver business goals. He has worked on over 20 complex transformation programmes with organisations including; BP, John Lewis Partnership, Novartis, United Health Group and UK NHS Trusts.



Neelie Verlinden
Digital HR & HR Tech Expert

Neelie Verlinden is the Co-Founder and Editor-in-Chief of Digital HR Tech. She's an experienced digital HR & HR Tech writer, speaker, and entrepreneur with an international background. She has written countless articles on all things HR technology.



Andrea Latino
Digital Transformation Consultant, Tech Regulation Advisor, IISole24ORE Contributor,
WEF Global Shaper, TEDx Speaker

Digital Transformation Consultant, for 6+ years he has been working at the intersection between business, technology and public policy.

MINDFULNESS IN HR

Get your mind and spirit in shape to manage your team

Mindfulness is gaining relevance in corporate L&D programs to improve concentration, focus and emotional intelligence that lead to a better professional performance as well as increasing wellbeing.

LOCATION: ROBERT BOSCH

DATE: 31.10.2019



Katharine Roff
Regional Network Director for Europe at Six Seconds

Katharine leads Europe towards greater Emotional Intelligence in her role as Network Director for Europe with Six Seconds. Sound a big task? Add to that her responsibility as CEO of a UK behavioural Change Consultancy and her commitment to various volunteer roles amidst the turmoil of Brexit, and you'll see why Mindfulness plays a critical part in her efficacy. Katharine originally trained in dramatic art and continues to use story to engage hearts and minds in effective change. She enables people to bridge the gap between thinking and doing to influence climate and culture change. She began her EQ training with Six Seconds in 2011, and now commits to their vision of a billion people practising EQ by 2039. Katharine is an EQ Advanced Practitioner, EQ Assessor and specialist facilitator.



Kenneth Egelund Schmidt
Former CIO at Carlsberg Group

Kenneth has 25+ years' experience in managing global organisations while transforming organisations becoming global. Before joining JN Data in 2016 as COO he was CIO at PENSAM a major financial institution. Until 2012 Kenneth was Vice President for IT in Carlsberg. He was responsible for merging 17 different IT organisations cross Europe taking some important steps for Carlsberg in the direction of standardisation, creating efficiency and using best practice and thereby realising potential value of both IT and business.

HR ANALYTICS

HR Data as the strategic foundation of business analysis

Math, statistics and data modelling applied to HR data to identify relevant information ready to be used in predictive mode to make data driven decision.

LOCATION: MICROSOFT

DATE: 19.11.2019



Erik Van Vulpen
Founder of Analytics in HR

Founder of Analytics in HR, the largest People Analytics community worldwide, writer and popular key-note speaker, Erik is globally recognized as one of the top influencers in the field. He has trained hundreds of HR professionals, including at Executive levels, on how to apply data-driven HR and analytics in their organizations.



Mark Lawrence
Independent Strategic HR, Learning, Analytics and Transformation

Mark Lawrence has a proven track record in the field of HR and Learning & Development. With a background in Management Consultancy, he was part of IBM's 'Top Talent' community. He serves as an advisor for numerous professional research bodies and is regularly called upon to speak at conferences on topics such as HR analytics and data visualization.

HR BUSINESS INTELLIGENCE AND STRATEGIC WORKFORCE PLANNING

Define the job profiles of the future

How to use data with Business Intelligence tools to identify current workforce needs and project them into the future with a strategic approach.

Defining the job profiles of tomorrow will allow organizations to be ready for the next wave of transformation.

LOCATION: DANONE

DATE: 03.12.2019



Simon Dolan
CEO Global Future of Work

More than 35 years of experience as a consultant in HR, in culture reengineering, stress management, leadership and coaching. He has published over 70 books in multiple languages and thus am frequently invited to talk about the future of work, leading and managing in tomorrowland, coaching, and connected themes.



Antonio Nieto-Rodriguez
World Champion in Project Management, Thinkers50, Director PMO, PMI Past Chair, Professor, Author, Executive Coach

Antonio Nieto-Rodriguez is the world's leading champion of Project Management and Strategy Implementation. He is the creator of concepts such as the Hierarchy of Purpose featured by Harvard Business Review, or the Project Revolution; which argues that Projects are the lingua franca of the business and personal worlds from the C-suite to managing your career or relationships.

FACULTY MEMBERS

Kenneth Egelund Schmidt Former CIO at Carlsberg Group

Günter Bernhard Group HR Director at Neuman Aluminium & PREFA

René Bujard Global Human Resources Leader, Non-Executive Director

Antonio Nieto-Rodriguez World Champion in Project Management, Thinkers50, Director PMO, PMI Past Chair, Professor, Author, Executive Coach

Simon Dolan CEO Global Future of Work

Kimberly Afonso Global Digital, Marketing Consultant, Social Media for Start-Ups Agency Founder, Speaker

John Honarfar Co-Founder & CEO, Whatchado

Andrew Spence Strategic Workforce Advisor

Neelie Verlinden Digital HR & HR Tech Expert

Katharine Roff Regional Network Director for Europe at Six Seconds

Erik Van Vulpen Founder of Analytics in HR

Mark Lawrence Independent Strategic HR, Learning, Analytics and Transformation

Sharon Olivier MA, MAP, NLP, PNI

Frederick Holscher PhD

Andy Cross BA (Hons), MSc

Erin Willet Brand & Culture Strategist, founder of The Tap In Team

All Reza Arabnia Chairman, President & CEO of Geico Talkisha

Andrea Latino Digital Transformation Consultant, Tech Regulation Advisor, ISole24ORE Contributor, WEF Global Shaper, TEDx Speaker

HRC
TALENT ACADEMY

CORPORATE
HR ACADEMY

THE ULTIMATE LEARNING PATH TO BECOMING A SUCCESSFUL HR

The Academy is the first factory of HR talent building & acquisition developed solely by Human Resource Directors.

The Corporate HR Academy is not a top-down training program, nor is it an alternative to an internal academy, but a tailor made solution that will create alignment within your HR Department and with the overall Corporation at a global level by reinforcing your Company Vision, Mission and Values.

The program will also give the opportunity to benchmark with carefully selected key players relevant to your HR Practices.

YOUR VALUES, OUR NETWORK!

CUSTOMIZE YOUR PROGRAM

All organizations have their own aims, strategies and priorities. The Corporate HR Academy, together with your company, will design a tailor made path that is the perfect fit for the company needs, based on the following three elements:

GEOGRAPHIC LOCATION: Identify the strategic countries and headquarters for your business and provide your global HR teams with a wider outlook to all the different regional realities.

TOPICS: Choose from a range of topics and future HR trends to explore in workshops. An opportunity to discuss the HR matters that are at the top of your agenda and pinpoint the areas that require further development.

BENCHMARKING: Benchmarking is at the core of the Corporate HR Academy: a key aspect is the choice of companies with whom to share and discuss with. HRC can provide you with an immense network made up of member multinational companies from several sectors, in order to experience a fruitful contamination.

WHY CHOOSE THE CORPORATE HR ACADEMY?

The program provides Global HR Benchmarking with carefully selected key players.

INTERNAL AND EXTERNAL BENCHMARKING TO BOOST COMPANY INNOVATION!

ASSESSMENT

An analytical evaluation path aimed at identifying professional profiles with the objective of offering each participant an opportunity to unlock his or her true potential.

MASTERCLASS

Explore successful best practices in HR and gain a wealth of knowledge and experience from the experts.

PROJECT WORK

An authentic learning by doing project assignment with the direct input of HR Managers.

HRC BOOK SERIES

Projects will be published in the HRC book series, edited by (FrancoAngeli Editore), with an official presentation during an HRC Meeting attended by hundreds of HR Managers.

REPORT BACK

Official project presentation to the Academy Faculty.

AWARDING

The final part of the learning journey concludes with a festive awards ceremony, during a flagship HRC Group event. HR Directors and Managers award students with an official recognition and book.



INNOVATION IS THE KEY TO SUCCESS!



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