



Why this talent study is incredibly significant to the future of HR:

You are invited to participate in this important global study.

There is no other like it.

Our vision is to make this a reference study for HR leaders to use for years to come in all aspects of their work.

The core objective is to focus on the attracting and retention of top talent.

Yet the implications go beyond talent—traversing all of human capital and paving the way for the future of work.

Here are some differentiators for how this study will help to redefine the world of HR:

- It is clear that attracting and retaining top talent is mission critical and perhaps the number one issue facing HR organizations today. We will look first at best practices that are helping companies win the talent war.
- We will then go deeper and explore new ways HR can impact human capital decision making.
- We intend to pull together relevant studies such as Kahneman's Nobel Prize winning, *Thinking Fast and Slow*, as well as his new masterpiece, *Noise: A Flaw in Human Judgment*, all aimed at helping organizations improve processes, practices, and decision making.
- Artificial Intelligence (AI) experts all agree that AI will have a profound impact on the way people work and live. We will gather important information on how the predictive analytics supported by AI can offer game changing solutions that companies can begin to implement today.
- Gen Z is the generation referred to as the disruptive generation. Experts have already predicted that they bring unique cultural, societal, and life expectations much different than generations in the past. The Pugh Research Center states that Gen Z will comprise 27% of the workforce by 2025. We will survey and study their thinking as well as their expectations for organizations that they join. Thought leaders agree Gen Z high potentials will be the hardest to attract, retain, and motivate.
- Our research team has concluded there are significant issues facing companies over the next number of years. The early indications are that winning companies will have defined ways to keep trust as the center for the workplace. They will also understand how inclusivity, proper work life balance, growth, development, and stability are early indications that need to be explored further as we seek out best practices in our research.
- High potentials today want to learn, develop, and grow in ways that are significantly different than past generations. Thus, we will look at how cost effective investments such as installing mentoring programs and apprenticeships will pay big dividends for companies well into the future.
- The study will also delve deeper into the many functions within HR, e.g., OD, LD, rewards and recognition, to advance the opportunities for organizations to adapt and transform to the new ways of working.



7 REASONS TO JOIN THE **FUTURE** OF **TALENT** FORUM

- 1. Exclusivity**—We are inviting only 50 companies to participate in this study. We want to ensure we can advance each and every company in the study. We believe that the member companies will benefit by this closed network of committed HR executives who want to be part of carving out the architecture of the workplace for the future.
- 2. Return on time**—Our research team is set up to get answers to your questions, thus providing value to each and every company from the onset. Our team is committed and set up to do the heavy lifting. We have developed a pathway to be sure we have the right information, collect it, organize it, and report it with digestible practical applications for member organizations. The time investment for companies is only attendance at quarterly webinars (not mandatory yet encouraged) so every company stays up to speed on the early research findings. The full study review will take place at the HR Forum at Leaders 24 January 29-February 1, 2024 in Port Charlotte, FL ([click here](#)). The book will be distributed at the Forum.
- 3. Access**—Our research team will remain accessible to all 50 member companies throughout this period. Your company will have the ability to reach out to the research team with your specific questions over the next nine months. You will also have the opportunity to interact with HR thought leaders as well as to interact with each other. The research team will provide monthly updates on best practices in short white papers so members can get real time, up-to-date information as we press forward.
- 4. Branding**—The member companies and their HR executives will be positioned in all the branding around this study. Over time member companies will be seen as distinctive best places to work, and the HR leaders as forward thinking, front-line experts. We predict this will prove to be a differentiator for attracting top talent.
- 5. The HR Forum at Leaders 24**—You are invited to be an integral part of Leaders24, the premier leadership development experience—like no other. Member companies will have a separate HR Forum meeting within the larger leadership development experience. The HR Forum will be hosted by two noted thought leaders and practitioners: David Ulrich, the number one thought leader in the world, and Mark Servodidio, a seasoned well respected senior global HR practitioner/consultant. They will facilitate interactive discussions over the 3.5 days at Leaders24. The HR leaders are invited to participate in 10 keynote speaker sessions and will have the opportunity to have special visits with noted thought leaders. Each member company receives a total of 4 seats at Leaders 24—a remarkable value to bring high potentials to experience Leaders24.
- 6. Research products**—This yearlong study includes a published book and firsthand access to all the data unavailable to other companies. Plus, receive the whitepapers so that your company is up-to-date throughout this study. The published book will have the company's name and the HR executive's contributions noted throughout the book. This will demonstrate the company's commitment to being a best-in-class company for attracting and retaining top talent.
- 7. A great experience**—Our commitment is to make this an incredible experience and a worthwhile investment for both the HR executive and the company. Our research team and Board of Advisors are committed to the mission and success of producing great value for all involved in the study. We guarantee this!