



# G-SQUARED BUSINESS MANAGEMENT SERVICES

Harnessing the power of human potential.

## HR STRATEGIC PRESENTATION SERIES

### Understanding Impact: True Measures of ROI

HR must break out of the efficiency model that characterized its past importance to the organization to embrace a new culture where human capital strategies form the core of organizational success and competitive advantage in the marketplace. HR success requires a new understanding of how the organization perceives its value, the role HR must play in the strategic decision-making process, and how to begin constructing strategic initiatives with built-in performance measures that directly impact the bottom line.

#### Presentation participants will learn...

- the “art and science” of performance measurement
- how ROI is defined and measured
- HR’s role in the strategic decision making process
- alignment of human capital strategies with organizational goals
- effective communication of value-driven performance

#### Who should attend?

HR Managers, Directors, CHROs–  
Any HR professional with a desire to learn and opportunity to apply strategic focus to their work!

Bring business cards for networking!

*Registrants receive special discounts to other workshops and events throughout the year!*

**FREE ADMISSION! LIMITED SPACE!**

#### UPCOMING DATES...

AUSTIN - FEBRUARY 1

HOUSTON - FEBRUARY 7

DALLAS/FW - FEBRUARY 15

REGISTER ONLINE AT:

[www.g-squaredbms.com/spreg.html](http://www.g-squaredbms.com/spreg.html)

This workshop has been pre-approved by the HR Certification Institute for **1.5 Strategic Business** credits toward the PHR, SPHR, or GPHR Certification.



*The use of this seal is not an endorsement by the HR Certification Institute of the quality of the program. It means that this program has met the HRCI's criteria to be pre-approved for recertification credit.*