Creating That Product Called You
Indiana CUPA-HR Annual Conference
April 12, 2013
Audience Check

➢ Does anyone have an employee population that is:
   ✓ Filthy rich?
   ✓ Inherited a lot of money?
   ✓ Won the lottery?

➢ Does anyone feel that Talent Development is not important to the organization?

I hope I have the right audience!
Creating That Product Called You
What Is a Product?

Something that is offered in exchange for something of economic value

I have your pots and pans. You have my money. Let’s make the exchange!
A product is something that is offered in exchange for something of economic value.

Umm....

- Employees offer something in exchange for economic value.

- That economic value is their compensation (wages and benefits).

- That something is their personal product: their skills, capabilities, and strengths.
Today’s Takeaways

Professional development concept that could:
- Increase employee engagement in the Talent Development Process.
- Enable increase in the effectiveness of Talent Development Process.
- Enhance Organizational Development and Change Management processes.
- Provide foundation for development of employee professional development guide or manual.
Let’s get some **GAS** to take us through our session.

**GAS: Generally Accepted Sage**
GAS (Generally Accepted Sage)

- Every individual has a personal product.
- Individuals engage when they see something in it for them (WIIFM Factor).
- Organizations succeed when the needs of the organization and the interests of individual employees are connected.
- People listen in their language.

Organizations accomplish their goals through the contributions of their employees.
Talent Development Needs

- Succession Planning
- Changes in work trends
- Changes in the business environment
- New business models and technologies

*Organizations accomplish their goals through the contributions of their employees.*
Talent Development Process Challenges

- Getting employees engaged
- Getting organizational partners engaged
Getting Employees Engaged

Individuals engage when they see something in it for them (WIIFM Factor).
A career is an individual’s most important economic asset.
A career creates personal value, the path to fulfilling an individual’s economic hopes and dreams.
Personal Value Creation

Promotions
Professional Development

Compensation Growth
(Personal Value Creation)!!
How can an individual create value from a career?
Businesses exist to create value for their stakeholders.
The Business Management Process
That Age-old, Proven Process for Creating Value

Assets
Knowledge
Capabilities
Resources
Strengths

Value
Profits
EVA
ROI

Business Management Process

Develop
Product

Improve

Market

Deliver

Sell

Business Mgt Process
Business Product Development Process

1. Assess company’s strengths and capabilities.
2. Research the marketplace to identify opportunities based on capabilities and strengths.
3. Develop a product concept.
4. Develop a product prototype.
5. Develop product to introduced into the marketplace.
Why can’t employees use the Product Development Process develop their personal product?
Okay, how do you do it?
Personal Assessments
• Strengths
• Skills
• Personality
Target Position is the position an individual wants to have in the future.
Pro Forma Resume is the resume the individual wants to have when he/she applies for their Target Position.
# Professional Development Bridge

<table>
<thead>
<tr>
<th>Resume You Have</th>
<th>Bridges</th>
<th>Pro Forma Resume (Resume You Want)</th>
</tr>
</thead>
<tbody>
<tr>
<td>6 years Big 4 Accounting, 2 years as senior manager</td>
<td></td>
<td>5 years Big 4 Accounting experience, 2 years as senior manager</td>
</tr>
<tr>
<td>Knowledge of SAP; no experience implementing</td>
<td></td>
<td>Experience implementing SAP financial reporting systems</td>
</tr>
<tr>
<td>Prepared forecasts, plans and analysis; managed function</td>
<td></td>
<td>Experience in forecasting, planning and analysis</td>
</tr>
<tr>
<td>Prepared presentations, but have not presented</td>
<td></td>
<td>Experience in making presentations to senior management</td>
</tr>
<tr>
<td>Supervised and managed, but have not participated in development process</td>
<td></td>
<td>Track record developing professional employees</td>
</tr>
<tr>
<td>Bachelors degree in Accounting</td>
<td>CPA</td>
<td>Bachelors degree in Accounting</td>
</tr>
<tr>
<td>CPA</td>
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<td>CPA</td>
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</tbody>
</table>
Talent Development Process Challenges

- Getting employees engaged
- Getting organizational partners engaged
By applying the Concept of Personal Product, you could:

✓ Enable an increase in employee engagement (apply to WIIFM Factor).

✓ Increase the engagement of your organizational partners. (Speak Talent Development in their language.)

✓ Enhance Organizational Development. (Relate WIIFM Factor to core competencies and other components of Organizational Development)

✓ Enhance Change Management. (Relate WIIFM to Awareness and Desire components of Change Management Process)
Creating That Product Called You
The Business of Me
Your Job ... Your Career ... Your Value

A Career Management Process and Information Resource
Designed for Today’s Business Professional

First Edition

Linwood Bailey

www.businessofmebook.com
Today’s Show

Act 1

Business of Me

Develop Product

Improve

Market

Deliver

Sell

Act 2

Be the CEO of Your Own Career, Caroline Dowd-Higgins