



HOW TO MAKE THE DIFFERENCE

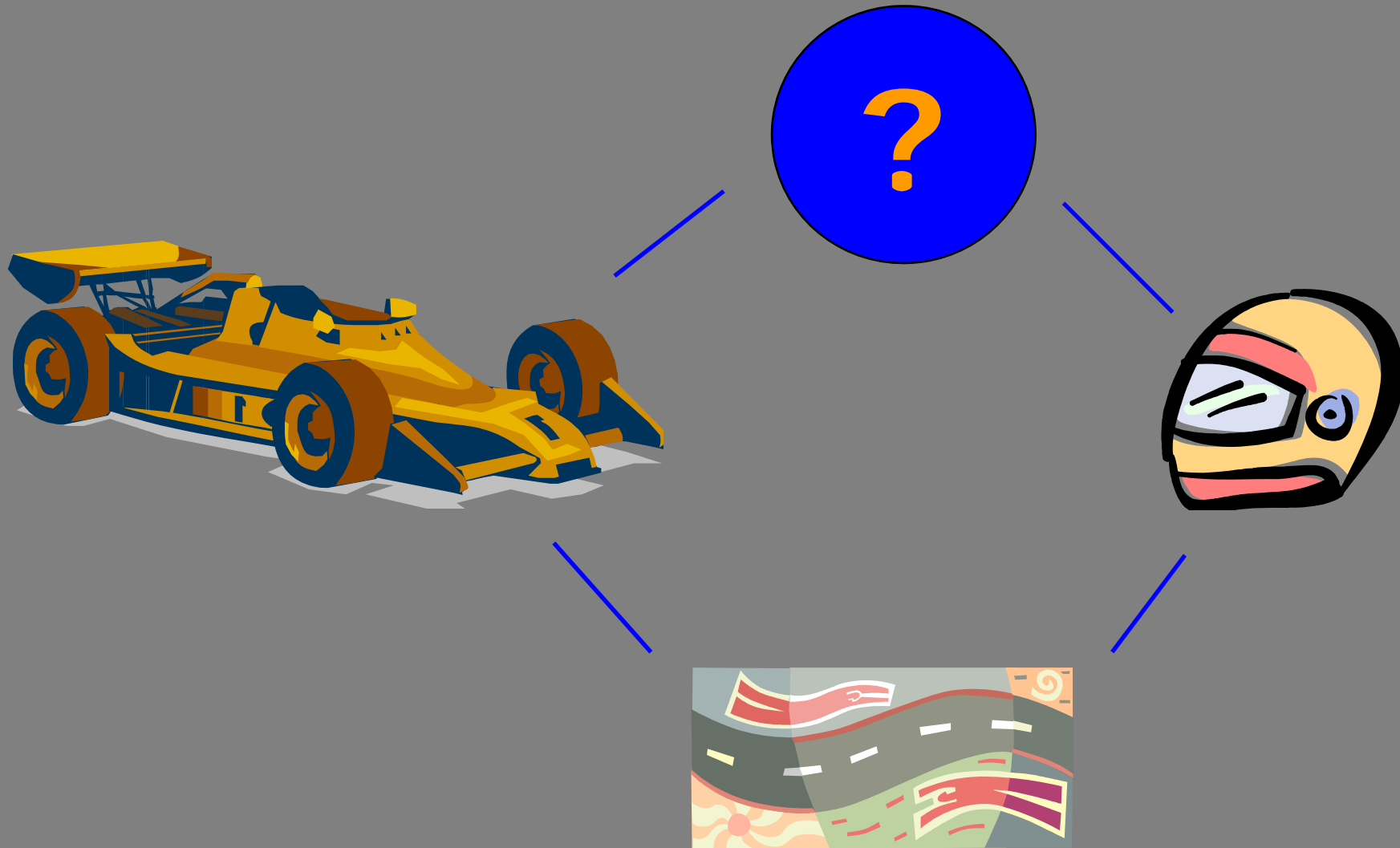
HANS CHRISTIAN STECKLING

HCS
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HUMAN CAPITAL STRATEGY

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THE F1 CHALLENGE



THERE IS A CHOICE

Wrong people x Right match x Right development x Right leadership x Right Environmental factors	= False starts
Right people x Wrong match x Right development x Right leadership x Right environmental factors	= Anxiety
Right people x Right match x Wrong development x Right leadership x Right environmental factors	= Depreciation
Right people x Right match x Right development x Wrong leadership x Right environmental factors	= Demotivation
Right people x Right match x Right development x Right leadership x Wrong environmental factors	= Frustration
Right people x Right match x Right development x Right leadership x Right environmental factors	= Boosted bottom-line

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TODAY'S LEADERSHIP CHALLENGES

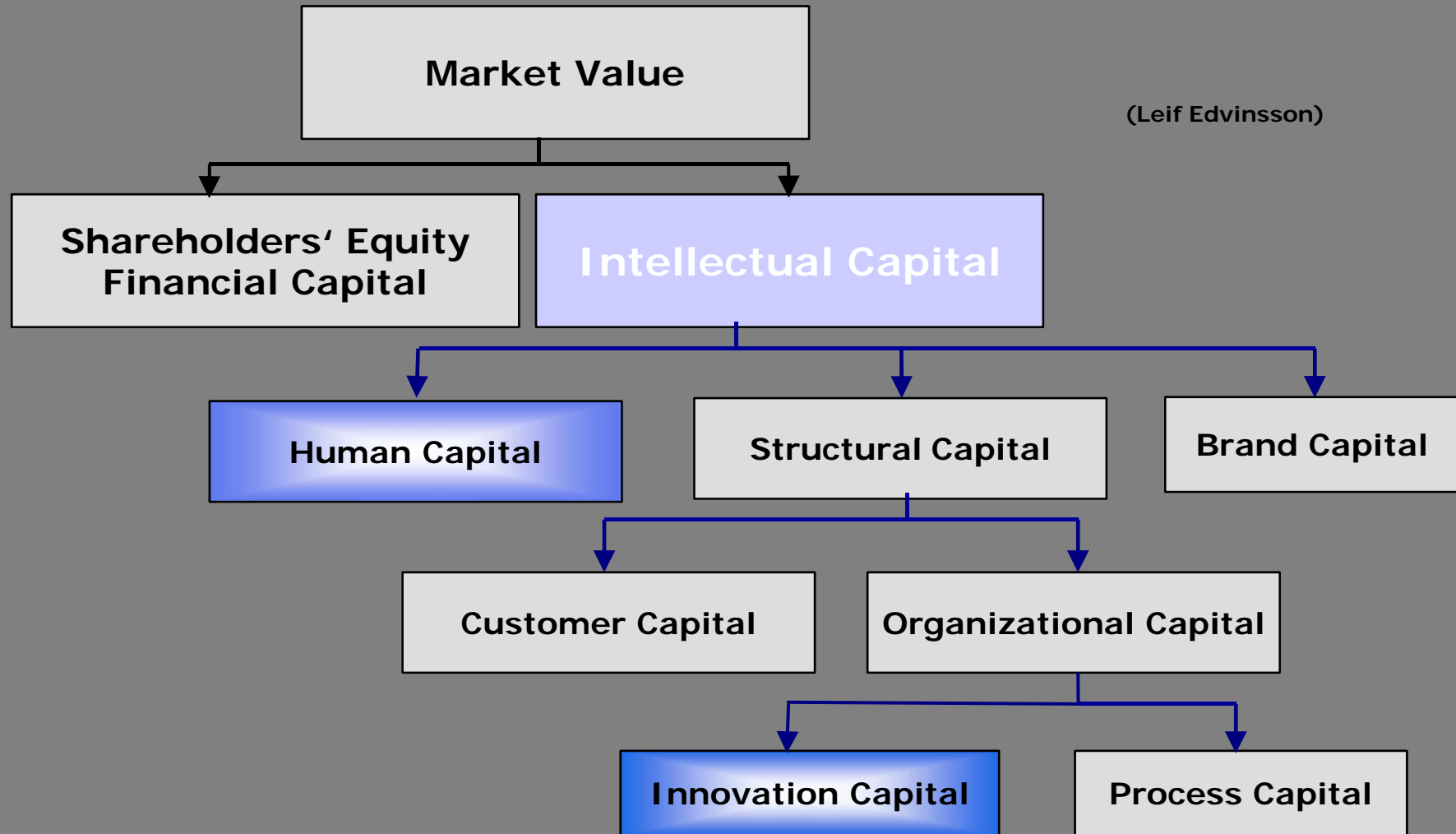
- **Continuous uncertainty and volatility**
(scope with new risk dimensions)
- **Continued strong competition for talent**
(in general as well as demographically)
- **Leadership generation change "in process"**
- **People's perception of values changing**
- **Transition from "industrial/services" to "knowledge" society**
(transactional orientation vs interactive behavior)
(job vs assignment mentality)
- **Striking the right balance between short term performance and medium term positioning**

WHAT INVESTORS DO EXPECT

Trend from Triple to Quadruple Bottom Line Reporting: *SUSTAINABILITY*

1. Financial Data (Volume, KPI's, etc.)
2. Environment Reporting (EPI's)
3. Social Responsibility (Sponsoring, Aid, etc.)
4. Intellectual Capital Development
(Skill + Knowledge + Behaviour + Rate of Renewal = Leadership Culture)

THE VALUE POTENTIAL OF INTELLECTUAL CAPITAL



**“Talent and knowledge
are the hard currencies
of the future”**

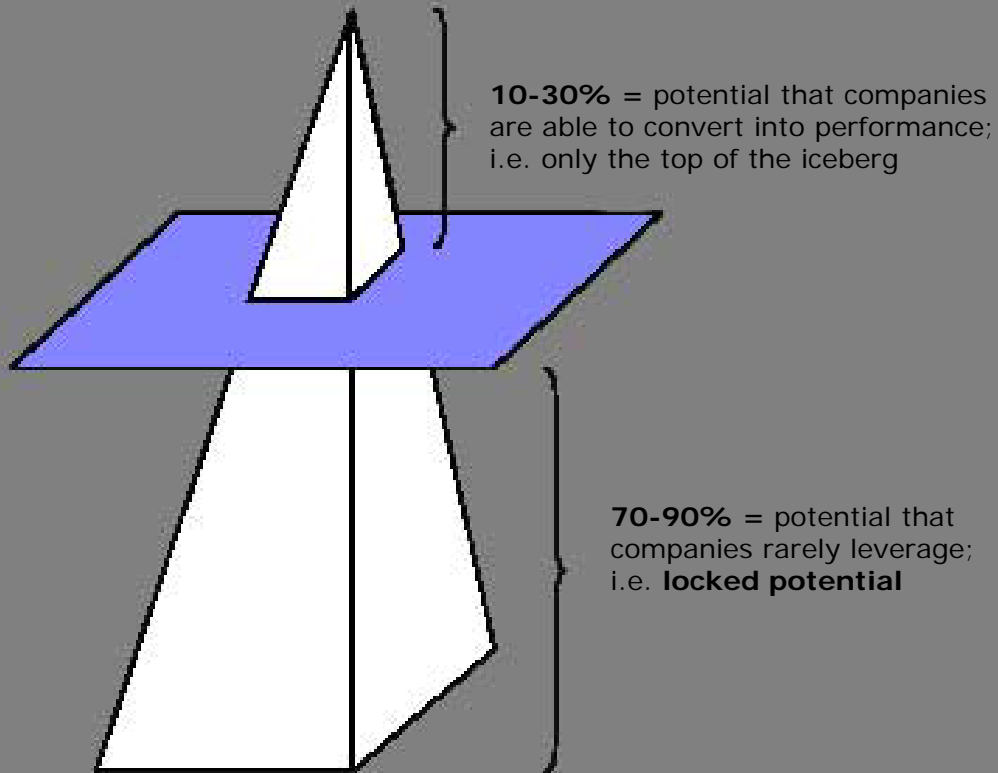
HOW TO RESPOND

.....to unlock value, determine.....

- **Is your senior management team prepared and equipped to effectively deal with these leadership dimensions and challenges?**
- **Are you using the next generation human capital strategy and tools?**
- **Do you have an IC rating system/ IC controller installed?**
- **Who in your firm is in charge of the innovation process?**
- **What is your market share of new business opportunities?**
- **Chief Executive Officer or Chief Inspiration Officer?**
- **.....**

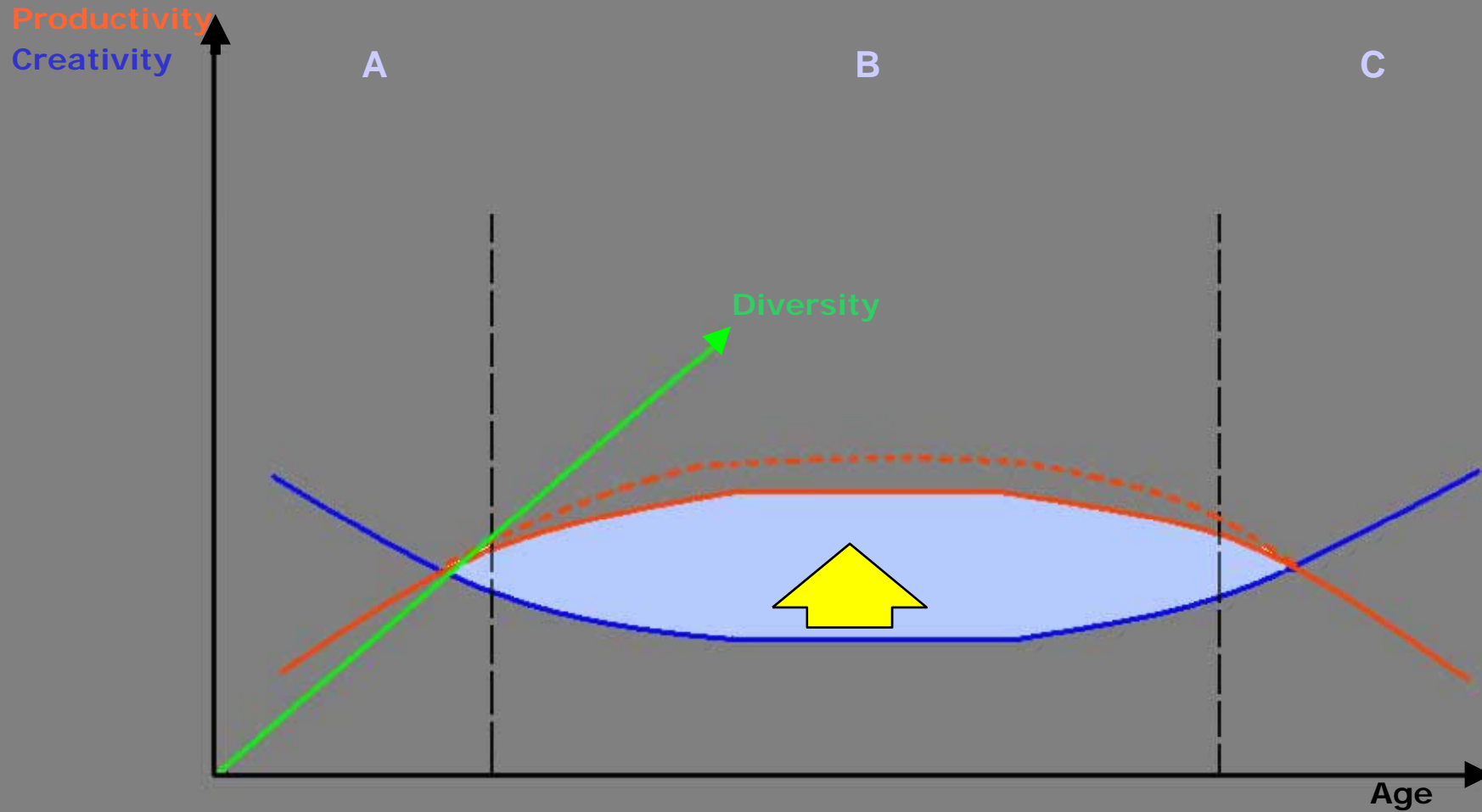
AT THE END OF THE DAY, THERE IS ONLY ONE QUESTION YOU SHOULD BE ASKING YOURSELVES

At what fraction of its potential is your workforce operating?

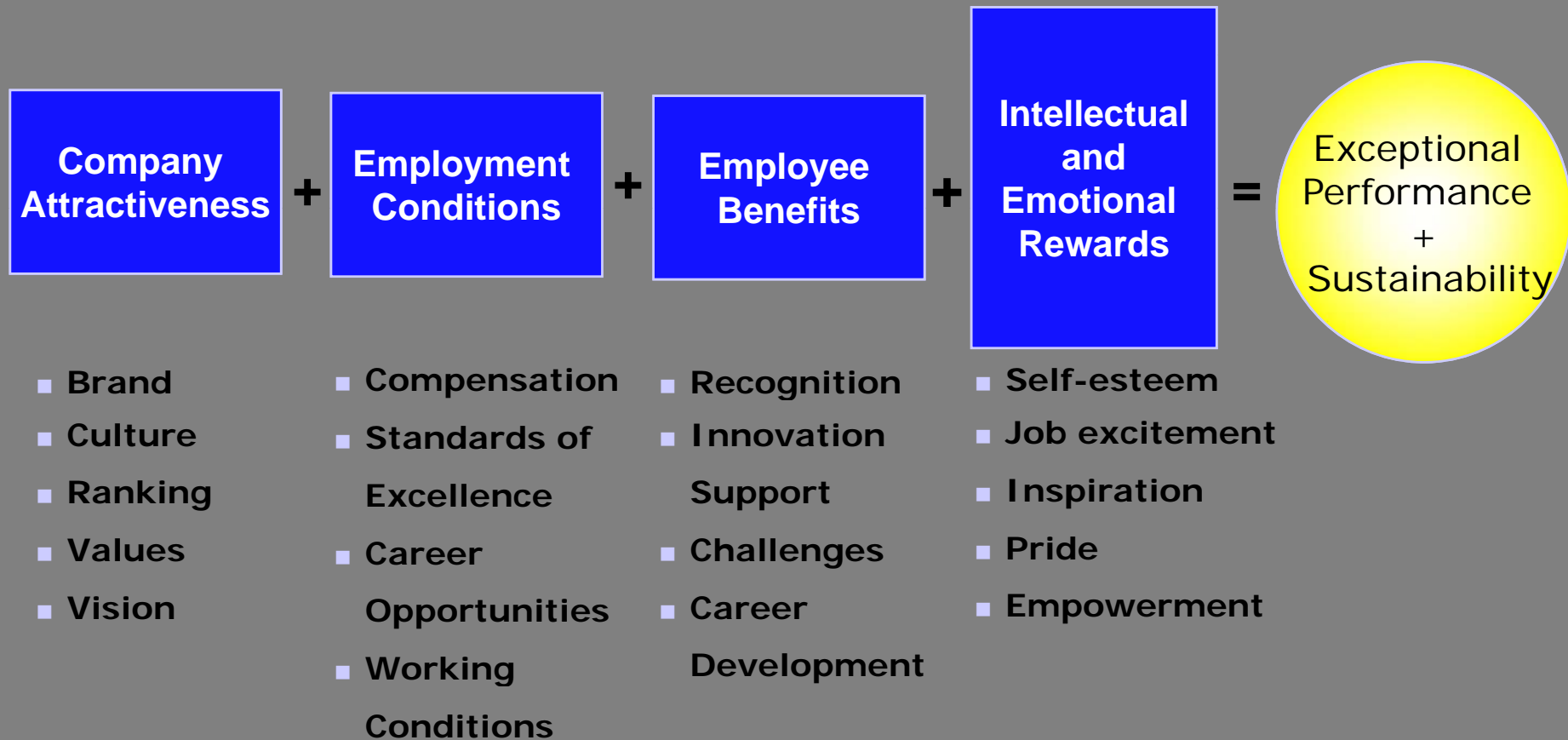


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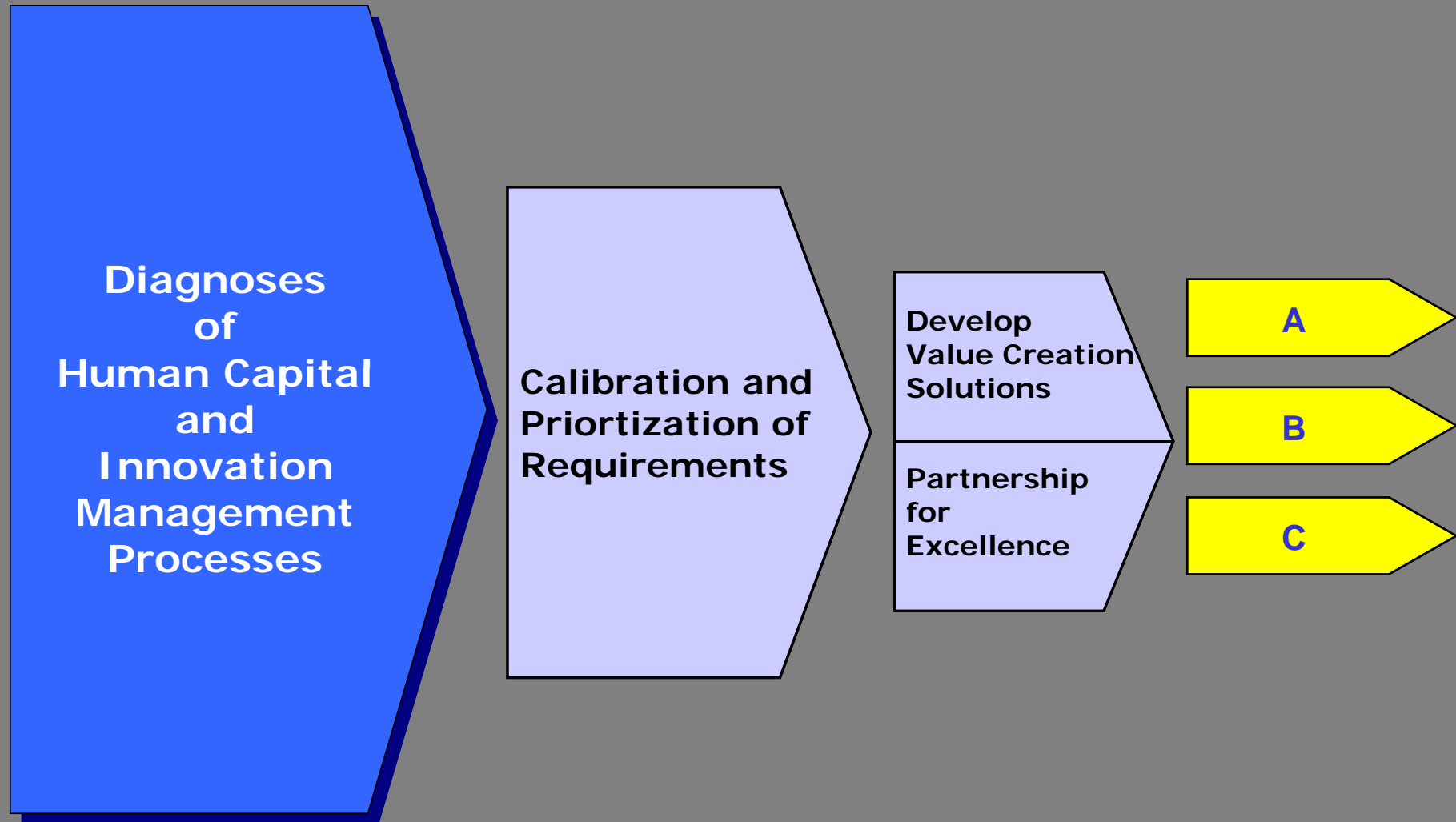
THE POTENTIAL OPPORTUNITY GAP



The Evolution of Reward Drivers



THE NEW CONSULTING CONCEPT



EXECUTION EXAMPLES

Combined Solutions

Management Consulting
Talent Selection
Talent Cultivation
Coaching / Mentoring
Leadership Assessment
Succession Planning
Recruiting Process
Team Building
Executive Search
Interim Management
HRM Outsourcing
Board Composition

Benefits

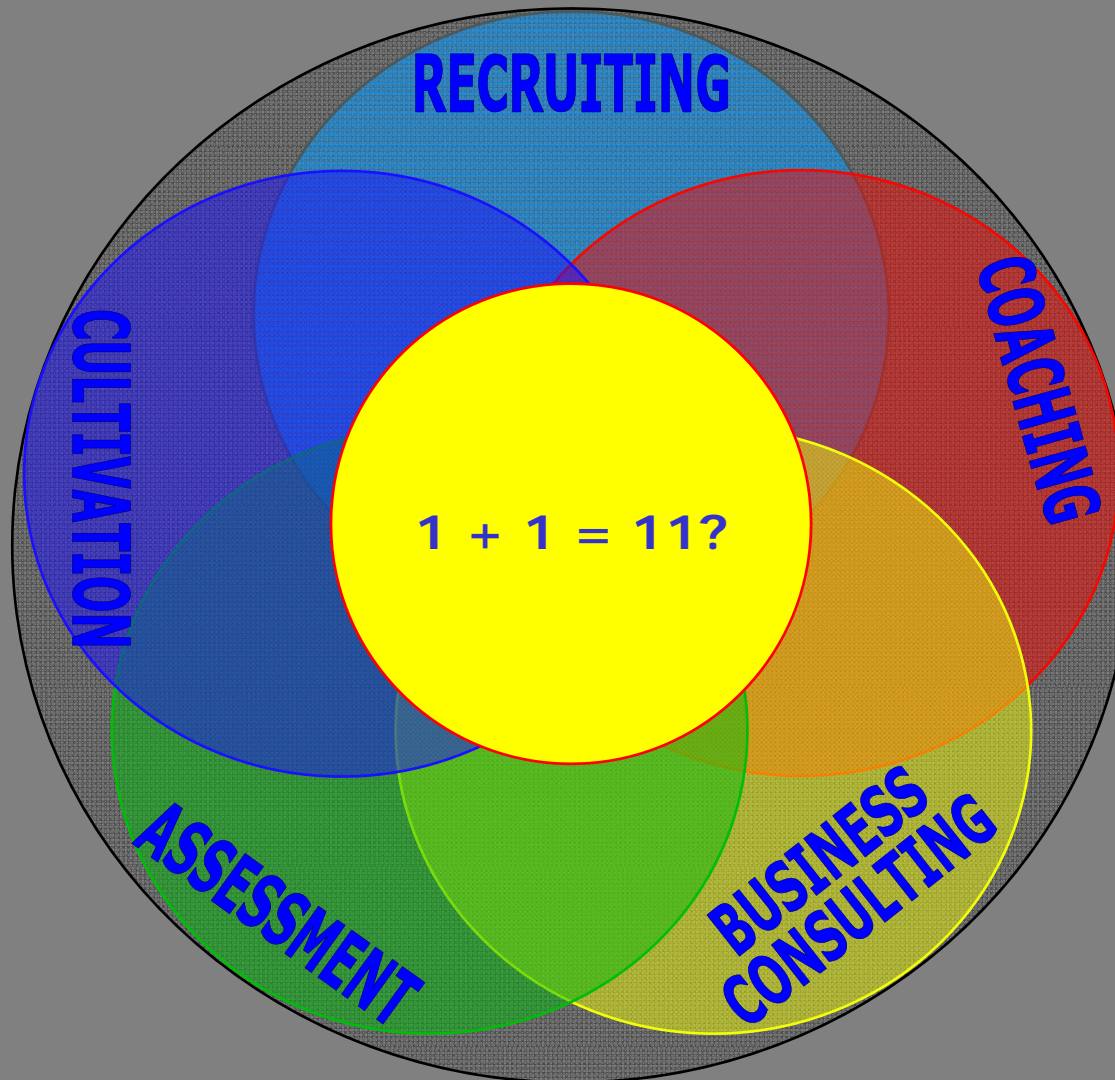
Cost Efficiency
+
Risk Reduction
+
Value Creation
+
Innovation
+
Common Values

Results

Exceptional
Performance
+
Sustainability

**Market
Leadership**

THE INTEGRATED APPROACH TO VALUE CREATION



To cultivate: "...break up the surface soil around in order to destroy weeds, prevent crusting, and preserve growth conditions..."

(Webster's Dictionary)

“Creating mutual value is learning to get results with others, rather than from others”



WANT TO MAKE THE DIFFERENCE ?

HANS.STECKLING@HCS-CONSULTING.CH

HTTP://WWW.HCS-CONSULTING.CH

TEL. 0041 1 915 50 33

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