

BUSINESS SKILLS for HR Professionals



To be an effective strategic partner with the other executives in your organization, you need to be able to talk intelligently and confidently about all aspects of business. You need to use your knowledge of business planning, finance, sales & marketing, and operations to provide essential strategic input on the human resources impact in each of these business areas.

The **Strategic Management** domain of the PHR/SPHR **Body of Knowledge** encourages HR professionals to learn more about "the business" in order to be able to make a greater contribution to organizational success. This workshop series covers the key areas of business taught by professionals in that area. Content has been designed to meet the specific needs of HR managers.*

- CLASS 1 Strategic Planning:** uses and value, who should be involved, planning models and common planning tools, linking the plan to your culture, translating into action
March 10
7:30 - 12:00
PRESENTERS: Carol Hess, MBA and Heidi Bianco, CEBS
- CLASS 2 Finance & Budgeting:** the bottom line and how it is determined, external and internal factors that define the bottom line, reading and using financial statements, basic financial lingo, choosing relevant data to make budgeting decisions
March 24
7:30 - 12:00
PRESENTER: Mary Ellen DeWitt, CPA
- CLASS 3 Sales & Marketing:** common sales and marketing strategies, the role branding plays in business, aligning sales & marketing efforts with the mission and values, choosing approaches to use in HR recruiting and retention activities
April 7
7:30 - 12:00
PRESENTER: Mike Yeager, President of Cargas Systems
- CLASS 4 Operations:** your main customers/users and key market factors; your competition and their impact on recruitment and retention; the main components of your operations (such as supply chain management, research & development, project management and quality management); pressures/challenging in delivering your products/services
April 20
7:30 - 12:00
PRESENTER: Heidi Bianco, CEBS
- CLASS 5 Business Communications:** the appropriate medium to fit the message and the intended audience; timing of sensitive or business critical information including layoffs and restructuring; avoiding mistakes and misunderstandings in crisis communications
May 5
7:30 - 12:00
PRESENTERS TJ Titcomb, PhD, SPHR

Registration: Registration limited to 15 attendees. Tuition for all five sessions is \$ 750.

Schedule: All sessions will be held at the Cargas Systems office located at 201 Granite Run Drive, Lancaster, PA. The program runs every other week for five sessions starting March 10. Registration and continental breakfast at 7:30 with workshop beginning at 8:00.

* This course has been submitted to the HR Certification Institute for review. Specific HRCI information will be available prior to the first class.