



How to maximize your value
in the eyes of the C-Suite
(CEO, COO, CFO)

Overwhelmed??

- Too many expectations?
- Not enough resources?
- First cut?
- Last to recover?

How do you make it better?

The C-Suite INVESTS in ROI

- How does your organization make money?
- What is YOUR plan to fix THEIR pain?
- Where are your HARD \$\$\$?
- Less activity - more impact
- "Busy" - not sure what they are doing"

ROI = Resources

Clark A. Ingram
Founder of People Profits, LLC

- Chief Human Resources Officer for 25 years
- Numerous Industries - concepts work
- Employer of Choice repeatedly
- HR became a Profit Center

What language are you speaking?

- You need to translate everything you do to Revenues/Profits/Plan
- The more you focus on "stuff" the less they are listening
- Proactive revenue/profit generation is HUGE BONUS POINTS!!

You will have their attention!!

Mission Critical

- Know what and when
- How can you help?
- They will probably not know
- What is your plan and goals?

This is PRICELESS!!



Clark Ingram, President
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Formal education

- Bachelor's in Finance - UT at Austin (BA)
- MBA from Texas A&M at Fort Worth (MBA)
- Senior Professional in Human Resources (SPHR)™
- Certified Employee Benefits Specialist (CEBS)™
- Chartered Property and Casualty Underwriter (CPCU)™
- Associate in Risk Management (ARM)

* considered to be the premier certification in that function

Numbers oriented

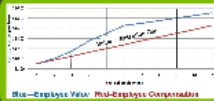
Not being heard

The C-Suite cares about three things

Revenues
Profits

Or a PLAN to get them

Need an example?



Connect the dots to
Revenues/Profits

Questions?

Do you feel like you
are not valued enough?

Not enough respect?

Overwhelmed?

Not sure how to make it
better?

What are your organizational goals?

- What strategies are playing out?
- What tactics are being implemented?
- How can you have a positive impact?
- How can you OWN some of the results?

Make yourself something
other than "stuff"

The Evaluation Issue

- Aligned with the C-Suite needs?
- Benchmarking - an excuse or a challenge?
- Reporting - focused on revenues/profits?

Defined and graded by the C-Suite

The Plan

Strategy planning is not seen as a strength of HR

The Plan must be:

- A direct path to Revenues/Profits
- Logical and rational
- Able to withstand scrutiny
- Subject to contingencies
- Attainable with acceptable resources

If you develop, implement and attain
their results - respect will come quickly

Under Respected



We do ALOT of STUFF!!
Our view....

So what is the C-Suite view?



The middle part is "stuff"
Not just Talent Development

Taking Control

- Who is going to be in control?
- Your destiny in whose hands?
- Whose priorities and goals?
- Who knows more about TD?

Who cares the
most about you?

Change management

- Informing them of the change
- Hard \$\$\$ up front
- Identifying THEIR pain/priorities
- Developing a PAIN PLAN
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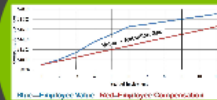
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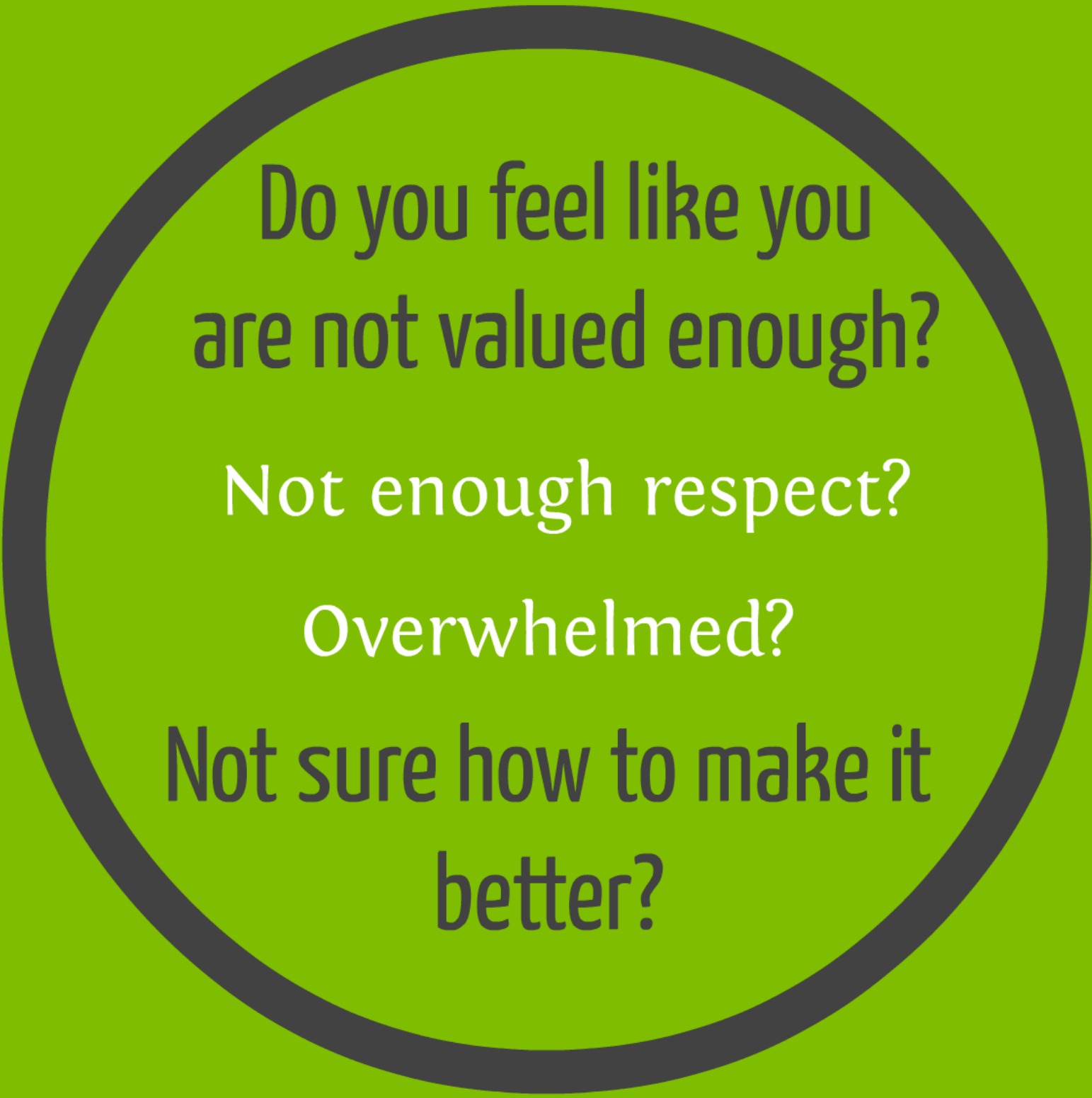
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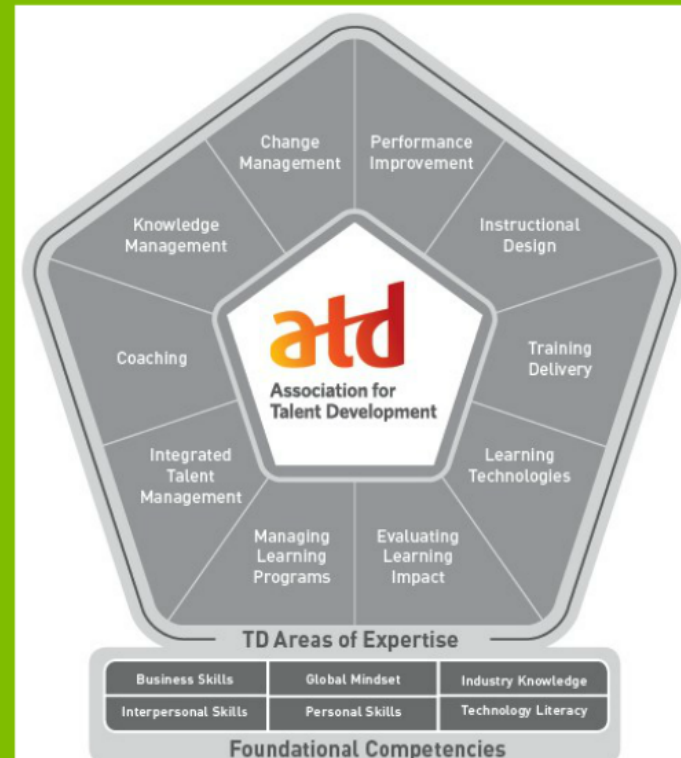
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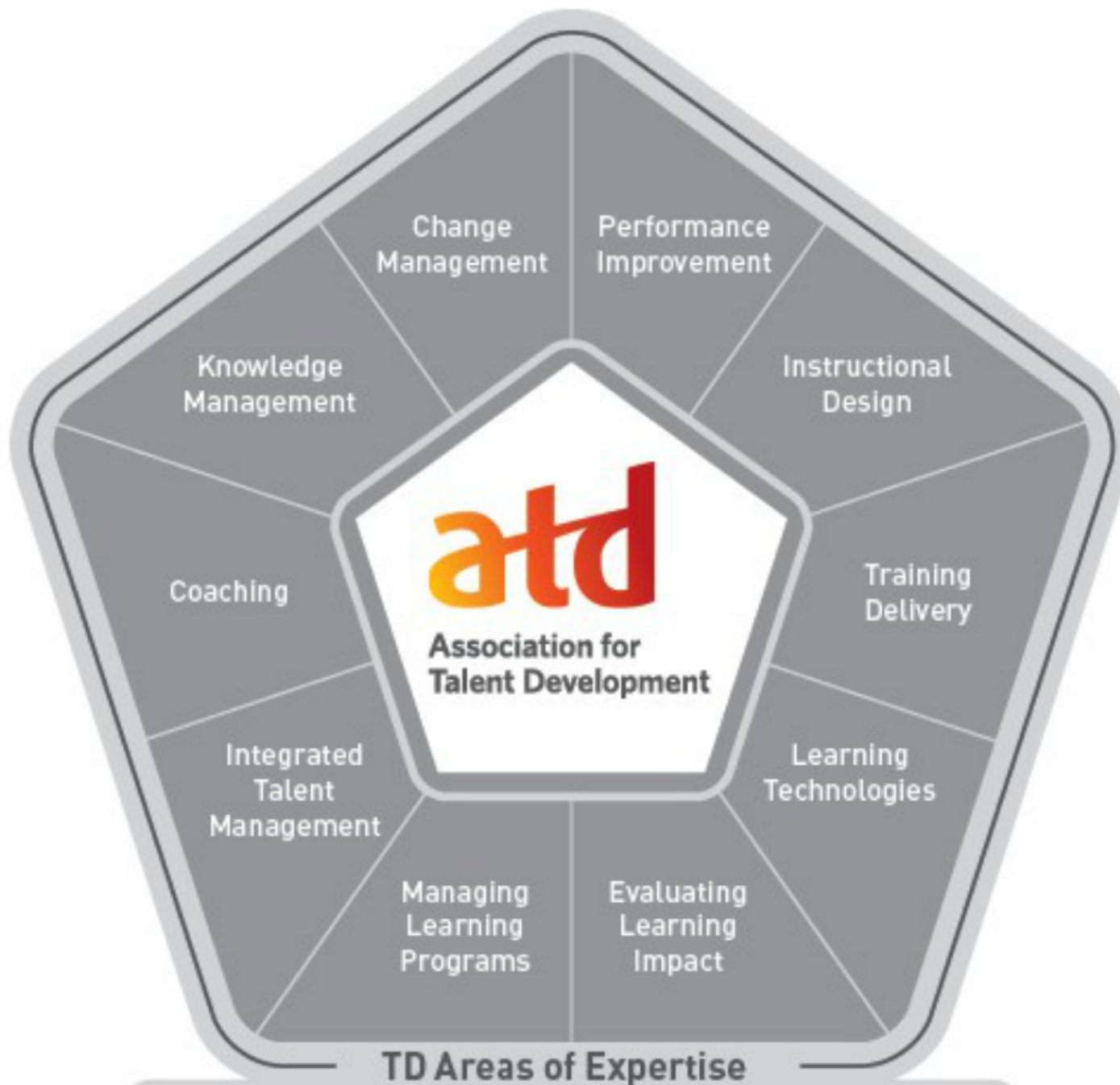
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Our view....



| | | |
|----------------------|-----------------|---------------------|
| Business Skills | Global Mindset | Industry Knowledge |
| Interpersonal Skills | Personal Skills | Technology Literacy |

Foundational Competencies

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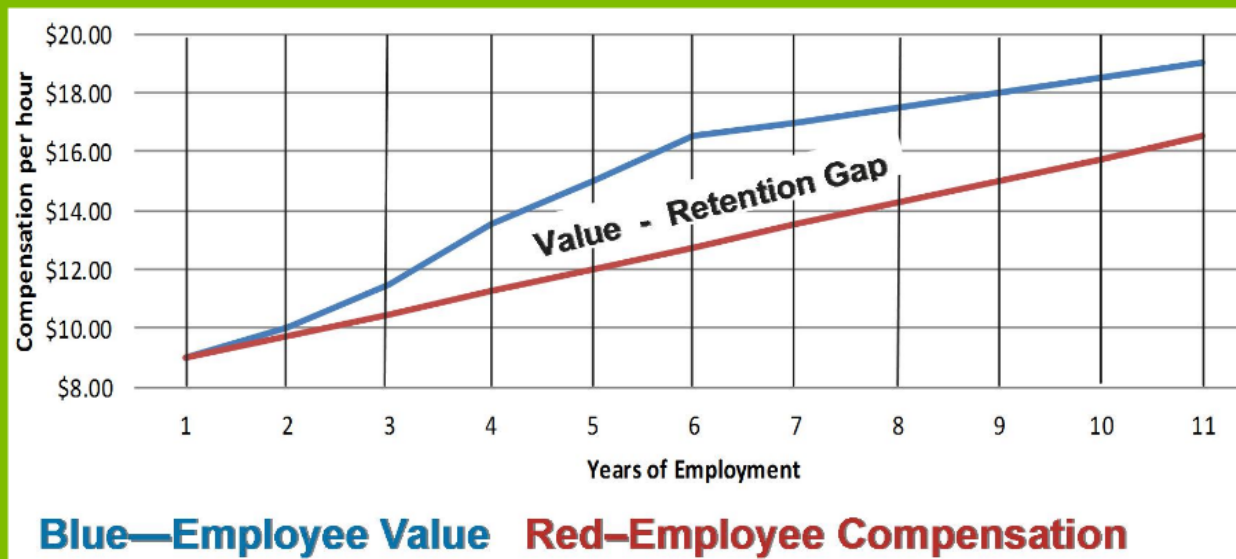
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