



## Maxxim Consulting Hosts HR Guru, par Excellence, Dave Ulrich for Discussion on “What’s Next for HR?”

On Thursday 13th October 2011, our Great Marlborough Street offices in central London were transformed for an exclusive event with a select group of HR directors from across Europe, who were invited to hear “What’s Next for HR?” by Business Week’s number one ranked Management Educator and Guru, Dave Ulrich.

Professor Ulrich, from the University of Michigan Ross School of Business, spent the evening discussing his latest thinking on the idea of “HR outside-in”. The event generated an extremely lively debate on a number of key topics, including the role of Corporate Centre HR vs Business Unit HR, as well as the importance of Workforce Analytics.

The event also served as a preview for a forthcoming Harvard Business Review book on workforce analytics, *Calculating Success*, co-authored by Maxxim Partner, Tim Ringo. *Calculating Success* is due to be published in January 2012 and received a glowing review from, Professor Ulrich, who himself has published over 20 titles including “*The Why of Work*.” Ulrich says:

“The authors insightfully remind us that workplace analytics must begin with thoughtful analysis. Their six-step workforce analytics process requires clear definition of business problems and development of a conceptual model to guide the analysis, and they do a masterful job demonstrating its impact on multiple workforce problems. Anyone interested in workforce analysis will find this work insightful and helpful.”

**The event marks a successful month for Maxxim, who also arranged a round table debate with key figures from higher education institutions around the UK to engage with Nick Hillman, special advisor to David Willets, Minister for Universities and Science.**

**To pre order a copy of Tim’s compelling and insightful book, please click the link below.**

**<http://hbr.org/product/calculating-success-how-the-new-workplace-analytic/an/13174-HBK-ENG>**