

# Marketing Promotional Video

## Questions:

### **What kind of content are you covering in the HR program?**

We're going to cover content that's not easily found in other programs – content that enables our HR peers to add the most value to businesses. The content of the program focuses on subjects that are usually acquired through varied sources, and by pulling this content together we can provide the student with application experience that drives strategic value. We include subjects such as business financials, business models, culture, employee value, talent management, and driving organizational capabilities.

### **What are the benefits of taking the classes?**

The biggest benefit to the program is that you will have the opportunity to learn strategic HR skills and to immediately apply those skills to a business in the form of a case company. You use that case company throughout the program, so as you progress in the program your knowledge – and your ability to apply your knowledge – grows rapidly. In effect, you'll be able to learn strategic HR in a vastly accelerated manner. What can take 10 or more years for a HR practitioner to develop, we'll cover in less than 1 year. This is one of those programs that I wish I had when I was developing my career.

### **Tell us a little bit about your journey being an HR strategic leader?**

My career progressed from field engineering to technical operations to learning, and into human performance consulting. Then, I moved on to HR leadership roles where I managed and led broader and broader sets of HR functions. I eventually led the HR function at a couple large companies, and then I also led HR, Risk, and EHS at a mid-size company. My partner and I launched a consulting firm a few years ago – Alonos. We focus on business performance consulting, and the human performance functions are a large part of what we do.

### **What kinds of people might benefit from the courses and program?**

Anyone in HR who aspires to rise to larger leadership roles overseeing multiple functions. Inherent to this aspiration is the need to be able to enable the business through people, organizational capabilities, and culture.

### **What outcomes will students achieve by taking the courses?**

You'll be able to produce a human capital strategy for a company. This involves being able to assess a company from many different viewpoints including: financials, products, services, market differentiation, value chain, and growth objectives. Then to apply those assessments to company culture and employee experience, and to determine what needs to change in organizational capabilities and culture to achieve the business' objectives.

### **What would a "typical" online class look like?**

We've kept the structure of the program simple because we want our students to be able to focus their energies on practicing and applying their strategic HR skills. The first 3 courses use the same structure, leveraging reading, e-learning, webinars, projects, and some quizzes. The fourth course is 100% application based, using peer interactions for idea generation and interaction with the professors to provide coaching and high-impact learning. It's really a wonderful program structure that was designed intentionally to deliver the highest value to the student.