



**HURCONOMICS**  
*The Economics of Human Resources*

**1-Day Workshop**

**That will enhance your ROI from  
Various HR processes and Practices  
By helping you look at HR in newer ways  
Designed to get the best value out of HR**

**Based on forthcoming books: *HURCONOMICS* and  
*HRD Score Card 2500***



**Program Facilitator: Prof. T. V. Rao, Chairman, TVRLS  
Founder President, HRD Network  
Founder Director, Academy of HRD  
Adjunct Professor, IIMA  
Institution Builder and thought leader of the HRD Movement**

**Investments: Rs. 15,731/- per participant (Inclusive of service tax)  
(Less than one day's CTC for a top HR Executive of a medium sized or  
large company)**

**Closing Date for Nominations: April 12, 2008**

**Venue: Hotel Orchid, Domestic Airport, Mumbai; Date: April 19, 2008**

## Program Inputs

The program attempts to provide participants with mechanisms to measure the costs and benefits of HR processes and interventions.

It is based on the assumption that HR can contribute to share holder value in terms of intellectual capital creation and sustained brand building.

## Audience

Heads of HR, Top Management Directors in-Charge of HR, CEOs, Business Unit Heads and Line managers with HR and Team Leadership responsibilities

## Key Take Aways

1. Highly engaging Caselets, Illustrations and real life HR Stories that will help participants to answer the following questions with ease:
  - How much does it cost you to accompany your spouse to buy vegetables? What are the returns from such domestic excursions?
  - What is the cost of your meetings and how can you get the best out of them?
  - How much does it cost to have a PRD? What returns can you expect?
  - How can you recover investments on recruitment if your retention rates are low?
  - How can you calculate training investments and ensure returns to the full?
  - How much are you spending on your HR department? Are you getting the best from it?
  - How does HR contribute to your intellectual value addition and share holder value?
  - What kind of HR managers can add value to your corporation?
  - How can you calculate your ROI on Competency mapping, 360 Degree Feedback, Assessment Centers and Performance Management Systems?
  - How can you get the best from your new hires from month one or week one or day one?
2. Learn Tools like R-COT (Real Cost of Time) and O-COT (Opportunity Cost of Time) to help streamline HR processes and systems in your firm.
3. Real Learnings that if deployed, may result in savings to the tune of several hundred times the program fee and time investment you and your team make in this program.
4. Permission to share inputs from the program with your team
5. Prepublication copies of *HRD Score Card 2500* and *HURCONOMICS*