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## **The Center for Work-Life Policy to become the Center for Talent Innovation in 2012**

December 7, 2011, New York: The Center for Work-Life Policy to become the **Center for Talent Innovation** in 2012.

Today, Sylvia Ann Hewlett, the CEO and founder of the Center for Work-Life Policy (CWLP) announced a name change for both the CWLP and its flagship project, the Hidden Brain Drain Task Force. The announcement was made at the organization's annual Summit which brings together senior executives from 70 global companies for a program centered on research and action.

Starting in January 2012 the CWLP will be called the **Center for Talent Innovation** and its flagship project the **Task Force for Talent Innovation**.

“These name changes are driven by enormous growth in the span, scope and stature of the organization,” says Hewlett. “Eight years ago the CWLP was a small, U.S.-based non-profit centered on women's retention and acceleration issues, today it's a global think tank with representatives in San Francisco, London and Mumbai and projects in Brazil, China, India and Japan. Our budget has increased ten-fold and our talent agenda has expanded significantly.

The mission of the newly named Center for Talent Innovation is two-fold: to drive ground-breaking research that leverages talent across the divides of gender, generation, geography and culture; and to create a community of senior executives united by an understanding that full utilization of the global talent pool is at the heart of competitive success.

The mission of the Task Force for Talent Innovation is to respond to the challenges posed by the research and create action and impact. To date, the Task Force has spearheaded 100-plus new best practices, many of which are “second-generational” and go beyond access and opportunity to retention and acceleration. This action on the ground has garnered significant attention (12 *Harvard Business Review* studies and numerous articles in the *Wall Street Journal*, the *Financial Times*, *Strategy & Business*, Huffington Post, etc.) which allows Task Force members to be branded as “thought leaders” in global talent management.

The distinguished co-chairs of the Task Force—business leaders and talent heads from American Express, Bloomberg LP, Booz Allen Hamilton, Bristol-Myers Squibb, Cisco, Deloitte, Ernst & Young, GE, Goldman Sachs, Intel, Johnson & Johnson, NBCUniversal, Time Warner, and Unilever—are enthusiastic about the rebranding of the Center. In the words of Melinda Wolfe (Bloomberg) “I’m excited about the new name, it underscores the power of our work and its potential to change the global talent equation.”

For more information please visit [www.worklifepolicy.org](http://www.worklifepolicy.org)