



## Top Talent Brings Accolades

Sylvia Hewlett's latest book, *Top Talent: Keeping Performance Up When Business Is Down* (Harvard Business Press) has just been published. It takes the learnings from Hidden Brain Drain Task Force research on female, multicultural and Gen Y talent and distills out the implications for this Great Recession. None of our leaders will be surprised to find that a broad and generous set of nonmonetary rewards (FWAs, opportunities to give back, highly functioning teams) are exactly the tools talent managers need to keep high performers engaged and loyal in these difficult times.

*Top Talent* was kicked off at the New York Stock Exchange in October. This well-attended launch event featured a stellar set of Task Force speakers: Jeffrey Kindler (CEO, Pfizer), Ana Duarte McCarthy (Citi), Annmarie Neal (Cisco) and was moderated

by CNN's Ali Velshi.

A second launch event at the landmark BT Tower in London was held last week with Ann Beynon and Caroline Waters (BT), Jill Lee (Siemens), Richard Rawlinson (Booz & Company) and Helen Wyatt (Unilever).

On January 8th, 2010, *Top Talent* will be launched in Paris at a breakfast hosted by Sodexo and INSEAD. Mark your calendars now. We'll be in touch with details closer to the date.

*Top Talent* is garnering great press—the *New York Times* ran a glowing online review and *BusinessWeek* ran an excerpt and video. As Sylvia presents highlights from the book this fall, she's getting standing ovations at human resource conventions around the country.

## Bookend Generations

Our generational research, "How Gen Y & Boomers Will Reshape Your Agenda," was published by the *Harvard Business Review* in the July-August issue, and as an in-house report, *Bookend Generation: Leveraging Talent and Finding Common Ground* (CWLP, July 2009). The research reveals valuable new truths about Boomers and Gen Ys in the workplace. These two populations bring to the labor market a new "value proposition" that will transform the way we work. The report explores how managers can leverage the strengths of these game-changing generations.

In July, the Center for Work-Life Policy hosted a New York Bookends launch at Asia Society. An overflow crowd attended a panel event featuring Adi Ignatius, (*Harvard Business Review*); David Eun (Google); Patricia Fili-Krushel (Time Warner); Horacio Rozanski (Booz Allen Hamilton); and Jing Ulrich (JPMorgan Chase). Gerri Willis (CNN) moderated.

## Ongoing Research

The CWLP research team is deep into an ambitious new project which focuses on talent in emerging markets. Sponsored by Bloomberg LP, Booz & Company, Intel, Pfizer and Siemens, this study promises to bring a rich trove of new data and analysis to an immensely important topic. As part of this project, we've just completed major surveys in Brazil, Russia, India, China and the U.A.E. In addition, utilizing our proprietary VSS research tool, we've also done a large number of focus groups in these geographies with high potential women and men at various points on the career ladder. This study is due to be published in the *Harvard Business Review* in May/June 2010.

We're also revisiting our breakthrough work *Off-Ramps and On-Ramps*. In addition to

updating the U.S. study, this project includes sister projects that will explore off-ramping and on-ramping in Germany and Japan. Firms involved in driving this research are Boehringer Ingelheim, Cisco, Deutsche Bank, Ernst & Young, Goldman Sachs, and Siemens.

Finally, we are adding to our research agenda on two other fronts: *Top Asian Talent* will explore the opportunities and challenges faced by the Asian-American talent pool in the U.S.—sponsored by Deloitte, Pfizer and Time Warner. *The X Factor* will build on our generational research by examining the hard-pressed Generation X—key sponsors include American Express and Credit Suisse.

All in all we're heading into a rich and action packed year on the research front.

## Sylvia's Recent Presentations

Sylvia Hewlett continues to keep a busy travel schedule as the Task Force's ambassador at large. Highlights include talks at the Women's Leadership Workshop at the Brookings Institute in Washington, D.C.; the Society for Human Resource Management's annual conference in Arizona; the Human Resources Leadership Foundation in Boston as well as corporate leadership events in Munich, Germany and Lucerne, Switzerland. In January she will return to Dubai for the Second Arab Women's Leadership Conference.

## Welcome New Members

We are pleased to welcome several new members to the Hidden Brain Drain Task Force community: the Central Intelligence Agency, Deutsche Bank, GlaxoSmithKline, Google, Interpublic Group, Mayo Clinic, SAIC, and the United Nations Departments of Peacekeeping Operations and Field Services.

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