

**FOR IMMEDIATE RELEASE**

**Contact: Tracy Kurschner**  
**952/346-6131**  
**tkurschner@webershandwick.com**

**TOP HR PROFESSIONALS REPORT MOST BUSINESSES IMPACTED BY  
GLOBALIZATION, SUSTAINABILITY AND TALENT DECISIONS**  
PDI and HRPS Survey Finds Trends Impacting Today's Business Strategy and Operations

**MINNEAPOLIS (May 30, 2007)** – A Personnel Decisions International (PDI) and The Human Resource Planning Society (HRPS) survey of top HR executives at some of the nation's largest companies found changing trends in globalization, an increased priority in sustainability practices and different and new priorities on when and how to improve talent decisions.

The on-line survey was completed by 77 top level HR professionals attending the HRPS conference in April. The majority of respondents worked either in their organization's Centers of Expertise (COEs) of HR or as business unit leaders in HR from large companies of 2,500 employees or more.

Notable survey findings include;

Globalization

- 72 percent report accelerating globalization having some to great impact on their organization's operations, strategy or leadership decisions.
- For some moving overseas is less about new labor pools and cost reductions and now is more about new business opportunities in emerging markets.
- Hires, both internationally and domestically, are more attractive when they have international experience.

Sustainability

- Sixty percent report that sustainability practices have some to great impact on their organization's operations, strategy or leadership decisions.
- Organizations looking to recruit next generation employees may need to increase sustainability practice priorities.

Talent Decisions

- Eighty percent report that decisions made about talent provide some to great impact on their organization's operations, strategy or leadership.
- Organizations are paying attention to whether leaders make good decisions about people.
- Some organizations have specific frameworks in making logical and well reasoned decisions about talent.

“Smart companies have known the value of talent on the overall success of the business for years,” said Susan Gebelein, executive vice president of PDI. “What we're seeing now is a different priority on improving decisions about talent. Organizations whose leaders make better decisions about people and the things that impact them have a competitive advantage.”

“Responses to the PDI/HRPS survey, as well as conversations among companies participating in the recent HRPS Annual Conference, show that the good news is that the combination of increased global competitiveness and the commoditization by price of many industries has certainly made talent the great differentiator,” said Walt Cleaver, president and CEO of HRPS. “But that is only half the story. Engaging

that talent for long term sustainability is the follow through, recognizing the connection between organizational and personal values is the glue, and the increased awareness that the triple bottom line - profits, social and environment- benefits us all is the breakthrough.”

“As companies continue to expand worldwide and continue to face talent shortages and look for unique ways to gain competitive advantage, HR organizations have the challenge both to be even more knowledgeable about business strategy and talent’s role in strategy, but also in specific methods to provide organizational frameworks and teachable Points of View to improve decisions that leaders make about people and the things that affect them most,” Gebelein added.

## **MEDIA NOTE**

### **About PDI (Personnel Decisions International)**

Personnel Decisions International (PDI) is a global human resources consulting firm with distinctive expertise in building leadership talent that provides real competitive advantage. With more than 725 team members in 28 offices around the globe, we partner with the world’s leading organizations, enabling them to make consistently effective decisions about leaders.

Using field-tested strategies, systems, and tools that are unique in the industry — we help clients identify, develop, and deploy superior leaders. Our aim is simple — the well placed confidence that your current and future leaders are distinctively stronger than the competition, resulting in sustained, superior performance.

For more information, contact PDI client relations at 800.633.4410 or visit PDI’s Web site at [www.personneldecisions.com](http://www.personneldecisions.com)

### **About HRPS (The Human Resource Planning Society)**

The Human Resource Planning Society, a not-for-profit organization headquartered in New York City, has been the premier global network of senior, strategic HR Executives for over 30 years. Its membership includes thought leaders, practitioners and academics in the field. HRPS serves as a global forum for the latest thinking and information on the HR implications of key business issues and strategic HR practices. Its mission is to help organizations enhance their performance through strategic management of human resources.

For more information please visit [www.HRPS.org](http://www.HRPS.org) or call 212.490.6387.