

Entrevista en exclusiva

David Ulrich contesta en exclusiva a algunas preguntas, como anticipo de su Master Class 5* que impartirá el próximo 26 de octubre en el UpdateRRHH.

“Los profesionales de RRHH ayudan a facilitar y estructurar una transformación cultural”



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Madrid, 26 de octubre de 2017

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David Ulrich, an international HR leader, gives us an **exclusive interview** because of his participation at the event **UpdateRRHH**.

Commitment, knowledge and a purpose. In this interview David Ulrich explains why these three concepts are fundamental pillars in HR, and among other things, Ulrich predicts how **the new generations** will change the current model of **people management**.

The **26th October**, **David Ulrich** will hold an exclusive **Master Class 5*** for the **UpdateRRHH**.

INTERVIEW WITH DAVID ULRICH

Leading Authority on Leadership and Human Resources

He will hold an exclusive Master Class for [UpdateRRHH](#) on October 26th.

What is the current role of human resources in organizations?

HR is not about HR, but about adding value to the Business and Employees inside the organization and to customers and investors outside the organization. To serve these stakeholders, HR delivers talent, Leadership, and organization culture.

Which are the essential points to build a management strategy?

To create a talent strategy, HR should focus on competence (knowledge and skills), commitment (engagement), and contribution (meaning and purpose). These are three dimensions of the talent logic in an organization



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What role do you think HR will have in the current cultural transformation?

HR professionals help facilitate and architect a cultural transformation. They do so by defining the right culture, then making sure that This culture is implemented.

What do you think will be the future of key processes such as performance management, recruiting new contracting models...?

These HR practices related to People, performance, information, and work should be aligned to strategy, integrated to offer Solutions, innovative, and simple.

Which are the core competencies of HR professionals in the new age we're living?

We have studied HR competencies for 30 years and identified 9 competencies HR professionals should demonstrate: strategic positioner, paradox navigator, credible activist, culture and change champion, human capital curator, reward steward, compliance manager, analytics designer, technology and social media integrator.

How does an effective leader who changes actually happen and are durable?

We have identified how leaders can sustain their required behaviors by turning what they know into what they do. We identified seven principles of Leadership sustainability: simplicity, time, accountable, Resources, tracking, meliorate, and energizing.

In your opinion what are considered strengths and main weaknesses that have new generations?

We found that the basic reasons why people work are much the same; but how People work varies by generation.

✓ ¿Te interesaría asistir al [UpdateRRHH](#) del 26 de Octubre?
Puedes [inscribirte aquí](#).

Para más información:

PRENSA.

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