



**David Ulrich**  
 Professor of Business, University of Michigan



## CSA CELEBRITY SPEAKERS

David Ulrich is a leading authority on leadership and human resources. He is currently the Rensis Likert Professor at the Ross School of Business, University of Michigan and a partner at The RBL Group, a consulting firm focused on helping organisations and leaders deliver value.

**Competitive success is a function of organizational excellence**

### In detail

David Ulrich has helped generate award winning data bases that assess alignment between strategies, organisation capabilities, HR practices, HR competencies, and customer and investor results. He has published over 200 articles and over 25 books on these topics. He edited Human Resource Management, served on editorial board of 4 journals, on the Board of Directors for Herman Miller and Board of Trustees at Southern Virginia University. In 2011, 2009 and 2007 Thinkers 50, the global ranking of management gurus, placed him among the list of most influential thinkers. He is currently a Fellow in the National Academy of Human Resources.

### What he offers you

Ranked as the No. 1 Management Educator and Guru by Business Week, David Ulrich demonstrates in his presentations how to create an organisation that adds value to customers and investors. Based on his latest research, he provides business leaders an invaluable overview of the most cutting-edge developments in HR management.

### How he presents

He is a thought provoking and insightful speaker who is globally sought-after to advise on HR and leadership issues.

### Topics

Organizational Capability as a Competitive Advantage  
 Transformational Leadership  
 Strategic Human Resource Management

### Languages

He presents in English.

### Want to know more?

Give us a call or send us an e-mail to find out exactly what he could bring to your event.

### How to book him?

Simply phone or e-mail us.

### Publications

#### 2012

HR from the Outside in: The Next Era of Human Resources Transformation

#### 2010

The Why of Work: How Great Leaders Create Abundant Organisations that Deliver Value

#### 2009

HR Transformation: Building Human Resources from the Outside In  
 The Widening Stream (Volume 2 of 2): The Seven Stages of Creativity

#### 2008

The Leadership Code: Five Rules to Lead By (with Norm Smallwood and Kate Sweetman)

#### 2007

Leadership Brand

#### 2005

The HR Value Proposition